



COMPANY PROFILE



About BRAVO

BRAVO Consulting Group is a Somalia based management consultancy and business solutions firm that specializes in the development of businesses and capacity building. Our consultants have more than thirty years of combined experience in providing management consulting, project management, and business development to both local and international organizations. BRAVO has been operational in Somalia since 2012, and our in- depth knowledge of local context, standards, and legal frameworks of the country gives us the unique ability to provide our clients and partners with unparalleled advantage.

Specific areas of specialization:

- Market researches;
- World class business consulting & capacity building;
- Project execution, monitoring & evaluation;
- Entrepreneurship development and innovation management;
- Online learning systems



WHY BRAVO?

- Strong local business connections
- Highly qualified, and recognized consultants
- Proven track record of working across Somalia
- World class business consulting & capacity building

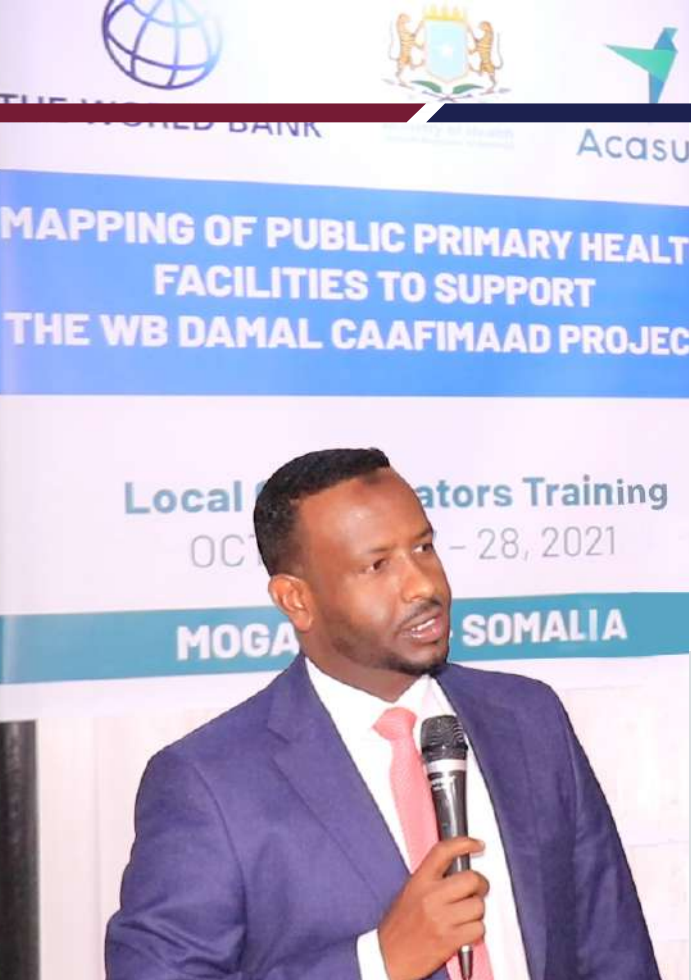


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Our vision is becoming a distinguished business solutions company that helps institutions unleash their potential



Our mission is to help individuals and companies perform better through consulting, training, and technology solutions

SERVICES & PRODUCTS



CONSULTING SERVICES

Focused on helping organizations get reliable advisory services on business excellence



CAPACITY BUILDING SOLUTIONS

Focused on helping organizations unleash the potential of their people through needs assessment, capacity building, and performance management



TECHNOLOGY SOLUTIONS

Focused on helping organizations apply latest technology to solve their business problems



PROJECT MANAGEMENT

Solutions that facilitate for local and international NGOs execute projects at scale effortlessly and professionally

ORGANIZATIONAL DEVELOPMENT PROGRAMS

We have company-wide improvement programs, unleashing its potential



1

Core Leadership Development Program

We help senior organization teams get necessary leadership skills to build lasting relationships with their employees and other stakeholders that drive company's success.

2



Unleashing Sales Potential Program

We help companies make more sales by applying proven system and unleashing their sales team's potential, thus increasing the company's bottomline

3



Executive/VIP Coaching Program

This coaching service helps VIP clients and executives dig deep into their productivity and life challenges as we regularly work with them in unleashing their potential

4



Modern Talent Development Program

We help organizations compete on their core asset - the company employees. From training needs assessment, capacity building, to performance evaluation systems.



“

As a bank we benefited a lot from BRAVO training and we are a regular client of them. Good job, guys



Skills remain hard to get

74%

Of CEOs were concerned about the availability of key skills (vs 79% in the previous year's survey). Of those, 32% were "extremely concerned."

Progress on upskilling can breed confidence

38%

of CEOs who are the most advanced in delivering their upskilling programmes were very confident about growth over the next 12 months. Only 20% of those who are just starting their upskilling journey agreed.

Upskilling delivers more than skills

41%

said that their upskilling programme has been "very effective" in creating a stronger corporate culture and engaging employees.

More talk than action

18%

of CEOs said they have made "significant progress" in "establishing an upskilling programme that develops a mix of soft, technical and digital skills."

Source: PwC, 23rd Annual Global CEO Survey, 2020

INSTITUTIONAL CAPACITY BUILDING

- ✓ Customer Relationship Management (CRM) system
- ✓ Digital marketing
- ✓ succeeding With Customer Services
- ✓ Sales improvement
- ✓ Team building
- ✓ Creative problem solving
- ✓ Communication Skills
- ✓ Motivating people for performance
- ✓ Risk management
- ✓ Negotiations and conflict management
- ✓ Executive decision making
- ✓ Emerging leader/manager development
- ✓ Leading people and teams
- ✓ Strategic innovation
- ✓ Executive coaching/career planning
- ✓ Leading change
- ✓ Selling Skills Development
- ✓ Sales Force Management
- ✓ Succeeding With Customer Services
- ✓ Wining With Quality Services
- ✓ Branding Yourself
- ✓ Resume Writing Training
- ✓ Appearing for Job Interviews
- ✓ Business Etiquette Training
- ✓ Stress Management
- ✓ Time Management
- ✓ Self-awareness & Personality Development
- ✓ Career Path Management
- ✓ Fraud and privacy protection
- ✓ Many more customized training

11k+

Staff Trained

ENGAGEMENTS HIGHLIGHTS

Challenge:

ACASUS AG, Switzerland based consulting firm, was awarded a project on health facility mapping in Somalia. The project TOR was to map more than 300 health facilities across five regions in Somalia with tight deadlines. With no big presence in Somalia, Acasus looked for potential partners to help them conduct the survey while maintaining all other requirements of survey quality, and partner accountability.



Solution

BRAVO supported ACASUS to launch this complex and time-sensitive project in Somalia with government and major donors. BRAVO's team mapped over 300 health facilities across five regions in Somalia within the tight time frame and such this support (hiring, contracting and paying field-teams (50+)) was instrumental to the project's success.

Challenge:

Somalia's biggest telecom company, Hormuud Telecom, felt that business was not as usual and the demands of today's customers and markets are different so it decided to streamline and develop its marketing department to perform better and compete well in the increasingly hyper competitive market.

Solution

BRAVO conducted department wide staff profiling and needs assessment which covered over 50 of the department staff. BRAVO shared a comprehensive report on individual staff performance status and a list of recommended areas for skills and systems improvement. Hormuud's senior management endorsed the findings and requested BRAVO to implement the proposed recommendations. The telecom marketing staff received more than 80 hours of capacity building on multiple domains



ENGAGEMENTS HIGHLIGHTS - contd



Challenge:

Somalia's leading financial institution, Salaam Somali Bank (SSB), needed to reskill and upskill its workforce in the light of the new regulation demands and technology advancements. From compliance, fraud & privacy protection, to effective client care, SSB looked for a strong consultancy firm that can be a long-term staff and system development partner and that is why it selected BRAVO to conduct company-wide staff development initiatives.

Solution

For many years BRAVO has helped the HR of the bank develop its staff through a series of the general business training and highly customized modules. Hundreds of the bank staff have taken BRAVO's standards-based capacity building over the years in Somali language which helped the employees absorb the knowledge very effectively and apply the gained skills to their day-to-day activities instantly.

Challenge:

For over 30 years, Safa International has been running a portfolio of diverse businesses from food stuff, electronics, to supermarkets. It wanted to modernize its staff and business to effectively compete in the market place.

Safa's senior management awarded a long-term contract to BRAVO to regularly conduct business needs assessment, give business advisory services, and train staff across its portfolio

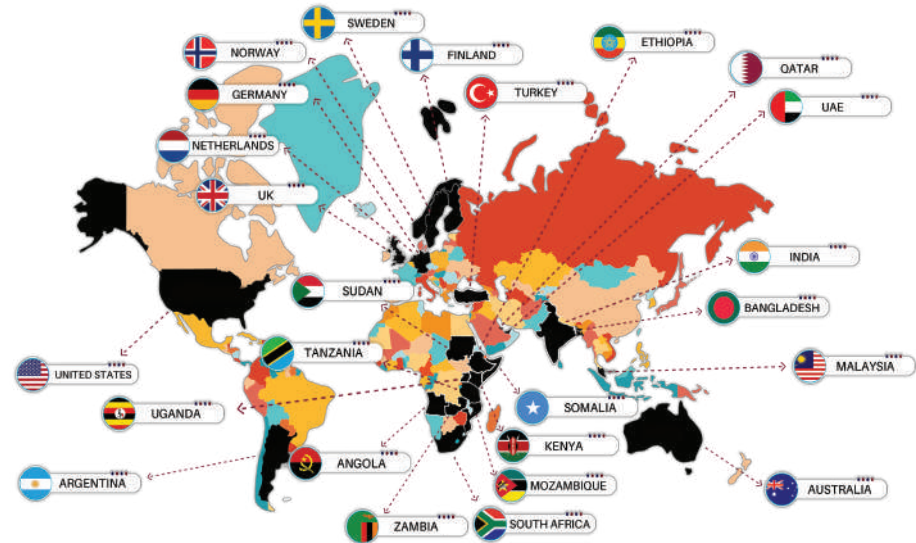
Solution

Over the years, BRAVO has given hundreds of hours of business training to all of Safa's businesses. While Safa was launching a new business, BRAVO advised and trained the new staff to effectively provide services to clients. The capacity building included sales, marketing, client care, privacy, CRM, and international norms of business



ONLINE LEARNING PLATFORM

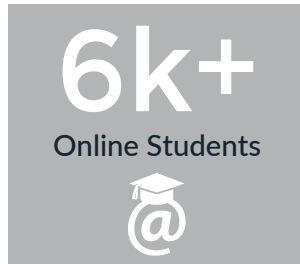
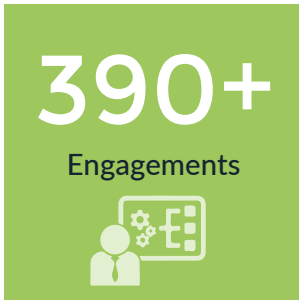
BRAVO AKADEMI provides an online learning platform to individuals and institutions to re-skill and up-skill themselves and their staff



6K+

Online Students
www.bravoakademi.com

FACTS & FIGURES



INDUSTRIES SERVED

- ✓ Financial
- ✓ Manufacturing
- ✓ Pharmaceuticals
- ✓ Energy
- ✓ Telecom
- ✓ Wholesale & Retail
- ✓ Transport & Logistics
- ✓ Real estate
- ✓ Education
- ✓ Public sector

CLIENT TESTIMONIALS

ABDALLAH



“ Job Well Done . Thanks BRAVO

You really have done great job in conducting needs assessment on the marketing department and its staff.

..... Chief Financial Officer
HORMUUD TELECOM ”

ISMAIL JIJIILE



“ Perfect conference facilitation & training

Since starting working with BRAVO we never looked back. The team is amazing

..... Senior officer
MIN. OF YOUTH & SPORTS ”

JONNY BARTY



“ Fantastic Job. Thanks

BRAVO supported us to launch a complex and time-sensitive project in Somalia with Government and major donors.

..... Head of Consulting
ACASUS AG ”

AHMED SHIRWAC



“ Great staff development partner

BRAVO team has closely worked with us in launching the bank services in Mogadishu, Somalia and trained all our staff thereafter.

..... Chief Operating Officer
AMANA BANK ”

ABDI NUR



“ Higher Return on Investment - Thanks

We have been a client of BRAVO for many years in our portfolio of companies from food staff, electronics, to super markets.

..... General Manager
HAYAT MARKET ”

Ahmed Hassan



“ Beyond our expectations

All our portfolio companies utilize BRAVO's services and we have been happy with its offering from day one. Cheers

..... CFO
SAFA GROUP ”

SNAPSHOT OF ACTIVITIES



SOME OF OUR CLIENTS



GET QUOTE FOR YOUR PROJECT

1

Application Stage

Client fills the quote form on our website, providing us with enough information on his/her needs: www.bravogroupi.com/contactus

2

Learning Stage

After receiving client application, we dig deeper and contact/meet the client to learn more about the challenge.

3

Job Done

Having understood the client challenge well, we immediately start developing plans and getting the job done.

CONTACT US

YOUR

Organizational
Development

PARTNER

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