

Rana Muhammad Nisar

Executive Committee Member



Mr. Rana Muhammad Nisar holds a strong academic foundation in business management, complemented by extensive hands-on experience in the cosmetics and trade industries. Throughout his career, he has continuously pursued professional development through practical engagement in import and distribution operations, strengthening his expertise and understanding of global business dynamics.

Professional Journey

With over 35 years of experience in the cosmetics industry, he has established himself as a seasoned business owner known for his leadership, strategic vision, and operational excellence. He began his career at the forefront of the cosmetics sector, developing deep insights into market trends, consumer behavior, and product innovation. Over the past 25 years, he has successfully managed international import operations, sourcing premium products from Dubai, China, and other global markets. Through his strong business acumen, he has built long-term partnerships with international suppliers, ensuring efficient supply chains and consistent product quality. His career is marked by a commitment to fostering team collaboration, driving sustainable business growth, and upholding the highest ethical and professional standards.

Achievements

- Established a reputable brand presence in the competitive cosmetics market through innovation, quality assurance, and customer satisfaction.
- Streamlined import and distribution networks to enhance operational efficiency and market accessibility.
- Played a key role in expanding international trade relationships, contributing to the growth of Pakistan's cosmetics and retail sector.
- Acknowledged for outstanding leadership and contributions to the local business community.

Affiliations

- Board Secretary General, Shah Alam Market
- Senior Vice Chairman, Anjuman Tajiran Shah Alam, Lahore
- Member, PIAF (Pakistan Industrial & Traders Association Forum)

M/s. Ghufraan Enterprises

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