

*Shafqat
Jilani*



Management Consultant
& Corporate Trainer

IKTAR

www.IKTAR.org

Lead Consultant & Trainer at IKTAR

Shafqat Jilani is the lead consultant & trainer at IKTAR.org. He is a seasoned business consultant, corporate trainer, business coach, motivator, visiting professor, writer and public speaker who is always willing to explore new fronts by experimenting

with modern training methodologies and learning tools. He has worked with leading multinational companies including Eli-Lilly, FedEx & Futures Group in sales, marketing, HR and training management. Shafqat believes in self-learning & experiential training practices through highly flexible, comfortable and interactive training formats.

Shafqat Jilani is an expert Soft Skills Development (SSD) professional, Certified Productivity Enhancement Expert of APO Japan and Certified Master Trainer of Futures Group Washington DC. He has manifold professional exposure in competitive selling, international marketing, market research, team management, working leadership, project management and personal skills development. He has conducted more than eight hundred training workshops over eighteen years of his working as a trainer & consultant.

Shafqat is empowering business, public and social sector organizations by enhancing their productivity and reducing work costs through lean management and six sigma. He is also providing consultation to corporate clients in strategy formulation, capacity enhancement, project management, market share management, niche navigation, winning customer satisfaction, meeting social responsibility and bettering the corporate environment. Apart from his university graduation in Marketing from The University of Punjab he has achieved various certifications to strengthen his skills and develop expertise in training and consulting. A glimpse of his certifications and publications is shown here:

Professional Exposure

IKTAR

<http://IKTAR.org>

Management Consultant & Trainer

Since May 2000 – Present Lahore, Pakistan



IKTAR Consulting is a project of BizShip International aims at providing quality Human Resource Training, Developing and Management Consulting Services to business, public and social sectors.

IKTAR is: Initiating Knowledge, Training, Action & Reform (IKTAR)

Asian Productivity Organization – Tokyo Japan

Certified Productivity Practitioner (Trainer & Consultant)

Since 2016

Productivity enhancement & lean management expertise with hands-on experience of working with multiple industrial, business and service sectors some of those are textiles, pharmaceuticals, food, beverages, hospitality, agriculture, healthcare, banking, fashion, art, music, pesticides, ITC, Cellular, Telephone and Internet companies.



BizShip International

<http://BizShip.com>

CEO

May 2001 – Present Lahore, Pakistan

BizShip International is a buying, sourcing and trading agency dealing in textile products, fabrics, terry towels, knitted and woven garments. BizShip also provides third party quality inspection to its global business partners and clients.



HOC Training and Consulting

Director Training and Consulting

1998 – 2000 (2 years)

Worked as a business head for consulting and training business. Responsibilities included the development of consulting business and implementation of training projects.



Key Social Marketing

Regional Manager Sales and Marketing

1995 – 1998 (3 years)



Social marketing company first of its kind initiated in Pakistan. Started with then as TOT [Trainer of Trainers] then got into a top management position. Kept handling the training needs at the same time.

Futures Group Washington USA

Master Trainer [TOT]

1993 – 1998 (5 years)



More than one hundred soft skills development training workshops for public and private sector employees, officers and program managers.

Key Social Marketing

Regional Manager

January 1993 – January 1997 (4 years 1 month)



Looked after sales and training affairs in central and north regions. Developed about twenty new training for sales, customer care and marketing research staff.

Eli-Lilly & Company

Marketing Associate

January 1990 – January 1993 (3 years 1 month)



Marketing associate for speciality and premium brands of company products worked in the north region, conducted market researches, designed promotional material, go-to-market route maps for tough selling products and developed database for company's marketing and promotional support.

Qualification:

University of the Punjab – Hailey College of Commerce
M.Com. [Marketing]

University Graduation in Commerce, Specialization in Marketing

Virtual University of Pakistan

MSC – Applied Psychology

University Graduation in Applied Psychology

Certifications:

- **IDP - Sales Skills Training - Abu Dhabi**
 - Eli Lilly – USA, 1992
- **Skills Development Program**
 - Eli Lilly – USA, 1994
- **Master Trainer's Training**
 - Futures Group UK, 1996
- **Media Training**
 - Key Social Marketing – ISB, 1996
- **Winning with Quality - Course on 'ISO-9000'**
 - ISO International Certification Inc. – KHI, 1997
- **Achieving Excellence Through Sales & Customer Care - Dubai**
 - Dale Carnegie Trainings – UK, 2003
- **Certified Productivity Professional**
 - APO – Japan, since 2016

Publications:

- ***'Thorn of Population, the right time to pull', a research article on increasing Pakistani population an ODA publication***
 - Futures Group, USA, 1995
- ***'TOT of Futures Trainers', Co-Author***
- ***More than 20 Training Manuals on Management, Communication, Marketing, HR Development, Quality & Self Development, ©Shafqat Jilani***
 - Future Group USA, 1998
- ***'Foresight', exploratory thoughts on the future of business***
- ***'How do Leaders Manage Customer Satisfaction' Descriptive Research***
- ***Doing Research and Writing as a professional writer for various international projects for more than ten years***

Recent Consulting Projects

Industry / Project

- **Paint Industry**
Sales Process Re-engineering through market expansion & export-oriented sales assertiveness for developing sustainable leadership
- **Pharmaceutical & Medical Equipment Industry**
Product Line Extension & Modernization, Local Sales Networks & Territory Management through new business partnerships and JVs, New Startup initiations
- **Construction Industry**
Location finding, Marketing and Pre-feasibility of Shopping cum Residential Mall, Strategic among property dealers, marketing companies for housing societies
- **Call Service Industry**
Call service establishment in a joint venture with a foreign investment company, hiring to posting all phases followed by HR development working
- **Textiles & Fashion**
Recruitment & Skill Enhancement Model Application on effective replacement and maintenance of spares made by foreign partners. Launching strategies based on seasons, demography, geography and market trends, Empowering sales staff as brand ambassadors, Power of positive and kind attitude, Enhanced customer focus, Effective CSS through, Display management, Personal presentation, Stock keeping, Styles of customer dealing, clearance sale management, Handling competition, and Brand Image development
- **FMCG & Retail Services**
Consultation & research for numerous brands in detergents, toiletries, cosmetics, confectionery, food, garments, undergarments, medicines, grocery items and entertainment products/services. Including Business Model analyses and Causes of Territorial Growth with Substantial Increase in Sales, competitive research on top three competitors and market holders in the consumer market, Selling and Surviving in unpredictably Dangerous Territories through effective business, resources and skill management,
- **Cellular & Telecommunication**
Customer satisfaction and brand loyalty pattern with consumption habit and impact of FADs on the buying process for mobile set and service users, Joint strategy formation efforts and research work
- **Footwear Retail**
Sales Management by keeping smile and old customers intact, aimed at a better quality of services with improvement in sales

Office Automation & Supplies

B2B Sales Partnership Management, Process Reengineering & Recourse
Networking Through Effective Supply Chain & Inventory Management

- **Tourism & Social Network**

Effective Resource and Budget Management for the promotion of a Tourist
Resort/Restaurant business

- **Mushroom Production and Packaging Plant**

Collaborative work plan between a Thai and Pakistani company to start
technology-assisted production and selling of mushroom in the country

- **Product Launch and Onsite Promotion**

Product launch and direct marketing campaign for a Japanese chocolate cookies
brand in four major cities of Pakistan

- **Confectionary & Sweets**

Market research for new venture possibilities in the sweet & confectionery
business, feasibility studies for new startups

- **SMEs in Home & Electrical Appliances**

Organizational transformation, better resource management, synchronization of
available capabilities & resources to enhance profitability, product Marketing and
better utilization of market forces in business favour

- **Garments Manufacturing**

System streamlining, supply chain management, productivity enhancement, export
marketing expansion dynamics consulting projects. HSE & Quality control system
development, implementation and monitoring.

- **Retail & Distribution Startups**

Development of business superstores, chains and distribution networks, for
consumer products, food business, fashion brands, pharmacies, frozen food,
electronics, cellular phones and footwear.

- **Biodegradable Waste Bags**

Business Model Structuring and formulation of the sustainable distribution network
of biodegradable bags of different sizes in major cities of Pakistan

- **Disposable Syringes & Needles**

JV pre-feasibility study for a Chinese principal for establishing a high quality & high
turnover production plant of Disposable Syringes & Injection Needles in Pakistan

- **Bottled Drinking Water**

Research and formulation strategy on establishing a drinking water commercial
brand from already available water resources inside a public limited company

- **Traction & Other Industrial Batteries**

Potential market and business areas of VRLA, AGM and Gel batteries in Pakistan, research and business model formulation for an established group

- **Real Estate / Property Business & Town Development**

Solution-based consulting for Business Development, Marketing, HR competence, Business Leadership, Re-Modeling and Organizational Restructuring for a leading property house.

Recent Training Projects

(other than public training & generic workshops)

Industry / Project

- **Education**
How to enhance quality education and improve service delivery without increasing cost, Service Management with Smile and Profitability
- **Pharmaceutical industry**
Managing Sales and Achieving Targets in Diverse and Tough Situations
- **Medical Equipment & Medical Equipment**
Selling and Surviving in unpredictably Dangerous Territories
- **MCG & Retails Services**
Selling and Surviving in unpredictably Dangerous Territories through effective business, resources and skill management
- **Footwear Retail**
Sales Management by keeping smile and old customers intact, aimed at a better quality of services with improvement in sales
- **Petroleum & Gas**
Reducing losses by effective supply chain management & spending time wisely, a project on time management aimed at reducing working costs by 3% during the first three months of the training project
- **Fashion & Textile**
Handling objections of 'affluent' customers who are not the price but 'image' conscious, training for floor staff and their managers, Sales, Motivation, Personal Management, Team Work and Image Enhancement.
- **Tourism**
Facing and managing difficulties 'on the way' with patience and positivity, for tour operator's staff and team leaders who manage adventure trips and outdoor pursuits
- **Environmental Protection**
Persuading and educating people in tough situations, suppressed and illiterate areas of far fledge villages and towns, for a multinational NGO working in environmental protection and water preservation
- **Leasing & Finance**
Reducing the financial cost of the company's lending by improving personal & business management skills
- **Training & Development**
Train the trainer course with three different levels for more than ten types of businesses/industries and developed in-house master trainers meet their future HR development needs
- **Train the Trainer Courses**
One week-long TOTs for various social, private, multinational and public sector organizations

Some of Business Startups

Has Initiated, Designed, Developed, Promoted and Managed:

- **BizShip International** www.BizShip.com an international Buying House for Textiles & Garments and Third Party Inspection services agency working for the global clientele
- **TekSof** www.TekSof.com an IT Solution Company with Offices in USA and Pakistan working on E-Commerce, Web-Based Business Solutions and Digital Marketing
- **IKTAR** www.IKTAR.org an international business consulting, advisory, training and productivity enhancement organization with offices in more than six countries.
- **RAQBAY** www.raqbay.com a real estate business networking and buying selling portal with a prime focus on diverse property solutions for commercial and residential properties

Adjunct Business Faculty

Since 1995 Lahore, Faisalabad, Islamabad

Visited following university and taught more than twenty subjects including marketing, human resource development, international marketing, organizational behaviour, training management, leadership, project management, selling skills, e-commerce; to MBA, M.Com., MIS, MS students during the previous eighteen years.

The University of Faisalabad

- GC University
- University of Central Punjab
- The University of Agriculture
- AIO
- Preston University
- Punjab College of Business Administration

Subjects Taught as Visiting Faculty:

Marketing, Selling, Customer Services, Human Resource Management, Training Management, E-Commerce, Management, Organizational Behavior, Advertising, Strategic Management, Leadership, Project Management, Business Communication, Entrepreneurship, Retail Management

We
Love
What
We Do!



IKTAR Consulting & Training Solutions

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Some of our clients...



British High Commission Islamabad



Bank Alfalah



Nestlé



ChenOne



TOTAL



Beaconhouse



UNFPA
United Nations Population Fund



HONDA



interloop



GIFT UNIVERSITY



ORIX



telenor



BizShip International

Ghani
Leaders In Glass



novo nordisk®



ufone GSM

SHARIF GROUP

BERGER



ZRK GROUP

ORIENTmMcCANN PAKISTAN

faysabank



Rizana Sehat Open University



International Poultry Expo
September 25-26-27 2014



NBP



Pakistan State Oil



UNDP

CYBERNET



NOVARTIS



NTU
INNOVATE AND LEAD



SMEDA



WARID TELECOM

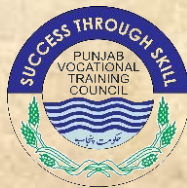
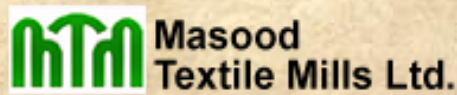
cinnova

PRESTON UNIVERSITY
14, Shaheed Jilani - Management Consultant & Trainer



IKTAR
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Some of our clients...



United Nations Office on Drugs and Crime



ایوان صنعت و تجارت سیالکوٹ



First ISO Certified Chamber in Pakistan



Connecting People




Management Consultants & Training





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 [company/iktar](https://www.linkedin.com/company/iktar)

 [info@IKTAR.org](https://www.youtube.com/channel/UC12345678901234567890)

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