



**WISDOM
CREATIVITY
COMPASSION**

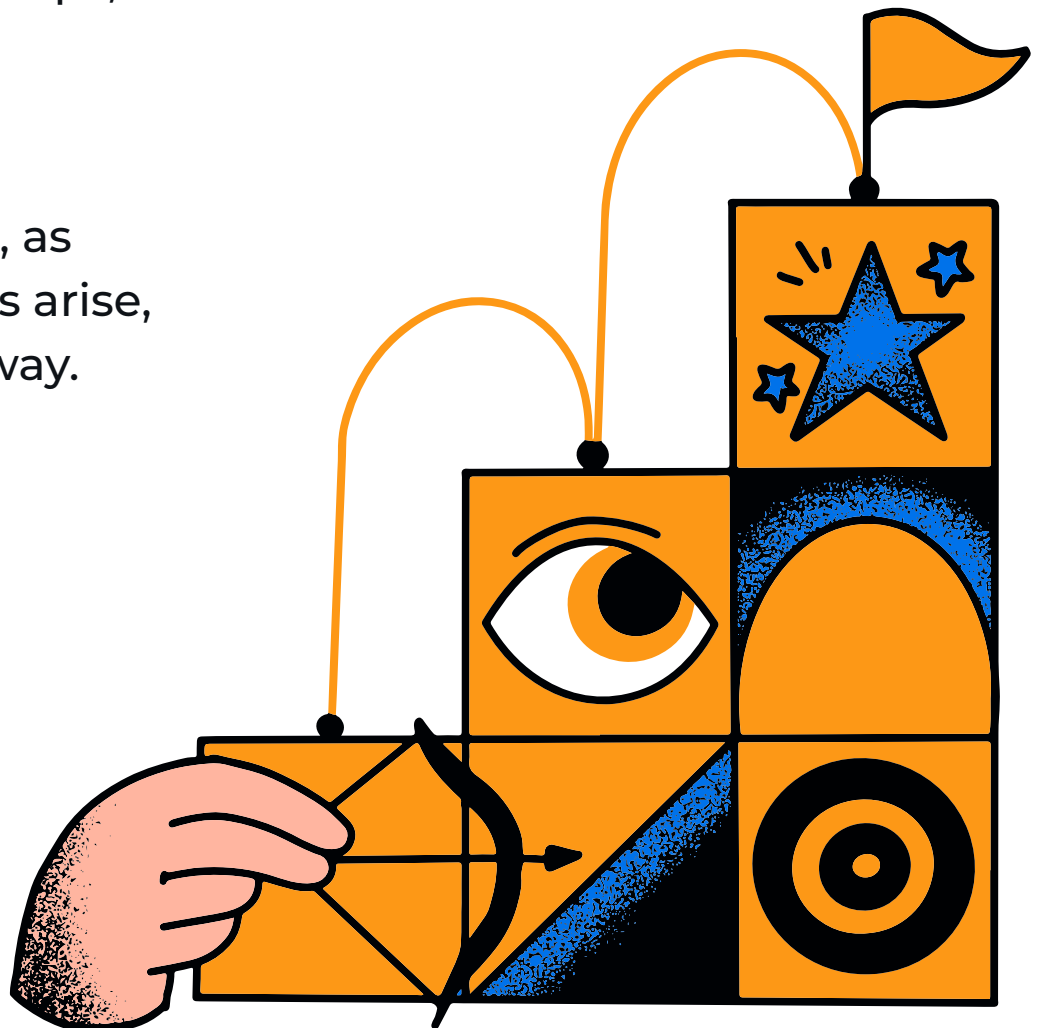
**Company
Profile**
www.enkii.net

OUR TEAM



▶ We're a group of analysts, advocates and strategists that thrive on sharing our experience and knowledge to help you make a success of your business. Our track record proves that clear.

- **Our mantra**
analyze, identify, advise,
execute.
- **Our mission**
to create relationships, not
transactions.
- **Our promise**
that we'll be there, as
questions or issues arise,
every step of the way.



▶ **WHY ENKII**

Our diverse backgrounds, ranging from the United States to the Middle East, give us a unique advantage in our field. We have a deep understanding of the cultural and economic nuances of these regions, which allows us to provide our clients with insights and strategies that they would not be able to find elsewhere.

Our team members have worked in a variety of industries, including finance, technology, consulting, and government. This diversity of experience allows us to bring a fresh perspective to every challenge we face.



SOME OF OUR SERVICES

- **FRANCHISE INQUIRE**

Franchise business planning

Franchise financing

Franchise site selection and lease negotiation

Franchise training and support

Franchise marketing and advertising support

Franchise ongoing business support



- **ISO certification**

ISO Certifications

ISO Auditing

ISO Training

ISO Documentation



International
Organization for
Standardization

- **Marketing**

Branding and identity design

Web development and design

Search engine optimization

Social media marketing

Content marketing



- **BUSINESS PLANNING**

Performance Management
Forecasts
Strategic Marketing Support
Facilitator
HR and Management Reporting



- **OPERATIONAL PLANNING**

Process improvement
Technology implementation
Organizational change management
Performance improvement
Project management
Quality assurance



- **BUSINESS MANAGEMENT**

Benchmarking
Business Valuations
Cost Studies
Equipment Analysis
Capital Budgeting



▶ **HOW WE HELP**

We help consumer packaged goods companies gain a competitive edge working across strategy, marketing & sales, digital and ISO certifications.





- **Growth Strategy.**

Consumer products companies face numerous choices in developing their growth strategy across geographies, categories, customer segments and distribution channels. We can help you identify the most attractive opportunities for growth and build focused strategies to seize them. Our data-driven approach and proprietary toolkit for the consumer products industry have helped CPG companies to gain market share and increase profits.



- **New Market Entry**

Entering a new market comes with its challenges and risks. Our consultants support companies in making their market entry successful by understanding and quantifying market size and growth, developing unique consumer insights, gauging competitive dynamics, and analyzing the effectiveness and role of each channel. We also analyze organizational capability to identify the most attractive market spaces to enter.



- **Consumer Insights**

Better consumer insights and novel segmentation approaches are instrumental in achieving a competitive edge for the consumer goods industry. We help companies better understand their consumers through the next-gen research toolkit, which includes quantitative and qualitative research techniques combined with digital listening. Our work has helped consumer products companies identify new consumer needs and behavior, develop targeted go-to-market strategies, create new products, and improve the consumer experience.



- **Go-to-Market Strategy**

Our consumer product industry experts help clients develop novel in all aspects of go-to-market models to drive growth and launch new products. We help consumer goods companies identify the most attractive target segments, create a differentiated value proposition, design the most appropriate pricing strategies, and chart an effective route to the market.



- **Digital Marketing.**

We help consumer goods companies embark on the essential journey toward digital transformation. Our digital marketing consultants help companies map customer decision journey and build frictionless customer experience. We then help you prioritize and sequence digital marketing initiatives to build a roadmap to improve your digital marketing maturity.

▶ **ISO CERTIFICATION**

We help businesses of all sizes to achieve ISO 9001 certification, the world's leading standard for quality management systems, as well as other ISO certifications. Our team of experienced consultants will work with you to implement ISO requirements, conduct audits, and prepare you for certification.

ISO certification can help your business to:

- **Improve customer satisfaction.**
- **Reduce costs.**
- **Increase efficiency.**
- **Win new contracts.**
- **Gain a competitive advantage.**

To achieve ISO certification, your business must comply with the requirements of the relevant ISO standard. These requirements vary depending on the standard, but they all focus on helping businesses to improve their quality management systems.

 **INDUSTRIES**





- **CONSUMER GOODS**

We help companies enter new markets and categories, develop go-to-market models, generate consumer insights, launch new brands, and accelerate growth.

We have a deep understanding of the Iraq consumer goods market, including the unique challenges and opportunities that it presents. We also have a strong network of relationships with retailers, distributors, and consumers. This allows us to provide our clients with the best possible support in achieving their goals.

We are committed to helping our clients succeed in the Iraq consumer goods market. We offer a wide range of services, and we are able to customize our solutions to meet the specific needs of each client.



- **FRANCHISE**

Finding a good franchise opportunity can be daunting. With so many brands to choose from, it's hard to know where to start.

Enkii makes it easy by connecting you with franchises you can trust. Our community of franchise brands is hand-picked by our team of experts. We do our due diligence to ensure that each franchise has a strong track record of success and is committed to supporting its franchisees. We're here to simplify the buying experience and show you how to discover the best opportunities. We'll help you assess your skills and interests, identify the right industry for you, and connect you with the best franchise brands.

Don't wait any longer to start your business journey. Buy that franchise today!

Life is too short not to.

Enkii: Your beacon to the world of franchising.



• FOOD & BEVERAGE

The food and beverage industry is constantly evolving, with consumers demanding greater convenience, healthier options, new experiences, and great taste all at the same time. This presents big challenges for brands, but also exciting opportunities.

Enkii is a leading provider of services to the food and beverage industry in Iraq. We help brands across categories identify growth opportunities, align their product portfolio, and build deeper relationships with their customers.

If you are a food and beverage brand that is interested in entering or growing in the Iraq market, we encourage you to contact us today. We would be happy to discuss your specific needs and develop a solution to help you achieve your goals.



WHO IS ENKII

Enki is the Sumerian god of wisdom, fresh water, intelligence, mischief, healing, creation, fertility, and art. His intelligent magic often included trickery to benefit the good of humanity.

Enki is portrayed as a loving and caring god who uses his wisdom to find the best solution in every situation. He was seen as compassionate in nature, with a desire to nurture humans. Iconography depicts Enki as a bearded man wearing a horned cap and long robes as he ascends the Mountain of the Sunrise.



CONTACT US

HQ OFFICE

1817 5TH AVE S

FARGO, ND 58103, USA

2ND BRANCH

14TH RAMADAN STREET

AL-MANSOUR, BAGHDAD

US number : +1 336-988-4071

IRAQ number : +964 786-600-3040

Email : Baker.khalaf@enkii.net

www.enkii.net