

Guest Lecture by Utopia Deals CEO Enlightens MEM Weekend Students on Global Strategy and E-Commerce

On May 13, 2024, the Strategic Planning and Decision Making (SPDM) class of the MEM Weekend Program at NED University of Engineering & Technology hosted *Mr. Jabran Niaz*, CEO of *Utopia Deals*, as a guest speaker. Utopia Deals is one of the top five Amazon sellers globally in the home textile category, known for its premium bed linens and home essentials.

The session, was guided and moderated by Dr. *Tariq Jamil*, gave students practical exposure to global business strategy and digital commerce. Mr. Niaz shared his journey from local manufacturing to becoming a global e-commerce leader, emphasizing the role of data, innovation, and agile decision-making in scaling a business internationally.

Key topics included strategic growth, supply chain management, customer-focused product development, and the importance of adapting to global market trends. The session also touched on sustainability and the growing influence of e-commerce in reshaping traditional industries.

In addition to MEM students, attendees from the Department of Textile Engineering joined the session, contributing to an engaging exchange of ideas across disciplines. The lecture offered students valuable insights into real-world applications of strategic planning, bridging the gap between theory and practice.

