



## COMPANY PROFILE

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*Savvy Concepts is a consultancy specialising in research, business concept development and funding proposal writing services. Besides serving the local market, we are often the first point of contact for foreign investors seeking to set up businesses in East Africa.*

### **SAVVY CONCEPTS**

*Intelligence to Grow Your Business*

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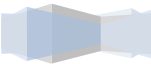
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## EXECUTIVE SUMMARY

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Savvy Concepts is a consultancy specialising in research, business concept development and funding proposal writing services. Besides serving the local market, we are often the first point of contact for foreign investors seeking to set up businesses in East Africa. We are always on hand to assist with refining and localising business ideas, conducting market research, and drawing all the operational plans that are required to guarantee successful and profitable operations.

At Savvy Concepts, we help investors cut out the guess work from the investment process by placing at their disposal our team of experts in the following among other core areas of business:

1. Business Research
2. Planning & Strategy
3. Financial planning and auditing
4. Operations and Project Management
5. Human Resource Management
6. Marketing, Branding and Corporate Communications

## WHY SAVVY CONCEPTS

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We are passionate about what we do, and we go the extra mile to ensure that we exceed our customers' needs. We view our interactions with our customers as important steps in building a long and mutually beneficial relationship. So, if you're looking for an agency that will value and serve you like you're their only customer, then this is it!

## MISSION

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We exist to provide innovative, effective and affordable research, investment and business development solutions that enhance our clients' competitiveness in the market.

## VISION

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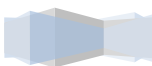
To be the consultancy of choice for clients seeking the most reliable and affordably priced research, investment and business development solutions in the wider East African region.

## CORE VALUES

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Our company's operations and relationships with partners and the market are guided by the following principles:

- **Passion** - *we love what we do and our customers can feel it.*
- **Perfection** - *we demand more of ourselves than our clients do.*
- **Personalized Service** - *we seek to understand even the unspoken needs of the customer.*
- **Innovation** - *we are about creativity and optimization.*



## PROJECTS SUMMARY

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Like all the years before, 2017 has been a very busy year for the team at Savvy Concepts. Some of our most remarkable clients and respective projects include:

### 1. Jomo Kenyatta University of Agriculture and Technology (JKUAT)

*One of the top 5 universities in Kenya.*

#### Services:

- Preparation of 20 years' progress reports for JICA (Japan International Cooperation Agency) funded Third Country Training programmes. The reports, which included case studies of programme beneficiaries and review of programme's impact on target communities, will form the basis for future programme funding by JICA.

### 2. Pangi Mines Ltd.

*A Gold and Diamond mining company based in the Democratic Republic of Congo (DRC).*

#### Services:

- Development of US\$ 100Million funding proposal to attract foreign investors to take up 30% equity in the company.
- Development of the company's expansion strategies.

### 3. Focus TV Ltd.

*One of Kenya's newest entrants into the digital broadcast field, which went live in June 2017.*

#### Services:

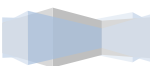
- Business Concept Development for the broadcast station.
- Development and presentation of funding proposals to financiers.
- Market research and development of the station's value proposition.
- Application for statewide broadcast licenses and local operation business permits for the station.
- Development of business strategies, including content production and acquisition, finance, HR, and Marketing.
- Development of organisational policies and complaint handling procedures.
- Recruitment of core staff.
- Procurement of broadcast and production equipment.
- Management of the station for one year from concept development to full broadcast.
- Compliance with legal and regulatory environments.

### 5. Isinya Roses Ltd.

*One of Kenya's leading producers of cut flowers for export.*

#### Services

- Packaging of Porini Flowers, Isinya's subsidiary, and the only global producer of the Ever Red rose cultivars, for sale to foreign investors.
- Preparation of a proposal to facilitate licensing by the Government for Isinya Roses to commence controlled cultivation of classified medicinal herbs.



## CORE TEAM

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We have the technical expertise that any investor would need to guarantee success in the East African market. Our top leadership includes the following:

### **LUCY KAHENYA**

***MBA. Project Planning & Strategic Management, African Nazarene University; BSc. Micro Finance, Kenya Methodist University.***

#### **Head of Business Strategy, Operations and Project Management Consulting.**

Lucy is an expert in project planning, project finance, procurement, project life cycle management, compliance with legal and policy requirements, as well as monitoring and evaluation. Lucy has previously served on the Board of Directors, sitting in the Finance and Technical sub-committees of Thika Water and Sewerage Company (THIWASCO). She has also served as a project supervisor for World Bank funded Projects under Gibb Africa Construction Ltd. Prior to that, she served as Transactions Manager at Eco Bank Kenya headquarters in Nairobi. Lucy is a part time lecturer at the School of Business, Greta University, Thika.

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### **MICHAEL NG'ANG'A**

***B.Com. Marketing, University of Nairobi; CPA.***

#### **Head of Marketing & Branding Consulting.**

Michael Ng'ang'a is an expert in market research, developing strategies for product entry into new markets, the introduction of new products into mature and highly competitive markets, as well as corporate branding. Mike, as he is popularly known, is an expert, too, in developing pricing strategies to support differentiation, encourage consumption, and in driving revenue growth. Mike has 18 years professional experience as a lead marketer in the motor vehicles industry, financial services, beverages, fast moving consumer goods, as well as protective clothing. Mike has worked with among others, Citroen East Africa, Platinum Credit, Grange Park, Bia Yetu, and Polinc Enterprises.

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### **JOHN WANJORA**

***B.A. Pol. SC & Lit., University of Nairobi; Corporate Financial Analysis & Reporting, Capital Markets Authority of Kenya (CMA).***

#### **Head of Human Resource & Operations Consulting.**

John has 17 years professional experience in project management, business concept development, human resource management and corporate communications. John, an expert in grant writing, and development of finance proposals heads Savvy Concepts' business development services and is often the first point of contact for businesses and NGOs seeking to engage the company. John has previously served with Excellence Media, Saba Communications, Business Journal Africa, and Focus TV, among others.

## TALK TO US

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So, what stands between you and successful research, investment and operations in East Africa? Talk to us today on Tel: (+254) 720 079413 for workable solutions that fit your budget.

