



COMPANY OVERVIEW

Alcobina
Business Solutions
LIMITED

"Complex to Simplicity"

ABOUT US

Our Identity & Purpose

"Empowering brands, distributors and enterprises to grow with clarity, confidence and competitive edge."

Alcobina Business Solutions Limited is a full-service business intelligence and commercial solutions firm dedicated to empowering brands, distributors, and enterprises across the region.

We bridge the gap between complex market realities and simple, actionable strategy — delivering **measurable growth** through data-driven insights, expert field execution, and cutting-edge technology.

Whether you are entering a new market, optimising your retail presence, or transforming raw data into competitive advantage, our multidisciplinary team is built to deliver results that move the needle.

Intelligence

We harness data to surface what matters — turning numbers into clear strategy.

Execution

We deploy skilled teams to deliver in-field results with precision and consistency.

Technology

We build tools that put insight at your fingertips, in real time, every time.

360°

Commercial
Coverage

Data■Led

Every Decision
We Make

Agile

Engagement
Model

ROI

Measurable
Every Time

WHAT WE OFFER

Our Full Suite of Services

01

Third-Party Merchandising

Professional in-store execution — shelf management, planogram compliance, and brand visibility without the overhead of an in-house team.

02

Promotions Management

Dynamic promotional activations designed to drive trial, boost sales velocity, and forge lasting consumer connections at the point of purchase.

03

App Development

Custom mobile and web applications purpose-built for field sales teams, data capture, route management, and consumer engagement.

04

Business Analytics & Intelligence

Transform raw business data into strategic clarity — performance tracking, trend analysis, and forward-looking intelligence for confident decisions.

05

Market Share Surveys

Rigorous, real-time market share assessments across retail channels — know exactly where you stand against the competition.

06

Market Research

Consumer behaviour studies, category insights, and channel diagnostics that reveal the opportunities your competitors haven't spotted yet.

07

Data Mining

Deep extraction and structuring of complex datasets — surfacing patterns, anomalies, and hidden opportunities within your business data.

08

Sales & Merchandising Training

Practical, results-focused training programmes that sharpen your field teams' skills in consultative selling, negotiation, and retail execution.

09

Distribution Setup

End-to-end design and implementation of selling and distribution infrastructure — routes, systems, and processes built for scale.

10

BI Dashboards

Interactive, real-time Business Intelligence dashboards that surface your most critical KPIs — visual, accessible, and built for fast decision-making.

CONTACT US

Let's Start the Conversation

We welcome the opportunity to partner with your organisation. Reach out to our leadership team directly and let us show you how Alcobina can simplify the complex and accelerate your growth.

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Chief Operating Officer

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Ready to simplify the complex?

Let us show you how Alcobina Business Solutions can be the partner that turns your challenges into competitive advantage — from strategy to execution.

**Partner With
Alcobina Today**

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