NTA

INTERNATIONAL

Building regional FMCG growth from market insight to shelf execution.



Nikan Tejarat Adwar

Company Profile · 2026

01

Who we are

NTA International is a commercial growth and FMCG development company built for emerging markets.

We work with brands, manufacturers and distributors to turn market opportunities into products, routes to market and repeatable commercial growth.

FROM

Market insight

TO

Product + Route to Market

THEN

Shelf execution & scale

Practical. Commercial. Execution-led.

02

What we do

One operating layer across strategy, product and market execution.

01	**MARKET ENTRY**	Opportunity sizing, positioning and launch planning.
02	**PRODUCT & BRAND**	Concepts, portfolio logic, packaging and brand architecture.
03	**ROUTE TO MARKET**	Distributor model, channel design, coverage and sales structure.
04	**TRADE MARKETING**	Retail activation, visibility, pricing and promotion mechanics.
05	**PLANNING & EXECUTION**	Forecasting, field routines, dashboards and commercial follow-through.

03

How we work

We stay close to the market and keep the commercial loop short.

01

OBSERVE

Read the market, channel and competitor reality.

02

DESIGN

Build the offer, economics and route to market.

03

TEST

Pilot with real customers and real shelf conditions.

04

SCALE

Refine, standardize and expand what works.

NTA operates between the boardroom and the shelf — where strategy becomes execution.

NTA INTERNATIONAL

Built for markets that are still being built.

Our focus

Home Care • Household Consumables • FMCG Distribution • New Brand Development

Primary regional focus

Iran / Iraq / Kurdistan Region / Neighboring Emerging Markets

Strategy / Products / Distribution