

IKTAR

www.IKTAR.org

25 YEARS OF EMPOWERING BUSINESS.



**PAKISTAN'S PREMIER
CONSULTING AND
TRAINING AGENCY**

INITIATING KNOWLEDGE, TRAINING, ACTION AND REFORM



**Who we
are**

YOUR PARTNER IN GROWTH

IKTAR has spent 25 years doing one thing exceptionally well: helping organizations perform better. We are a full-service management consulting and corporate training agency serving Pakistan's private sector, multinational corporations, NGOs, and development sector organizations.

We work with CEOs who need a sharper strategy, HR Directors who need stronger teams, and business owners who need practical answers to real problems. Our consultants and trainers bring frontline business experience to every engagement, not just classroom theory.

800
workshops
delivered

100+
corporate
clients served

25
industries
covered

Since
2000

IKTAR
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The IKTAR Difference



Results are at the heart
of everything we do.

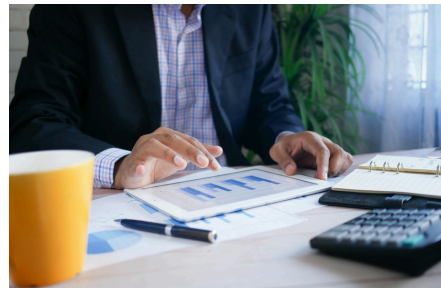
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**Our 25 years of
unbroken client
relationships
across Pakistan's
most demanding
industries is not a
milestone. It is
proof that what
we do works.**

”

Every IKTAR engagement begins with a genuine understanding of your business. We do not apply generic solutions. We study your market, your people, your challenges, and your goals before we recommend anything.

Our clients return to us year after year because the work we deliver changes how their organizations perform. That is the only measure of success we recognize.





Our Services

Consulting and Training Solutions for
Every Stage of Business Growth

IKTAR offers a complete range of consulting and corporate training services, each designed for one purpose: measurable improvement in your organization's performance. Whether you need a strategic overhaul, a high-impact training program, ISO certification, or an SME development plan, IKTAR has the expertise and the track record to deliver it.

Every service is customized. Nothing we do is off the shelf.

Corporate Training Programs



Our training programs are built on adult learning science and delivered by trainers who have worked at the frontline of business. Every program is customized to your organization, your industry, and your people. We do not run the same workshop twice.



Leadership Development:

Build leaders who inspire results, not just manage tasks. Our leadership programs cover strategic thinking, decision-making under pressure, emotional intelligence, team dynamics, and the practical skills that turn managers into leaders. Available at foundational, mid-management, and senior executive levels.



Customer Service Mastery:

Turn every client interaction into a loyalty-building opportunity. This program trains your frontline teams to communicate with confidence, handle difficult situations professionally, and deliver the standard of service that brings customers back.



Sales Excellence:

Give your sales teams the tools to compete and win. Our sales training covers competitive selling techniques, the full sales process from prospecting to closing, negotiation skills, key account management, and customer-centric selling. Built for the Pakistani market, tested across 25-plus industries.



Corporate Training Programs (Continued)



Our training programs are built on adult learning science and delivered by trainers who have worked at the frontline of business. Every program is customized to your organization, your industry, and your people. We do not run the same workshop twice.



Productivity Enhancement:

Certified by the Asian Productivity Organization (APO) Japan, our productivity programs apply internationally validated lean management methodology to Pakistani organizations. Teams learn to eliminate waste, streamline processes, manage time effectively, and consistently deliver more with the same or fewer resources.



Personal and Professional Development:

Help your people show up better every day. This category covers emotional intelligence, stress and time management, business etiquette and professional image, presentation and public speaking skills, and the personal effectiveness habits that define high-performing professionals.



Train the Trainer:

Develop an internal training capability that lasts. Our Certified Master Trainer Program equips your in-house trainers with the skills, methodologies, and facilitation techniques to design and deliver effective training independently. Available as a 5-day intensive program or as modular sessions.



Management Consulting Services



IKTAR consulting engagements are not about reports that sit on shelves. We work alongside your leadership to diagnose the real problem, develop a practical strategy, and see the work through to implementation. Every engagement is scoped to your specific situation.



Strategy and Business Development:

Develop a growth strategy that works in the real Pakistani market. We help organizations define their competitive position, identify new revenue opportunities, enter new markets, build joint ventures, and structure partnerships that create long-term value.



Business and Market Research:

Make decisions based on facts, not assumptions. IKTAR conducts custom market research, consumer surveys, competitive landscape analysis, and business intelligence studies that give you a clear picture of your market before you commit resources to it.



Productivity Enhancement and Lean Management:

APO Japan-certified methodology applied to your operations. We map your current processes, identify waste and inefficiency, redesign workflows, and build the performance measurement systems that keep the gains permanent.



Management Consulting Services (Continued)



IKTAR consulting engagements are not about reports that sit on shelves. We work alongside your leadership to diagnose the real problem, develop a practical strategy, and see the work through to implementation. Every engagement is scoped to your specific situation.



HR Systems Development and Executive Search:

Build the HR infrastructure your organization needs to attract, develop, and retain the right people. We design HR policies, performance management systems, job frameworks, and compensation structures. We also provide executive search and senior recruitment services for critical roles.



ISO Certification Support:

IKTAR provides end-to-end implementation support for ISO 9001 (Quality Management), ISO 14001 (Environmental Management), and ISO 45001 (Occupational Health and Safety). We handle gap analysis, system development, documentation, staff training, and audit preparation.



SME Development Program:

A structured consulting engagement designed specifically for Small and Medium Enterprises. We help SMEs professionalize their operations, improve margins, fix sales and marketing gaps, manage cash flow better, and build the systems they need to grow sustainably.



SME Development Programs

Pakistan's SME sector is the backbone of the economy. It also faces the most pressure with the fewest resources. IKTAR's SME Development Program is built for business owners who want to run a more professional, more profitable, and more sustainable operation.



Growth Strategy:

Identify where your next phase of growth is coming from and build a realistic plan to get there. Market expansion, new product lines, new customer segments, and structured action plans.



Financial Management:

Improve cash flow management, budgeting discipline, and financial planning. Understand your numbers well enough to make confident business decisions.



Sales and Marketing:

Fix the gaps in how you attract and convert customers. Practical sales process design, marketing strategy, and brand positioning built for Pakistani SMEs.



Market Positioning:

Define what makes your business different and make sure your market knows it. Brand clarity and competitive positioning for SMEs competing in crowded markets.



Operational Efficiency:

Reduce the waste in your day-to-day operations. Streamline processes, improve turnaround times, and make your business easier to run and easier to scale.



HR and People Management:

Put the right people systems in place. Job descriptions, performance reviews, team structure, and the basic HR infrastructure every growing business needs.





How We Work

From first conversation to lasting results.

Every IKTAR engagement follows a disciplined process. We start by listening carefully to understand your business, your people, and the specific challenge you want to solve. We do not propose a solution until we fully understand the problem.

From there we co-design the engagement with you, agree on what success looks like, deliver with full commitment, and measure the outcomes against what we promised. Many of our client relationships span years rather than individual projects, because the work we do creates value that compounds over time.

We work with multinational corporations, large Pakistani private sector companies, development sector organizations, and ambitious SMEs. The approach is the same for all of them: honest diagnosis, practical strategy, disciplined delivery, measurable results.

Why IKTAR

25 Years of Proven Track Record

IKTAR was founded in 2000 and has operated without interruption through every economic cycle Pakistan has experienced since. That longevity is not an accident. It reflects consistent delivery of value to clients across hundreds of engagements. When you engage IKTAR, you are not working with a new firm testing its model. You are working with an organization that has refined its approach over a quarter century.



International Certification, Local Knowledge

Our lead consultant holds certifications from the Asian Productivity Organization (APO) Japan, Futures Group Washington DC, and Dale Carnegie International. These are internationally validated methodologies applied with deep knowledge of how Pakistani businesses actually work.



Consulting and Training Combined

Very few firms in Pakistan do both at a serious level. IKTAR does. Our consultants train and our trainers consult. Every engagement benefits from a 360-degree view of your business that firms offering only one service simply cannot provide.



Why IKTAR (Continued)



Fully Customized Every Time

No IKTAR engagement looks like the last one. We do not have a standard program we deliver to everyone. We study your business, your people, your industry, and your competition before we design anything. The result is an engagement that fits your actual situation, not a template that fits most situations approximately.



A Client Roster That Speaks for Itself

IKTAR has worked with Nestle, Honda, UNDP, UNFPA, WWF, GlaxoSmithKline, Novartis, Pakistan State Oil, Bank Alfalah, Faysal Bank, Telenor, Ufone, Berger Paints, Pearl-Continental, and more than 80 other organizations. These are relationships we earned.



Senior-Led Delivery

Every IKTAR engagement is led by a senior professional with real business experience. We do not send junior staff to do senior work. The person who scopes your engagement is the person who delivers it.

Our Team



The IKTAR team brings together senior professionals with backgrounds in management consulting, corporate training, finance, engineering, HR, behavioral science, and business development. Every team member has real business experience in their field. When you engage IKTAR, you engage a team that has done the work, not just studied it.

Our Expertise

- Leadership Development and Coaching
- Sales, Marketing and Business Development
- HR Development and Organizational Design
- Productivity, Lean Management and ISO Systems
- Behavioral Psychology and Personal Development
- Project Management and Business Consulting
- Market Research and Business Intelligence
- SME Growth and Operations Consulting

MEET OUR TEAM

Shafqat Jilani

FOUNDER AND CEO

Business consultant, certified master trainer, behavioral psychologist, and published author with 35 years of experience in sales, marketing, leadership development, and management consulting. Founder of IKTAR since 2000.

Iffat Batool

DIRECTOR, CORPORATE
AFFAIRS

Leadership and business transformation specialist with 28-plus years across sales, marketing, HR management, and executive coaching. Leads IKTAR's corporate engagement and business development strategy.

Arsalan Rehman

SENIOR
CONSULTANT

Industrial engineer and HSE specialist with proven expertise in organizational development, OSHA implementation, and safety management systems for manufacturing and industrial clients.



M. Aurangzeb

PROJECT DIRECTOR,
FINANCIAL CONSULTANT

Financial expert and project management professional with two decades of experience in international business management and consulting. Oversees project governance and multi-workstream delivery.

Sayed Naveed Akhtar

EXECUTIVE LEADERSHIP
COACH

Seasoned leadership development and organizational transformation expert. Brings a sophisticated executive coaching methodology to C-suite and senior management programs.

Muhammad Asim

SENIOR
CONSULTANT

A dedicated young engineer passionate about developing projects, grooming people and initiating new projects.

MEET OUR TEAM

Huda Jilani

BUSINESS DEVELOPMENT
MANAGER

MBA (HR), MA English.
Creative researcher and
business development
strategist who oversees core
company functions including
program design, client
proposals, and knowledge
management.

Abdullah Jilani

MANAGER
COORDINATION

Business graduate,
communication expert,
dedicated young professional
with a passion to serve clients
on top of other priorities;
always passionate & friendly.



Shabana Ali

LIFE COACH AND WELLBEING
SPECIALIST

Certified life coach, clinical
hypnotist, and personal
development practitioner
with 15-plus years of
experience in wellbeing
programs, emotional
resilience, and peace-building
workshops.

Zainab Ali Shah

PROJECT
COORDINATOR

Business graduate and
marketing professional
responsible for project
coordination, client
communication, and team-
client liaison across active
engagements.



Why Choose IKTAR?

Every organization faces its own unique challenges. What sets IKTAR apart is not just what we offer, but how we deliver it. Here is what working with IKTAR actually means for your business.

25 Years of Experience:

IKTAR has been operating since 2000, serving clients across Pakistan's private sector, development sector, and multinational community. Our experience covers every major industry sector in the Pakistani economy.

International Methodology:

Our training and consulting methodology is certified by the Asian Productivity Organization (APO) Japan, Futures Group Washington DC, and the Dale Carnegie Institute. Global standards applied to Pakistani business realities.

Measurable Results:

We define success with you at the start of every engagement and measure against it at the end. We are not in the business of delivering activity. We are in the business of delivering outcomes.

Fully Customized Solutions:

No standard programs, no off-the-shelf workshops. Every engagement is designed from scratch for your organization, your people, and your specific situation.

Integrated Consulting and Training:

Most firms offer one or the other. IKTAR offers both. Our consultants train and our trainers consult. This gives our clients a depth of organizational insight that single-service firms cannot match. i

A Portfolio You Can Verify:

Nestle. Honda. UNDP. Novartis. GlaxoSmithKline. Telenor. Pakistan State Oil. Bank Alfalah. WWF. British High Commission. These are not references. These are active relationships built over 25 years.

Some of Our Clients

Our clients are at the center of everything we do. We are proud of the work we have delivered across more than 100 organizations in Pakistan and internationally.

Every client relationship at IKTAR is built on results. Here is a selection of the organizations that have trusted us with their most important business and people challenges.



Plus 60-plus additional organizations across pharmaceuticals, FMCG, banking, energy, telecom, education, NGOs, real estate, logistics, supply chain, manufacturing, and agriculture.



Ready to grow your business with IKTAR?

Talk to us. No obligation.
No standard proposals.

IKTAR



www.IKTAR.org



info@IKTAR.org



+92 321 783 5515

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