

Naufal Esbhani

Sales | Market Research | Remote-working

📍 Karachi, Karachi City, Sindh, Pakistan

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Languages

English (Native)

Urdu (Native)

Hindi (Work Proficiency)

French (Basic)

About

Sales & Strategy | Market research

BRANDS WORKED WITH

Coca-Cola İçecek

Euromonitor International

Foodpanda

Experience



● Senior Business Development Manager

Foodpanda | Dec 2021 - Now

Responsible for the complete onboarding of shops and marts on the foodpanda platform
Ensuring new accounts acquisition targets are met
Manage accounts for account retention, development, and inventory enhancement
Developing new categories like pharmacies and services on the shops



● Market Research Analyst (Freelance)

Euromonitor International | Dec 2019 - Now

Conduct trade interviews and focus groups along the value chain; manufacturers, retailers, distributors, etc.
Reviewing and collecting information from secondary sources
Analyzing quantitative and qualitative data

● Field Sales Executive

Coca-Cola İçecek | May 2019 - Dec 2021

Achieving Secondary Sales Target while ensuring maximum availability of company's products in every outlet
Ensuring various KPIs like New Outlets Creation, New Cooler injections
Supervising proper injection and optimal utilization of company's assets i.e., coolers, Freezers, Signage etc.

Education & Training

2022 - 2024

● Institute of Business Administration

Masters, Master of Business Administration

2014 - 2018

● Institute of Business Administration

Bachelors, Bachelor of Business Administration