

# Shafqat Jilani



Management  
Consultant & Trainer

IKTAR

[www.IKTAR.org](http://www.IKTAR.org)

## Management Consultant & Lead Trainer at IKTAR

**IKTAR**  
www.IKTAR.org

Shafqat Jilani is the lead trainer at IKTAR.org. He is a seasoned business trainer, management consultant, coach, motivator, visiting professor, writer and public speaker who is always willing to explore new fronts by experimenting 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 training practices through highly flexible, comfortable and interactive training formats.

Shafqat Jilani is an expert SSD professional 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 two hundred training workshops over eighteen years of his working as trainer & consultant.

Shafqat 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 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**

January 2010 – 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)

### **BizShip International**

<http://BizShip.com>

#### **CEO**

May 2001 – Present Lahore, Pakistan



BizShip International  
[www.BizShip.com](http://www.BizShip.com)

BizShip International is a business consulting, research, and marketing company providing business development, management and marketing services to its global clients.

### **HOC Training and Consulting**

#### **Director Training and Consulting**

1998 – 2000 (2 years)



Worked as business head for consulting and training business. Responsibilities included 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 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 center and north regions. Developed about twenty new trainings for sales, customer care and marketing research staff.

## **Eli-Lilly & Company**

### **Marketing Associate**

January 1990 – January 1993 (3 years 1 month)



Marketing associate for specialty and premium brands of company products, worked in 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]**  
Post Graduation in Commerce, Specialization in Marketing

## 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

## Publications:

- ***'Thorn of Population, the right time to pull', 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 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
- **Pharmaceutical industry**  
Product Line Extension & Modernization, Local Sales Networks & Territory Management through new business partnerships and JVs
- **Construction Industry**  
Location finding, Marketing and Pre-feasibility of Shopping cum Residential Mall
- **Call Service Industry**  
Call service establishment in joint venture with a foreign investment company
- **Textiles**  
Recruitment & Skill Enhancement Model Application on effective replacement and maintenance of spares through global supply chain & foreign partners
- **Cellular & Telecommunication**  
Customer satisfaction and brand loyalty pattern with consumption habit and impact of FADs on buying process for mobile set and service users
- **FMCG**  
Causes of Territorial Growth with Substantial Increase in Sales, a competitive research on top three competitors and market holders
- **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 sweet & confectionary business
- **Biodegradable Waste Bags**  
Structuring and formulation of sustainable supply chain network of bio degradable bags of different sizes in major cities of Pakistan

## Recent Training Projects

*(other than public trainings & generic workshops)*

### Industry / Project

- **Education**  
How to enhance quality education and improve service delivery without increasing cost
- **Pharmaceutical industry & Medical Equipment**  
Managing Sales and Achieving Targets in Diverse and Tough Situations
- **FMCG & Retails Services**  
Selling and Surviving in unpredictably Dangerous Territories through effective business, resources and skill management (for sales teams in Afghanistan)
- **Footwear Retail**  
Sales Management by keeping smile and old customers intact, aimed at 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 first three months of training project
- **Fashion & Textile**  
Handling objections of 'affluent' customers who are not price but 'image' conscious, training for floor staff and their managers
- **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 fledged villages and towns, for a multinational NGO working in environmental protection and water preservation
- **Leasing & Finance**  
Reducing financial cost of 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 to meet their future HR development needs

## **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 behavior, training management, leadership, project management, selling skills, e-commerce; to MBA, M.Com., MIS, MS students during 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



# Some of clients...





# IKTAR



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<http://www.linkedin.com/company/iktar>



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