

ENFUTURE INSIGHTS



Expanding Globally with Market Intelligence

2026

“

A **vision** without a
strategy remains
an **illusion**.

Lee Bolman



Winning in International Markets

A Research-Driven Growth Framework for Pakistani Exporters



THE REALITY OF EXPORT GROWTH HAS CHANGED

Export growth is no longer operational—it is strategic



- Global trade competition has intensified across sectors
- Price pressure from low-cost producers (Vietnam, Bangladesh, China)
- Increasing regulatory & compliance barriers (ESG, traceability, certifications)
- Saturation in traditional export destinations (US, EU, GCC)

WHY EXPORTS EXPANSION FAIL

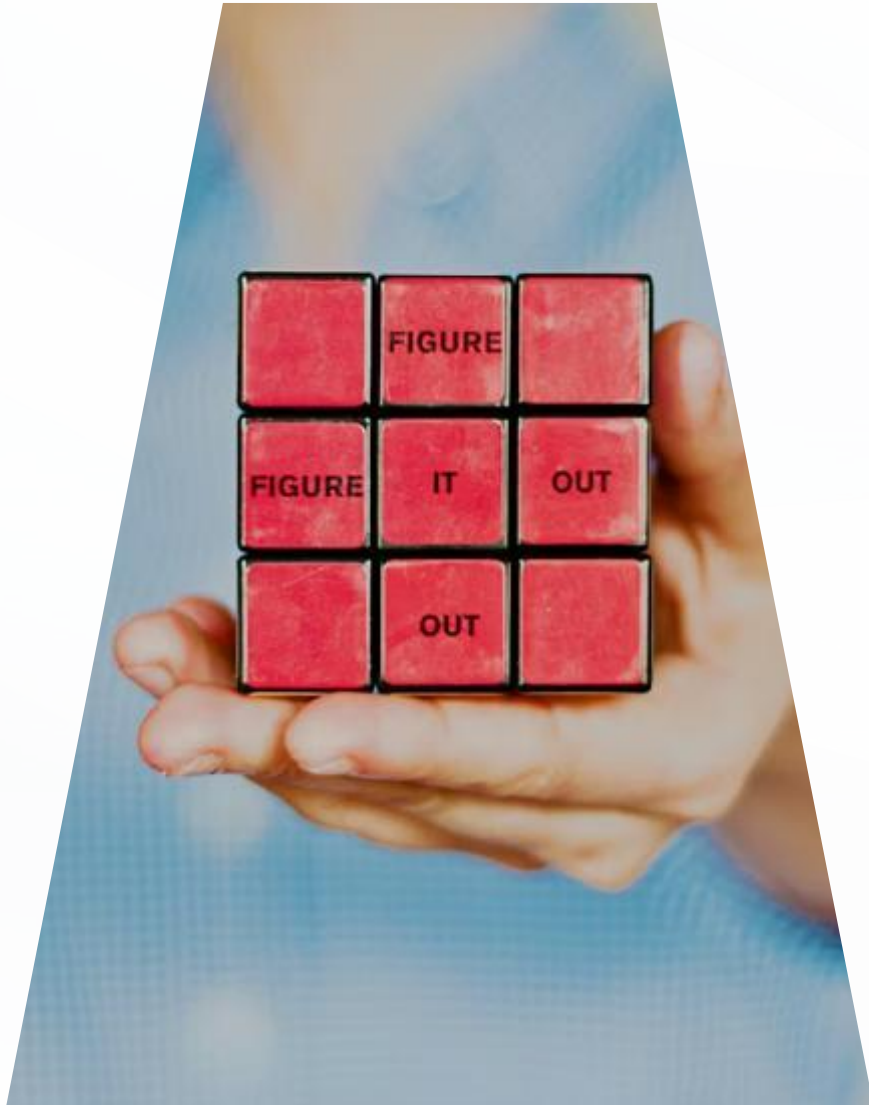
One wrong market entry can cost 18–24 months in lost time, sunk marketing spend, and margin erosion.

- Entering saturated markets
- Overdependence on single distributor
- Compliance surprises after entry
- Pricing below optimal margins



WHAT MARKETING RESEARCH ACTUALLY SOLVES?

Structured research significantly improves decision quality and reduces entry risk



Market attractiveness ranking

Competitive benchmarking

Realistic pricing bands

Channel & distributor mapping

Entry risk assessment

ROI OF MARKETING INSIGHTS

Research is a Cost — But Ignorance is far more expensive

1

Research investment: typically <3–5% of export revenue

2

prevent significant margin erosion

3

Reduces failed entry risk significantly

STRATEGIC QUESTION EVERY EXPORT MUST ANSWER

Export growth is not about where you *can* sell — but where you can win profitably.

Which market offers **sustainable margin**, not just volume?

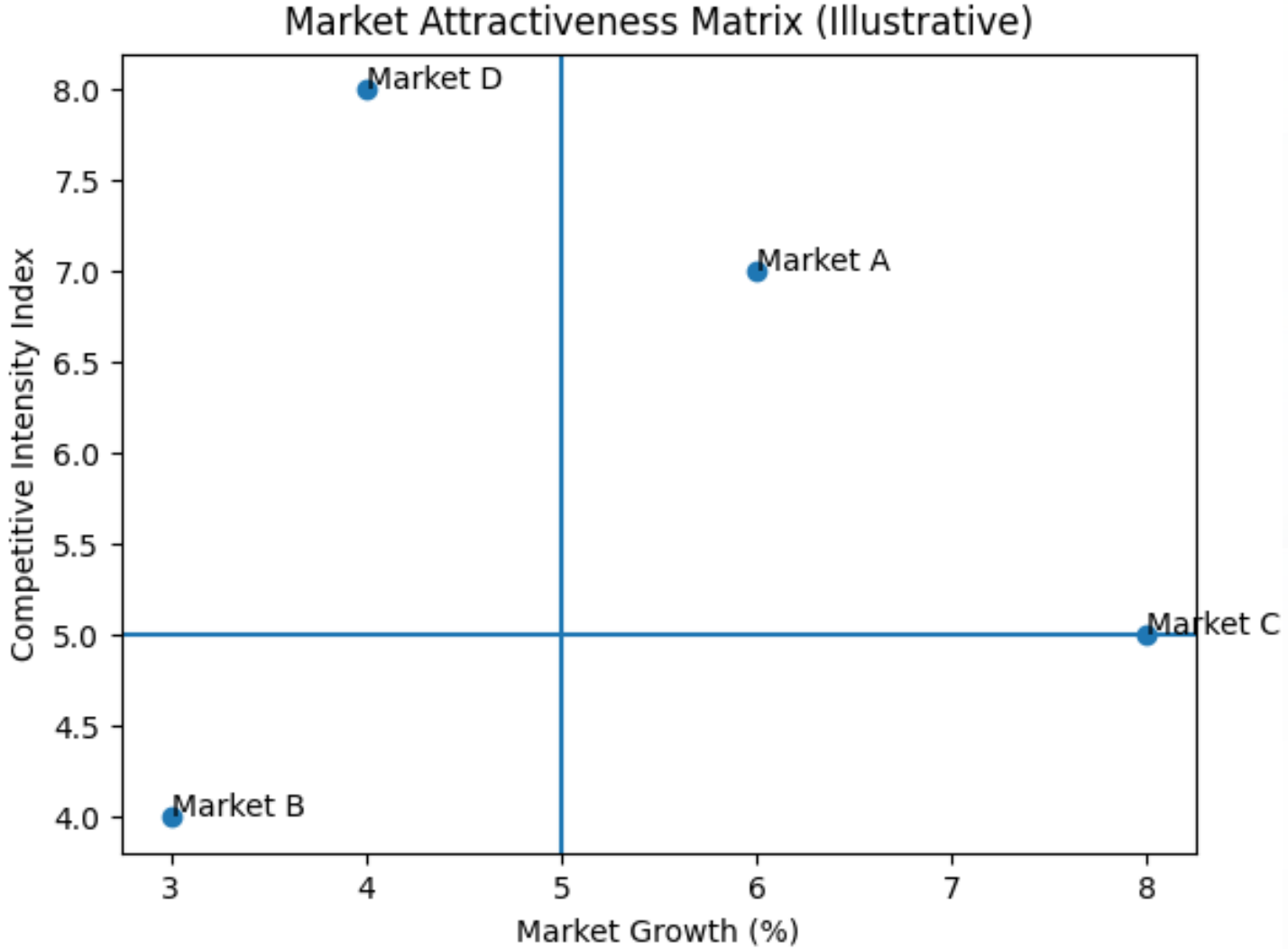
How does your landed cost compare vs local competitors?

What is your dependency risk on distributors/channels?

ENFUTURE EXPORT GROWTH FRAMEWORK



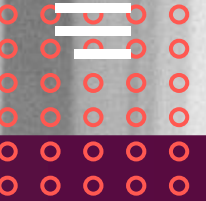
MARKET ATTRACTIVE MATRIX



Framework adapted from global consulting methodologies

EnFuture Insights

Who we are?





MISSION

To become the first choice for clients for marketing research & creative services.



STRATEGY

We create powerful, result-oriented business strategies and plans so you take the right steps.



VALUES

Competence, Honesty, and Integrity – our special ingredients to give you top-notch services.



YOU....

Our clients are our biggest asset and we ensure to build a loyal relationship with you.



MEET OUR MANAGING DIRECTOR: MAJIDA NAVEED



Integrated Consumer Insight

Deep qualitative understanding of consumer motivations, combined with quantitative rigor to enable decision-making at enterprise level

23+

Years of experience



800+

studies executed

Experience with International Markets

Philippines, Vietnam, Hong Kong, Thailand, Malaysia, Singapore, UAE, KSA, Afghanistan

Industry Expertise

FMCG | Retail | Agri | Paints | Social Sector | Telecom | Apparel | Footwear | Pharma | Finance | Real Estate

Founder of shopper research in Pakistan

Awarded: Simply Excellent Gold award (10x business growth)

Published Reports: 5 major published industry reports



150+ years of collective work experience



Majida Naveed
Managing Director
23+ Years Work Exp



Ahsan Rasheed
Senior Consultant
25+ Years Work Exp



Abdul Saboor
Associate Manager
7+ Years Work Exp



Liaqat Ali
Senior Manager
18+ Years Work Exp



Natasha Inderyas
Associate Manager
5+ Years Work Exp



Abdul Rehman
Executive
1+ Years Work Exp



Gunvald Svendsen
Segmentation Expert
35+ Years Work Exp



Farhan Zaidi
Senior Manager
10+ Years Work Exp



Mariam Iftikhar
Senior Executive
4+ Years Work Exp



Maria Noor
Research Associate
1+ Years Work Exp



Nazia Abbas
Manager Research
9+ Years Work Exp



Saqaina Younas
Executive
3+ Years Work Exp



Sarim Naveed
Research Associate
1+ Years Work Exp

100+ years of collective work experience



Majida Naveed
Managing Director
23+ Years Work Exp



Gunvald Svendsen
Europe



Sajida Ali Junaid
UK & EU



Khalid Hassan
Canada &
Bangladesh



Mehreen Anwar
United States



Nazia Abbas
Middle East



Nabeel Ahmed
Afghanistan &
Africa

TESTIMONIALS

Our sincere gratitude for the **dedication and expertise** that your team brought to this project...**valuable learning experience for us**...appreciate the efforts made by your team in managing the project, **adhering to timelines**, and delivering a **report of high quality**.



Group Chief
Innovation Officer



Head of Insights

Concluded the Human Value **Segmentation** for our two business lines. It was an **insightful experience**...very **comprehensive process**...all decision makers were **involved** in deriving the insights with very **professional guidance and consultancy** by the agency...

Sincere appreciation for the **smooth execution** of the project from start to end.. your team's **feedback incorporation, seamless coordination, clear communication**, and the delivery of **insightful results** have significantly contributed to the project's success. Moreover, the **clarity and depth of the report** reflect your team's **expertise, professionalism, and hard work**.



Consumer & Retail
Insights Manager



Thailand

Report well received...really appreciate going **above and beyond as usual**...will certainly be back in touch.



Vietnam

Thank you for the **quick turn around**. Indeed you delivered your best. The **report is exhaustive and informative**.



Hong Kong

"I liked the report. My **global MD Consumer Research** reviewed... your **report is very good**."



UAE

Very **high praise** for your work, so a very **big thanks** for your hard work in turning this report around in **good time**

TESTIMONIALS

"Experience of working with EnFuture was good...the report shared was quite comprehensive and very insightful for the brand to take forward and build from there."



Senior Brand Manager - CBL



The little joys of life

CMO Mayfair

"It has some good insights for us to work upon. Thank you so much". "As we already know you are a Super Star ! Well done"

"Very satisfied with the project....done a good job.....coming up with actionable insights".



Head of Insights Packages

NDURE

"Appreciate and acknowledge the hard work and dedication put in by team enFuture....Right from the start the quality has been maintained in all aspects" Group Brand Manager NDURE

"Thank you for sharing the report. I truly appreciate the effort that went into the execution, report writing, and discussion guide formulation. Support like this makes our work both easier and more impactful. Keep up the great work."



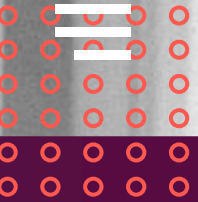
telenor



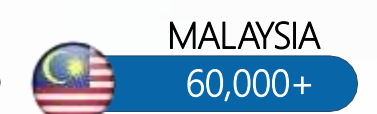
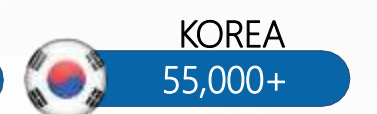
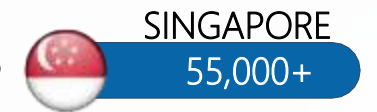
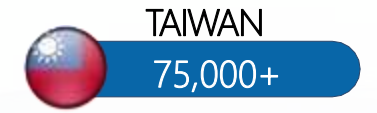
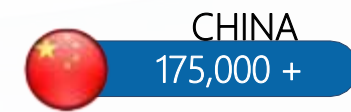
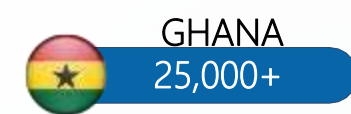
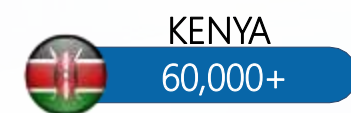
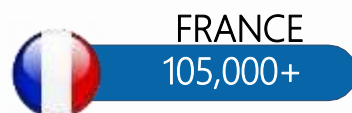
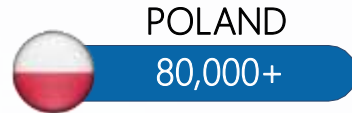
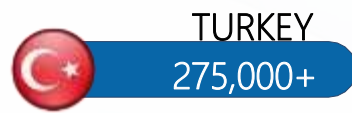
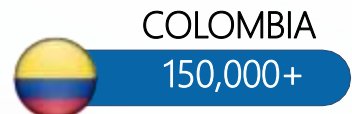
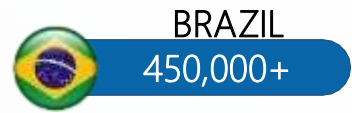
"Report is crisp, actionable, and very well put together---- something beyond typical trend reading
Head of Insights Telenor



OUR SERVICES



COUNTRIES IN FOCUS FOR PANEL RESEARCHES



B2B, B2C Panel | 8M+



*through collaboration with partner agencies working in these markets

COUNTRIES IN FOCUS FOR NON PANEL

Region

Countries Covered

North America

Canada

North Africa

Morocco, Algeria, Tunisia,
Egypt

Middle East
(Gulf & Levant)

Jordan, Lebanon, Kuwait,
Qatar, Bahrain, Oman

South Asia

Bangladesh

Southeast Asia

Thailand, Malaysia, Singapore,
Indonesia, Vietnam,
Philippines

East Asia

Hong Kong (SAR)



*through collaboration with partner agencies working in these markets

GLOBAL B2B RESEARCHES EXPERTISE

North America	Europe	Asia-Pacific	South America	Middle East & Africa
Canada	Denmark	Australia	Argentina	Algeria
Mexico	Germany	Brunei	Brazil	Bahrain
United States	Norway	China	Colombia	Congo
Alaska*	Romania	India	Ecuador	Gabon
Gulf of America*	Russia	Indonesia	Guyana	Kuwait
	United Kingdom	Japan		Namibia
		Malaysia		Nigeria
		Papua New Guinea		Oman
		Thailand		Saudi Arabia
		Vietnam		United Arab Emirates

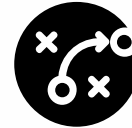


*Alaska and Gulf of America listed as sub-regional coverage within the United States



Sales Outsourcing

Turn Key Sales Solutions
Sales Automation
Product Placements



Actionable Insights

Drill-down Tools
Alert-driven Reports
24/7 On-demand Web Access



Retail Tracking

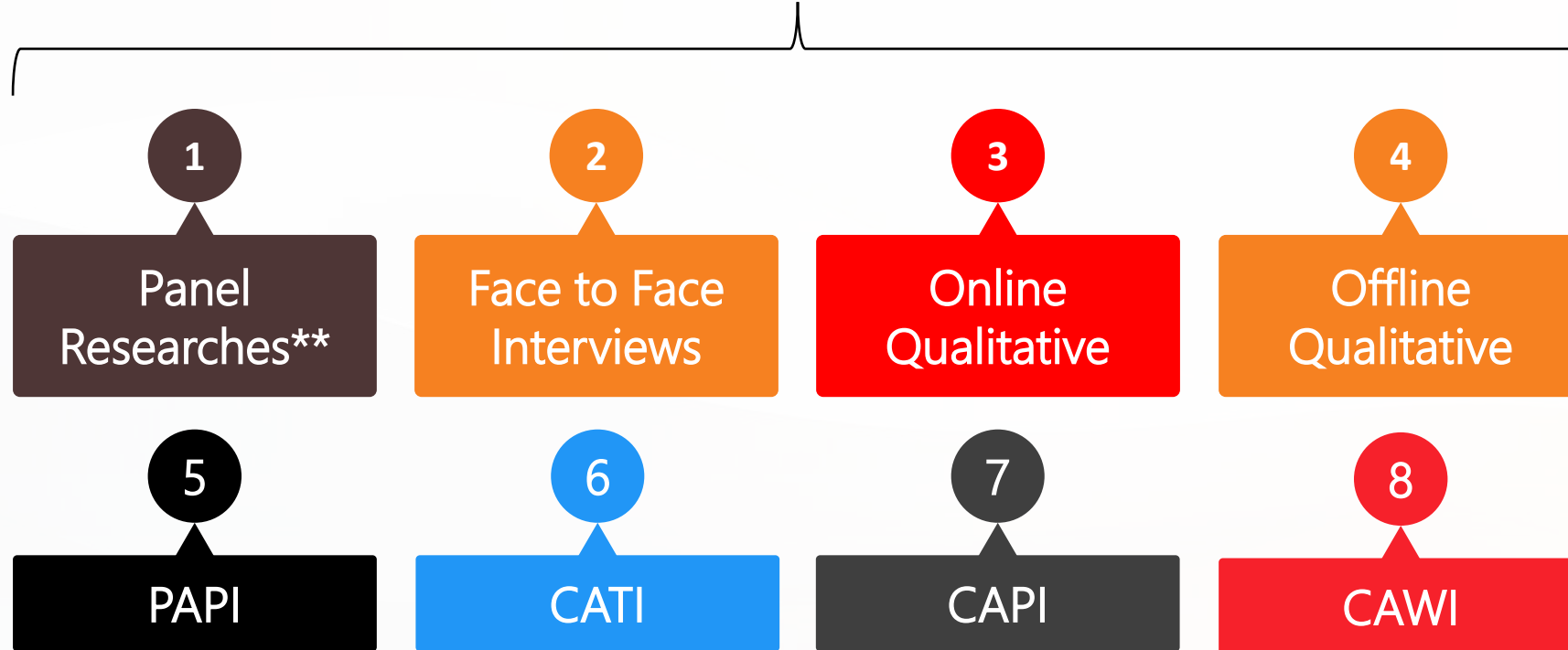
Store Observations / Merchandising
Stock Audits
Competitor Analysis
Customer Profiling & Insights
Total Store: 10,000



BTL Campaigns

Visual Merchandising
Brand Activations
Roadshows
OOH
POSM

Methodologies



**Not in Afghanistan

*through collaboration with partner agencies working in these markets



Strategic Research

Market Segmentation Research
Product Positioning Research
Brand Image Study
Usage & Attitude Study
Consumer Journey Map
Mass Media Research
Retail Mapping & Satisfaction



Exploratory Research

Ideation Sessions
Focus Group Discussions
In-depth Interviews
Observations Studies
Consumer Connects
Market Size Estimation



Causal Research

Concept Test
Campaign/ Ad Evaluation
Product Test & Pack Test
Impact Evaluation
Brand Name Evaluation
Bundle Test
Car Clinics



Research Trackers

Brand Growth Model
Brand Health Tracker
Retail Brand Health
Net Promotor Score Tracker
Customer Satisfaction Tracker
Social Media Reporting

CLIENTS

*International Collaboration



*through collaboration with partner agencies working in these markets

AWARDS & AFFILIATIONS

Awards



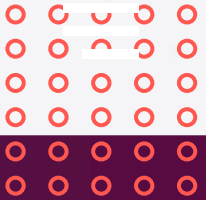
Affiliations












RESEARCH SOLUTIONS

Solution Suite















QUALITATIVE & QUANTITATIVE RESEARCH SOLUTIONS

QUALITATIVE

-  Focus Groups
-  Ethnography
-  Diary Method
-  Telephonic Views
-  Online Groups
-  In Depth Interviews
-  Dyads & Triads

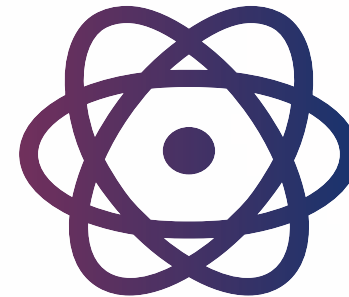
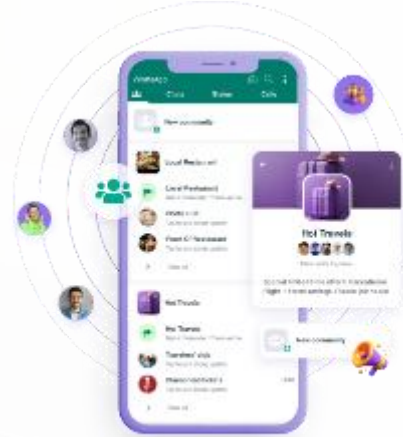


QUANTITATIVE

-  Consumer Attitudes And Behaviour
-  Volume Forecasting
-  Idea Generation
-  Advertising Testing
-  Consumer Promotions
-  Customer Satisfaction
-  Mystery Shopping
-  Concept Testing
-  Shopper Behaviour
-  Brand Health Tracking
-  Pricing Decisions
-  Pack Tests

CUSTOMIZED WHATSAPP COMMUNITY - A SMARTER MODEL FOR CONTINUOUS CUSTOMER RESEARCH

Stay continuously connected to customers throughout the year—not a one-time study.



WHY IT MATTERS :

- Maintain **consistent experience** across locations/touchpoints
- Track **evolving preferences** and loyalty drivers
- Make **confident day-to-day decisions** with real customer signals

HOW IT WORKS:

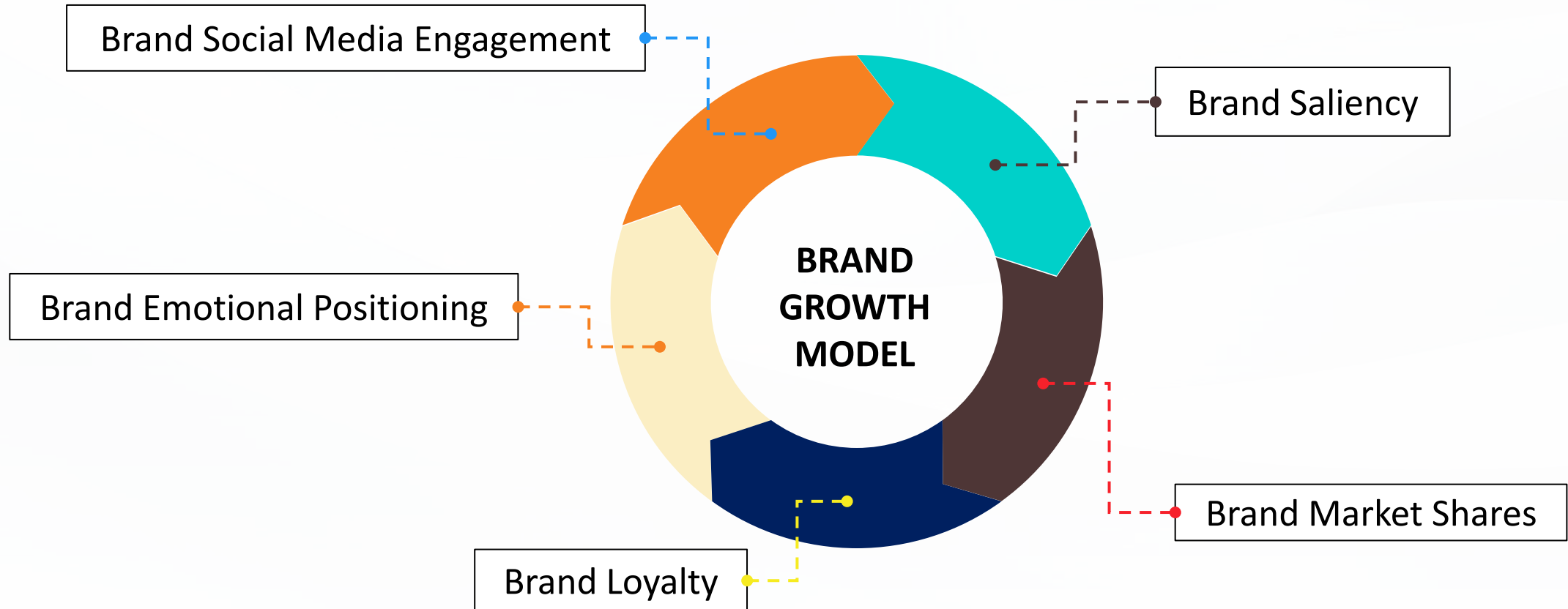
- **Rapid polls** for quick direction (minute-long, high response)
- **Voice/visual feedback** to capture context + emotion from real moments
- **Online diaries** to track the journey *before–during–after* usage in real time

WHAT CLIENTS GET:

- Clear **priorities ranked** + what to fix first
- Reduced risk in **experience, communication, and launches**
- Practical actions—**decisions, not long reports**

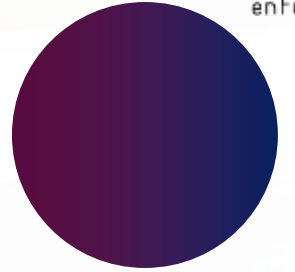
We measure brand health using BGM

A strong equity brand is more likely to be recalled and chosen by the consumers and pay a premium for it, it is hence better poised to grow its share.



A European Model

STANDARDIZED SET OF VALUES TESTED IN SOUTH ASIA



Values

An enduring belief that a specific mode of conduct (or end state) is preferable to its opposite.

Values are relatively more permanent than attitudes.
Attitudes are connected to concrete objects or situations.



Attitudes

A psychological tendency is expressed by evaluating a particular entity with some degree of favour or disfavour.

Behavior understanding based on values rather than attitude is far more representative of consumers.

*HNV
Segmentation
Snippet*

Significant positive differences vs. other segments
Significant negative differences vs. other segments
No significant differences

Innovation-Seeking	Tradition-Oriented	Luxury & Status-Driven
	Convenience-Centric	
Environmental Responsibility		Freedom & Autonomy
Authenticity-Seeking	Value-Consciousness	Community-Minded
Health & Wellness-Oriented		

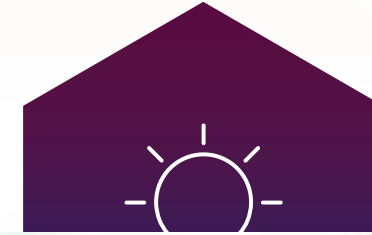
Whatever the shopper does ... SHOPPER EYE knows

We provide clarity on



To understand shopper purchasing behavior and explain whether the **shopper** is following the list or is it changed or distracted by pre/in-store influences and impulses.





Beyond What People Say

01

What it does: Captures **attention**, **emotion**, and stated feedback in one flow

02

How it is done: Integrated survey engine. **AI eye-tracking**; visual attention Emotion measurement; emotional response over time

03

What you get: Where attention concentrates – and drops. Emotional response over time. Clear links between seeing, feeling, and saying

04

Why it matters: Explains why content works – or doesn't

05

Works on: **Ads · Video · Websites · Packaging · Concepts**



Helps understanding the **gaps** a consumer may feel during the **shopper experience** after evaluation of pre-decided touch points



- See The Real Experience
- Spot Gaps In Service
- Ensure Consistency
- Guide Training & Coaching



- Protect Brand Standards
- Drive Sales Performance
- Validate Customer Feedback
- Track & Benchmark Results

Pakistan's First Digital Mystery Shopping

Incorporating nonconscious **measurement tools** and traditional survey-based **research** with deep-driven **analysis**.



- Evaluates Facial Expression Observations
- Information On Real-time Eye Focus Tracking



- Understanding The Motivations And Decisions
- Analyzing Survey Knowledge With Neuromarketing

Unearth Emotions That Restrict Brand Growth

Awareness → Consideration → Purchase → Retention → Advocacy

- Understand what customers think, feel and do
- Spot pain points and improvement opportunities
- Enhance overall customer experience
- Align teams on customer needs and strategy
- Boost conversations, retention, and loyalty
- Turn research insights into actionable steps



What are they doing?

Understand all the touchpoints associated with each phase

How are they doing?

Determine performance of all the channels throughout the journey

What are they feeling?

Gauge the emotional responses of customer during the journey

Consumers are lost somewhere during engagement journey where certain touchpoints/ channels are evoking negative emotions



LET'S WORK TOGETHER

enFuture Insights

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