



*Innovation-Dedication-Commitment*



*Long Way ahead*

*Class comes with experience*



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# Introduction

Trigger Market Solutions (Pvt.) Ltd. started its journey in 2014, we help our clients design, plan, and deliver immersive experiences for their most important audiences. Through comprehensive solutions including strategy, creative, logistics, digital solutions, and event technology, Trigger helps increase engagement and drive business results. What makes us different is our collaborative culture, intuitive knowledge, global perspective and personalized approach, gained from our 8 years experience in the industry..



At Trigger Market Solutions the only valid rule to operate is Excellence.



Focusing on the above rule we developed our organization in providing services based on Excellence to numerous Giants of the business.



We have established the core departments to provide our clients a One Window solution for their targets of numerous Fields.



We made our presence in All three Zones for swift management and better services.



Our Market Intelligence Division has developed its network through more than 400 workers and covers 196 Cities & Towns of Pakistan.



Capacity building Department holds the capability of changing the work dynamics by developing the core competencies in human assets of the organizations.



ISB/RWP ZONE	PESHAWAR ZONE	ABBOTTABAD ZONE
JHELUM ZONE	D I KHAN ZONE	GB ZONE
AJK ZONE		



- LAHORE ZONE
- FAISALABAD ZONE
- MULTAN ZONE
- BAHAWALPUR ZONE
- R Y KHAN ZONE
- D G KHAN ZONE



KARACHI ZONE	QUETTA ZONE
MIR PUR KHAS ZONE	GAWADAR ZONE
SUKKUR ZONE	CHAMAN ZONE



▶ Now we have a team of 400 Plus on our panel covering 196 Cities & Town NWD

# Core TEAM

## **Mirza Farrukh Baig**

*Head of Business Development  
& Strategic Planning*

## **Aniya Abdullah**

*Business Manager (Corporate)*

## **Imran zain**

*Business Manager (Karachi)*

## **Shakeel**

*Operation Manager (North)*

## **Muhammad Aneel**

*Head of Operations*

## **Huzaiifa Fayyaz**

*Business Manager (Islamabad)*

## **Ammad Fayyaz**

*Business Manager (Lahore)*

## **Muhammad Salman**

*Operation Manager (South)*

## **Zara ullah**

*Social Media Manager*

## **Abdul Rehman**

*Project Manager (South)  
Market Research*

## **Azhar Ali**

*Project Manager (Central)  
Market Research*

## **Munir Ahmed**

*Finance Manager*

## **Mubashir Ali**

*Business Manager (Faisalabad)*

## **Tayyaba Ali**

*HR Manager*

## **Awais Ahmed**

*IT Manager*

- > Though our steps are little but are firm and now we have 16 permanent employees working as Supervisors in 12 Metro Cities and a team of 400 Executors is on our panel covering 196 cities and Towns of Pakistan.
- > Quality Assurance department,
- > Data Entry department.
- > PHDs to analyze the Data compiled (Research Division).
- > Every person is now trained and performs best in predefined JD. The System is self-sustaining and works gently and smoothly to ensure the uninterrupted performance of the whole organization.

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*Customer  
Satisfaction  
Guaranteed*



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# Services

**Retail Acquisition (Telco & DFS)**

**Market Research / Retail Intelligence**

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# Retail Acquisition (Telco & DFS)

Allows companies to explore and access the current and new market (rural and urban) for new and existing products assisting you to take smart decisions for business expansion.

- Educational Institutes On-Boarding for Digital Fee Collection
- Businesses On-Boarding for Digital Portal & Payroll Management.
- Agent/Retailer Network On-Boarding
- QR/POS Merchants Network On-boarding
- Agent / Merchant Network Compliance / Verification / Retail Audit
- Wallet account Opening
- Agent / Merchant Network product / services Training

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# MFS & DFS Experience

**United Bank Ltd - UBL Digital**  
Businesses On-Boarding for  
Digital Portal & Payroll.  
OMNI Wallet Acquisition  
NWD, Pakistan.

**Bank Alfalah - ALFA**  
School/College Acquisition  
For Digital fee collection  
Wallet Acquisition  
NWD, Pakistan.

sub contract  
**Meezan Bank - Upaisa**  
Agent Network  
Documentation  
NWD, Pakistan.

sub contract  
**HBL Express**  
Agent Network compliance  
14000 agents | Transaction | POSM  
NWD, Pakistan.

**FonePAY**  
QR Merchant Acquisition  
Wallet Acquisition  
NWD, Pakistan.

sub contract  
**Askari Bank - PAYMAX**  
Agent Network Verification  
6500 agents  
NWD, Pakistan.

sub contract  
**Bank Alfalah - Mobile Paisa**  
Agent Network Acquisition  
Documentation |  
NWD, Pakistan.

**HBL Konnect**  
QR Merchant Acquisition  
Wallet Acquisition  
North Region, Pakistan.

**PayPLUS**  
Retailers Acquisition  
Franchise Acquisition  
NWD, Pakistan.

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# Market Research / Retail Intelligence

Helping companies in devising a comprehensive plan by subdividing a large standardized market into clearly identifiable segments having similar needs, wants, or demand characteristics. Insights are showcased via reports, infographics, etc.



**Industry:** Financial | Education | Telecom | FMCG | Pharmaceuticals  
Automotive | Consumer Durables

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# Market Research Experience

## STYLO

Pre-Launch research (Cosmetic Products)  
3000 Responses (10 Metro Cities)  
5 FGD's (K L I)  
Report formulation  
Report Presentation & defense.

sub contract

## WSSCM 80k households GIS Data Collection

Mardan 15 UC's  
Report formulation  
Report Presentation & defense.

sub contract

## NAVTTTC 100k Pass out Students Telephonic Survey

Batch-I & Batch-II (2019-20)  
Report formulation  
Report Presentation & defense.

## MODEL STEEL

(Brand Image Survey)

Brand Image | Brand Positioning  
Competitive position | Supply Chain  
Price perception | Consumer trends etc.

## OPIO Fragrance

(Retail Census Pre- Launch)

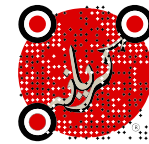
70k shops, (14 Cities)  
Competitive position | Product Design  
Price perception | Consumer trends etc.

## Askari Bank - PAYMAX

Agent Network Verification  
6500 agents  
NWD, Pakistan.

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# Our Prestigious Clients



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# Thank You!

## Let's shape the Future Together



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