

# Naufal Esbhani

Sales | Market Research | Remote-working

Karachi, Karachi City, Sindh, Pakistan

Naufal's availability **should be discussed**

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## Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions, Freelance Assignments

## Skills

Sales Acquisition (Advanced)

Sales Operations (Advanced)

Business Development (Advanced)

Microsoft Office (Advanced)

Negotiation (Advanced)

Logistical Coordination (Advanced)

Administration (Advanced)

## 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