



Company Profile

Africa Partners

Consulting

Supporting organizations and businesses identify and seize opportunities through partnerships, development projects and investments.

ABOUT US

Who we are:

Africa Partners Consulting (APC) was established in 2010 by a group of experienced professionals and registered in February 2012 to undertake; **1) RESEARCH and SURVEY, 2) BUSINESS ADVISORY SERVICES, 3) PROJECT MANAGEMENT and 4) TAX AND MANAGEMENT CONSULTANCY** by offering technical and management assistance in agribusiness, financial services, enterprise development, community development and food security in order to promote broad-based economic growth and vibrant civil society. We have established a network of professional and business working relationships with the private sector, government ministries and departments, parastatals, international organizations and NGOs based throughout Kenya and the East African Region in general.

In realizing that, investments in Africa, and East Africa in particular, yield modest returns that can be compared more with yields from other equally emerging markets, it's our mandate to assist organizations identify and seize business and commercial opportunities in East Africa through partnerships and making investments with East African based companies. We also analyze the markets, profiling the embedded risks and offer appropriate advice based on the market dynamics and regulatory environments relating to political, economic and social-cultural structures necessary in setting up and successfully running businesses and development projects across the East African region.

We are committed to providing a wide range of services to the private sector development, not-for-profit organizations, government institutions, donors and private sector clients including market and feasibility studies, value chain addition analysis and implementation, project design, implementation and evaluation, business planning and enterprise financing, training and coaching for equitable and sustainable economic growth and market-based investments involving small to medium scale business enterprises in East Africa.

Our Mission:

To empower organizations and businesses seize opportunities that promote continuous learning, innovations, productivity improvement and wealth creation through management training and consultancy, research, business advisory and project management services.

Our Vision:

To be the preferred provider of consultancy in business and project management solutions in East Africa through value creation to stakeholders.

Our Commitment:

Here at APC, we draw our strength from the expertise, experience, professionalism and commitment of our people who individually and collectively deliver timely quality services to our clients derived from established networks and partnerships with Government, the private and public sectors, International and local NGOs and development agencies. In addition, our experience is derived from

our being embedded in African and Western culture, competencies and insights as espoused by a unique blend of skills and expertise acquired by our employees in Africa, Asia, Europe and North America, and which is most relevant to the industries located in the emerging countries.

Our Contacts:

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OUR SERVICES

1. Research and Survey

▪ **Market and Feasibility Studies:**

Africa Partners Consulting (APC) carries out market and feasibility studies using a controlled process for identifying problems and opportunities, determining objectives, describing situations, defining successful outcomes and assessing the range of costs and benefits associated with several alternatives for solving a problem. Our studies will provide data, assessments and recommendations on market segments relevant to our clients in terms of existing business and available opportunities across East Africa. This will greatly assist businesses to assess market potential as well as develop market and business strategies. A thorough viability analysis provides abundance information that is required in Business and/or Project Planning. In cognisant that the outcome of feasibility study are the strong recommendations thereon, it's imperative for the report to contains clear supporting evidence demonstrating continuity or sustainability that exists between the research analysis and the proposed business or project model. APC will provide recommendations based on a mix of quantitative data with qualitative, experience-based documentation with the ultimate aim of being assessed by potential investors and stakeholders regarding their credibility and in-depth argument for decision making purposes.

2. Business Advisory Services (BDS)

▪ **Partner Identification and Match-making:**

We are endowed with great cross cultural experience in East Africa that will assist and facilitate businesses and organizations in identifying and setting up formalised partnerships. We also facilitate development of business plans for the partnerships and arrangement for funding and financial assistance from financial institutions and donors alike. Our market research and management training are tailored to support partnerships seeking to expand in East Africa. We also help East African companies to identify European, American and Asian based companies with a view of accessing the required know-how and technologies to improve their business performance and competitiveness.

▪ **Identifying Funding and Financial Assistance:**

We assist businesses, local NGOs, CBOs and local government institutions to understand contents of a tender dossier and how to respond, the pros and cons of preparing and presenting a proposal as a consortium, identifying important decision moments in the planning process of proposal writing, build up and present a track record of their experiences and being aware of the building blocks of a good proposal through practical writing of their own proposal. We provide all the information available in the market about all types of funding and assist in applying for the same albeit facilitating all the required administrative paperwork. APC will assist in a comprehensive understanding of the EU, USAID, DANIDA, JICA and other donors' development policies and trends, analysing major donor conventions and declarations relating to development aid and familiarity on how to access the funds.

- **Company Set-up:**

In view of the complex legal and regulatory environments of East African countries vis a vis their dynamic economic, political and socio-cultural structures and policies, we assist companies and not – for-profit organizations with all the technical know-how in setting up offices in the region.

- **Business Development Services (BDS), Business Management and Advisory Services:**

Our range of business advisory services include support to SME start ups, business plans and proposal wiring, strategy development, feasibility studies, market research and distribution systems, business management skills training, human resource management in SMEs and producing goods for export market as well as procurement of imports.

- **Financial Management**

We also train on basic understanding of and practise with financial management tools and skills for business and programme managers, advisors and desk officer who do not have specific financial background with the objectives of enhancing financial sustainability and transparency of projects, organizations and businesses, analysing financial statements, drawing up and appraising budgets and finally, assessing the financial position of organizations, projects and businesses.

- **Value Chain Development:**

To impart knowledge, skills and tools for analysing dynamics of value chains necessary in designing, repositioning and promoting proper value chain development for enhanced competitiveness. In striving to improve value chain performance, support is provided to focus on upgrading strategies and ways of building successful coalitions through business modelling and improving performance of value chains and financing options and while monitoring impact. In respect to VCD, we enact the following process;

Value Chain Development:

Sub-sector selection and analysis
Focus on value chain identification and analysis
Building successful value chain

Improving value chain performance:

Upgrading strategies/building coalitions
Improving performance of value chains

- **Due Diligence:**

APC strives to offer due diligence services that encompass neutral evaluation of a potential partner either as part of a partner selection process or before engaging in a long term investment or financing. Though the operating environment of East Africa region may be as unfamiliar as would be expected by new entrants, APC will carry out risk profiling of all sectors in relation to the political, economic, legal and socio-cultural strata as embedded in the policies of each country and offer appropriate advise by using the SWOT analysis process on each country in relation to the regional and global dynamics.

3. Project/Programme Management:

▪ Project Cycle Management:

We assist organizations, NGOs and CBOs to develop comprehensive technical management skills to enable them define project objectives and sound planning as well as set indicators to measure project progress and outcomes as follows:

- Develop project plan using the Theory of Change and Logical Framework.
- Design and implement monitoring tools
- Evaluate the outcome and impact of your projects
- Recognise and demonstrate management skills in order to lead and motivate the team
- Communicate effectively with stakeholders
- Assure the embedding of your project's intervention in its environment.

The planning aspect of the project cycle management is embedded on planning interventions along the latest developments in the aid sector while appreciating the importance of participation in planning, besides assessing a project plan with a view of understanding how to prepare and use budgets for planning and management.

▪ Monitoring and Evaluation:

On the other hand, the monitoring and evaluation aspect enable organizations to analyze how MfDR and the new aid agenda are influencing the monitoring and evaluation of projects. New methodologies are explored in M&E, such as outcome mapping and most significant change, build and sustain a monitoring system that provides relevant information to stakeholders at all stages of the project cycle, and finally, exploring how the M&E output can be used in learning organizations.

APC will use Results-Based Management, shifting the focus of development projects from the traditional inward-looking, input orientation to an outcomes-based approach, supported by increasingly effective monitoring and evaluation tools, data collection and validation processes.

Aid effectiveness is achieved through "Ownership" where developing countries partner governments set their own strategies for poverty reduction, improve their institutions and tackle corruption. The activities are then aligned to objectives and use of local systems, wherein, harmonisation is achieved by donor countries coordinating, simplifying procedures and sharing information to avoid duplication and reduce transaction costs through streamlined collaboration. Finally, "Result" gets measured when developing countries and donors shift focus from inputs to development results, and a "Mutual Accountability" pursued by the donors and partners to ensure each party is accountable for development results

4. Consultancy:

▪ **Organizational Strategy and Change:**

We assist organizations to apply a learning process aimed at improving their performance in view of their strategic objectives at output, outcome and impact level through application of a comprehensive approach using a set of tools to analyse and plan for improved organizational performance. The 3 steps involved are a) assessing the performance of organizations, b) deciding on strategic options, and c) developing and initiating an Organizational Development (OD) plan.

- Development and Formulation of Strategic Plans
- Review of the Implementation of Strategic Plan
- Institutional Restructuring
- Training Needs Assessment/Skill Gap Analysis
- Performance Management
- Organizational Audit/Institutional Assessment
- Development and Creation of HR Systems and Policies
- Preparation of Operational Manuals
- Staff Selection and Recruitment
- Job Evaluation and Development of Job Descriptions
- Documentation and Development of Institutional Record Systems

▪ **Lobbying, Advocacy and Policy Influencing**

For organizations, NGOs or CBO's and Civil Society groups involved in structured and planned approach to lobbying ,advocacy and policy influencing in the areas of development cooperation and governance, APC offers insights into the following areas:

- Identifying relevant issues for advocacy and policy influencing
- Analyze the advocacy environment
- Strategize an advocacy goal with different stakeholder settings and;
- Formulating a concrete advocacy plan

▪ **Management Training, Assistance, Coaching and Supervision:**

APC conducts training modules focussed on development and execution of human resource strategy and management such as recruitment, time management, interpersonal skills, project planning and management. The objectives of this HRM training is summarised as follows:

- Development of a holistic approach to HRM
- Identifying different roles of the HR Manager and his/her strategic position in the organization or company
- Implementation of a variety of HRM tools
- Applying skills for staff selection, review, coaching and assessment
- Developing HRM plan that prepares the organization in dealing its HR issues

While offering the HRM modules, APC will remain involved in ensuring that the partnership operates as planned through assistance in form of direct controlling, on-the-job coaching or supervision.

- **Tax Consultancy**

- a) Anti-money Laundering Audit, Systems and Training
- b) Capital Allowances
- c) Construction Industry Scheme
- d) Corporate Taxation
- e) Excise Duties
- f) Employer Compliance
- g) Employment Law
- h) Estate Planning
- i) Expatriate Taxation
- j) Fraud Investigations (Tax and Commercial)
- k) Inheritance Tax
- l) Intellectual Property Tax
- m) International Taxation
- n) Marketing and Sales
- o) Personal Taxation
- p) Share Valuations
- q) Stamp Duty
- r) Tax Appeals & Internal Reviews
- s) Tax Enquiries
- t) Tax Information Notices
- u) Tax Investigations
- v) Tax Litigation
- w) Tax Planning for the non-domiciled
- x) Tax Planning Solutions
- y) Value Added Tax

- **Cultural Preparation, Integration and Training**

Associate Partners:

1. *Benson Nyagowa, MBA (Strategic Management), B.Com (Management Science), 11 yrs experience*