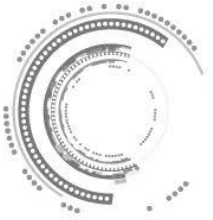




## Corporate Profile



**EGYPT'S FIRST  
BOUTIQUE MANAGEMENT  
CONSULTING FIRM FOCUSING ON  
SMES**



# The Vision

*How it all started – The original plan*

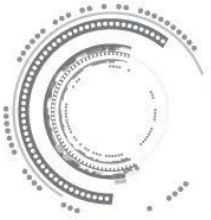
“MSMEs account for 60% to 70% of jobs in most OECD countries and are broadly considered an important source of job creation and a major channel for poverty alleviation.”



Acumen Consulting is a firm specializing in supporting SMEs & the start-up ecosystem. We are built on a mindset of **utilizing innovative data analytics and cross disciplinary analysis** to **empower** governments, organizations, incubators, and small and medium enterprises to make better business decisions.

We have grown in a business era obsessed with lean production, operational efficiency and the notion of not re-inventing the wheel. Yet business leaders worldwide are rapidly realizing that an approach embedded in making minor tweaks and targeting only quick-wins; may cause the company or the policy maker to miss the real leap-frog opportunities available to him/ her.

This dynamic dictates having a **agile team that embraces break through innovation & is able to build tailored solutions in order to ensure the creation of transformative outcome-driven recommendations & results**. This is a guiding principle at Acumen Consulting Egypt and drives the growth of our network of experts & industry gurus as well as our commitment to growing a strong, diverse and able core team.



# Our Values

*Dictate our Modus Operandi*

- *“Almost all quality improvement comes via simplification of design, manufacturing, layout, processes & procedures.”- **Tom Peters***

Transformative  
Change Rather  
Than Minor  
Improvements



- *“It goes without saying that no company, small or large, can win over the long run without energized employees who believe in the mission and understand how to achieve it.” - **Jack Welch, former CEO of GE***

We Value People  
& Business  
Equally

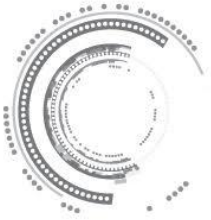


- *“When you’re a carpenter making a beautiful chest of drawers, you’re not going to use a piece of plywood on the back, even though it faces the wall and nobody will see it. You’ll know it’s there, so you’re going to use a beautiful piece of wood on the back. For you to sleep well at night, the aesthetic, the quality, has to be carried all the way through.” - **Steve Jobs***

Beauty in  
Everything We Do







# Our Consulting Portfolio

*Constitutes of a multi-layered set of services that feed into each other and create holistic solutions*

The picture would not be complete without a domestic government framework that is able to respond with great agility to the market changes and strike a balance between its socioeconomic obligations and growth pressures. Thus, Acumen Consulting realized the need to step in to empower the government and the public sector at large to do so; through enhancing decision making ability and providing consulting in **policy & strategy design**, providing **macroeconomic research** as well as implementation support.

Enterprise  
Development

Entrepreneurship  
Training and Coaching

Policy Advisory

Sector Outlooks

Macroeconomic  
Research

- Believing in the power of SMEs to generate real economic change, Acumen set out to focus on **enterprise development** by consulting on aspects such as growth strategy and institutionalization. Working with SMEs, Acumen then came to realize that many of their toughest challenges could only be solved through customized hands on **entrepreneurship training and coaching**.
- Acumen was able to discern that one of the main catalysts to SME growth would be by enabling the business environment, which resulted in the company offering more **sector outlooks** in order to shed light on future trends, investment opportunities, and areas for improvement to the integral stakeholders.



A black and white photograph of modern architecture. The image features a prominent building with a white, lattice-like facade that tapers towards the top. To its left is a structure with large glass panels and a dark frame. In the background, a multi-story building with a grid of windows is visible. The sky is a uniform dark grey. A semi-transparent dark horizontal band is overlaid across the middle of the image, containing white text.

**A CLOSER LOOK AT OUR  
PROJECTS AND THE NATURE  
OF OUR IMPACT**



# Ongoing Projects – 2021



Policy  
Advisory



## Developing a Results Based Management Capacity Building Model for UNFPA and its Partners

In an effort to further emphasize the importance of results achievement, the UNFPA is seeking to help its implementing partners in establishing a Results Based Management system which allows them to be guided by results, speeds up the pace at which interventions are implemented, enhances partnerships and creates a sense of accountability, and moves past a “business as usual” scenario.

Consequently, this assignment aims to: Analyze the current planning, monitoring, evaluation and management process in UNFPA and its implementing partners to assess their status in terms of RBM and propose a new capacity building model for improving such mechanisms.



Client:	Task	Website:
UNFPA	Developing Results-Based Management Capacity Building Model	<a href="https://egypt.unfpa.org/en">https://egypt.unfpa.org/en</a>



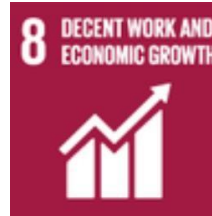
# Ongoing Projects – 2020



Policy  
Advisory



International  
Trade  
Centre



## Validation of TISI road-maps & surveying key challenges and impact of Covid-19 on 5 Trade and Investment Support Institutions

As part of ITC's GTEX MENATEX program, the consultants are working to validate the readiness roadmaps of 5 Egyptian textiles and garments Trade and Investment Support Institutions (TISIs) institutions which were selected and assessed by the ICT in 2019. The purpose of the assignment is to define the next steps for institutional capacity building under the GTEX-Egypt project, and to expand the service portfolios of the two main TISIs that will be supported under the project. Furthermore, the project aims to work on supporting them in the Covid19 crisis response and post crisis.



Client:	Task	Website:
ITC	Roadmap Validation	<a href="https://www.intracen.org/">https://www.intracen.org/</a>

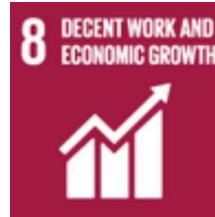




# Ongoing Projects – 2020



Policy  
Advisory

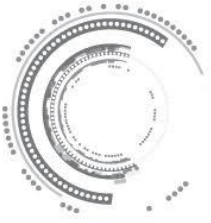


## Design of an Evidenced Based Solutions Strategy to develop Innovative Interventions within the Cotton Supply Chain

Acumen is working on the design and development of a baseline study for the International Labour Organization (ILO) that tackles challenges within the cotton supply chain in Egypt, as well as, the involvement of children as the labour in the process, evaluating the capacity of the private sector players in the resolution of such challenges, and finally, developing evidence-based innovative sustainable solutions in the form of a strategy and roadmap.

Client:	Task	Website:
ILO	Assessment & Innovative Strategy	<a href="https://www.ilo.org/global/lang--en/index.htm">https://www.ilo.org/global/lang--en/index.htm</a>





# Ongoing Project– 2020



Enterprise  
Development

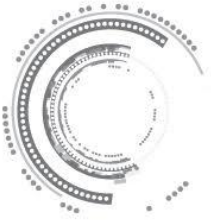


## Go To Market Strategy for Endorse A New Subsidiary of Prime Holding

The consulting team is carrying out an in-depth value chain and industry analysis to support Endorse (a new subsidiary of Prime Holding) in determining tailored financing solutions that meet the diverse business needs per each industry and customer segment. This includes identifying appropriate leasing, consumer finance, and factoring solutions by carrying out competitor analysis, industry segmentation, and partner identification (among other things). This also includes designing an End-2-End plan to help Endorse launch successfully and meet their project outcomes.

Client:	Task	Website:
Endorse/Prime Holding	Go-to-market strategy Development	NA





# Ongoing Projects – 2020



## Demand Analysis for a New Online Platform

Conducting a demand analysis, marketing strategy development, pricing strategy development, and recruitment strategy development for a real estate company looking to create a new online furnishings platform concept for young couples in Egypt and acting as a one-stop shop gathering all the key furnishing vendors in the country.



Client:	Task	Website:
Oriental Real Estate	Demand Economic Appraisal	N/A





# Ongoing Projects – 2020



Policy  
Advisory



**THE WORLD BANK**

## Economic Appraisal Study for Railway Freight Project

The GoE identified multimodal transport as a key development goal and plans to channel investments into priority infrastructure and enhance the multimodal transport and logistics services. Although the railway sector in Egypt is expected to play an important role in enhancing the attractiveness of the national ports, its potential is presently not reached due to the limited railway connectivity to ports, various technical and operational challenges accumulated over time and also driven by the unsatisfactory performance of the railway.

In light of the above, the objective of the project is to conduct an economic appraisal (cost-benefit analysis) for delivering the planned capacity railway increase between Alexandria ports (Alexandria and El Dekheila) and the inland dry port, relative to other available freight transport options.

Client:	Task	Website:
The World Bank	Economic Appraisal	<a href="https://www.worldbank.org">https://www.worldbank.org</a>







# Completed Projects – 2020



Enterprise  
Development



# COMET

## Strategy Mapping

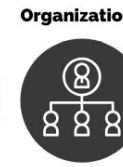
Using the balanced scorecard methodology as a means of strategy mapping, in addition to conducting organization restructuring, commission scheme development, reporting system development, monitoring and evaluation system development, and KPI development for one of the leading contractors, service providers and turnkey suppliers for water projects in Egypt.

Client:	Task	Website:
Comet Pumps	Demand Analysis and Concept Viability Assessment	<a href="https://www.cometeg.com/">https://www.cometeg.com/</a>

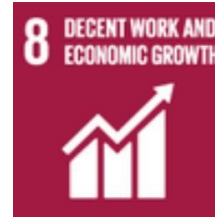




# Completed Projects – 2020



Enterprise  
Development



# giz

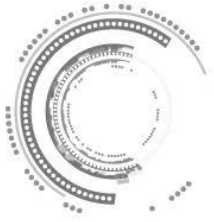
## Packaging Supply Chain Development

Worked with leading dairy manufacturers on improving their access to high quality packaging using the right technologies and in line with their strategic directions.

The project involved the identification, assessment and development of these suppliers.

Client:	Task	Website:
GIZ	Developing the Supplier Base for Packaging	<a href="https://www.giz.de/en/worldwide/319.html">https://www.giz.de/en/worldwide/319.html</a>





# Completed Projects – 2020

Efficiency



Strategy



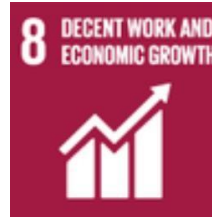
Organization



Sustainability



Enterprise  
Development



## Performance Management System

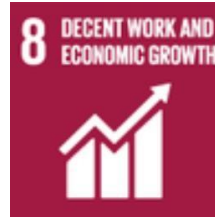
The team has worked with a public relations agency to design a new organization structure for the agency, a performance management system for the different positions in the agency, and mapping the agency's different processes in order to identify bottle necks and inefficiencies in the system.

Client:	Task	Website:
Publicist Inc	Performance Management	<a href="http://www.publicistinc.com/">http://www.publicistinc.com/</a>





# Completed Projects – 2020



## Financial Sustainability Model and New Business Plan

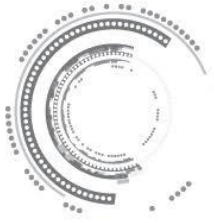
Wataneya Society is an organization tasked with building the capacities of caregivers working in the institutional and alternative care of orphaned children and youth, in addition to setting the quality standards that organizations in this field should abide by.

Acumen has worked with Wataneya on exploring new service lines that are aligned with the organization’s strategy and continue to help them serve their purpose and mission, while simultaneously helping them achieve financial sustainability within the coming years.

Client:	Task	Website:
Wataneya	Strategy and Financial Sustainability	<a href="https://wataneya.org/en/">https://wataneya.org/en/</a>



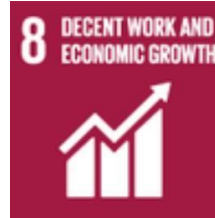




# Completed Projects – 2020



Enterprise Development



HESNI  
TEXTILES

## Portfolio Optimization and New Brand Development

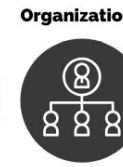
The overall objective from the project was to improve company revenue generation through optimizing existing portfolio of textiles and sales channels. As well as support in the establishment of a new brand of vintage men's shirts in order to leverage on company stocks and open new markets.

Client:	Task	Website:
Hesni Textiles	Business Transformation and Product Development	<a href="http://hesnitextiles.com/">http://hesnitextiles.com/</a>





# Completed Projects – 2020



Policy  
Advisory

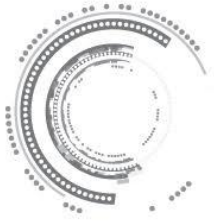


## Textiles Sector Enhancement Study

Acumen has worked with a trade mission from the International Trade Centre in Geneva on a project aimed at improving the international competitiveness of the textile and clothing sector in Egypt. The project consisted of workshop facilitation and stakeholder meetings with key members of the textiles sector in order to assess the current challenges impeding exports. Based on the meetings and secondary research the consultants worked to create a comprehensive report mapping all of the textiles support institutions in Egypt, findings from the interviews, in addition to recommendations and action plans to be carried out.

Client:	Task	Website:
ITC	Sector Enhancement	<a href="http://www.intracen.org/">http://www.intracen.org/</a>

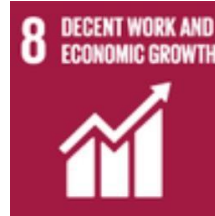




# Completed Projects – 2020



Policy  
Advisory



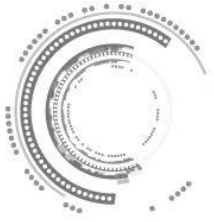
# giz

## Study on Informal Employment in Egypt

The first module of this project consisted of conducting desk research to capture information regarding work conditions in the informal sector in Egypt, challenges faced by this sector, and initiatives taken by the government to address informality in Egypt. This was followed by field research which was carried out to gain more in depth insights regarding the job preferences of blue collar workers in Egypt, and presenting findings and recommendations to GIZ on how to effectively design activities to integrate the informal sector into their projects

Client:	Task	Website:
GIZ	Baseline Study	<a href="https://www.giz.de/en/worldwide/319.html">https://www.giz.de/en/worldwide/319.html</a>

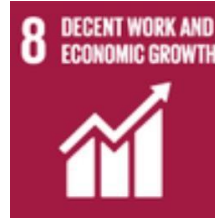




# Completed Projects – 2020



Policy  
Advisory



# giz

## Baseline Study to scale up Employment Services in 6 Governorates

During this assignment, the consulting team has worked on delivering a baseline study of employment services in six different governorates across Egypt, and analysed the gap between employer and employee needs throughout those governorates, with the end goal of supporting GIZ in making a decision regarding the most suitable regions for expanding their blue collar employment services.

Client:	Task	Website:
GIZ	Baseline Study	<a href="https://www.giz.de/en/worldwide/319.html">https://www.giz.de/en/worldwide/319.html</a>







# Completed Projects – 2019



Enterprise  
Development



## Portfolio Assessment of the Country Projects

During this assignment the consulting team worked with the AFDB to conduct an assessment of the entity's private sector projects in Egypt in order to measure their impact and effectiveness. Furthermore, the team was tasked with writing an updated country context, providing insight into the macroeconomic projects taking place in Egypt over the last few years and how these have impacted different macroeconomic indicators.



Client:	Task	Website:
AFDB	Portfolio Assessment & context Analysis	<a href="https://www.afdb.org/en/">https://www.afdb.org/en/</a>

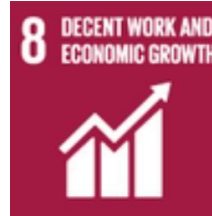




# Completed Projects – 2019



Enterprise  
Development



## Sultan Foundation Sustainability Strategy

A Drosos-funded sustainability strategy for MASQ through the development of a business plan for the revenue generating brand MISHKA including manpower planning, pricing strategy, and marketing strategy in order to boost MISHKA sales and ensure the foundation is self-sustainable.

Client:	Task:	Website:
Maq'ad of Sultan Qaitbey	Sustainability Strategy	<a href="https://www.facebook.com/MaqadQaitbey/">https://www.facebook.com/MaqadQaitbey/</a>



# Completed Projects – 2019



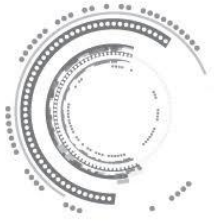
Enterprise  
Development



## Performance Management System

Acumen worked with a peanut processing company on designing and implementing a performance enhancement system to monitor and improve the efficiency of employees in 8 different departments.

Client:	Task	Website:
Green Valley	Developing the Supplier Base for Packaging	<a href="http://www.greenvalley-egypt.com/">http://www.greenvalley-egypt.com/</a>



# Completed Projects – 2019

Efficiency



Strategy



Organization



Sustainability



Policy  
Advisory

dun & bradstreet



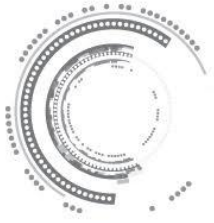
مندوق خليفة لتطوير المشاريع  
Khalifa Fund for Enterprise Development



## Micro-Finance Impact Assessment Study

During this assignment, the consulting team together with the Dun & Bradstreet South Asian Middle East Office worked to assess the economic and social impact of loans provided by the Khalifa Fund to MSMEs throughout different Egyptian governorates, in order to decide how to best move forward regarding future activities/actions.

Client:	Task	Website:
D&B/ Khalifa Fund	Impact Assessment Study	<a href="https://www.dnbsame.com/">https://www.dnbsame.com/</a>



# Completed Projects – 2019



## Enterprise Development

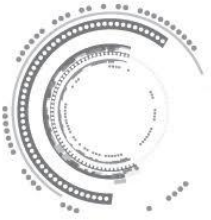


## Export Potential Study

Acumen worked with an Egyptian classical furniture company looking to enter the export market. The consulting team looked to assess El Serafy's export potential, studied possible target market destinations, and global furniture preferences and trends amongst other factors.

Client:	Task	Website:
Gallery El Serafy	Export Potential Study	NA

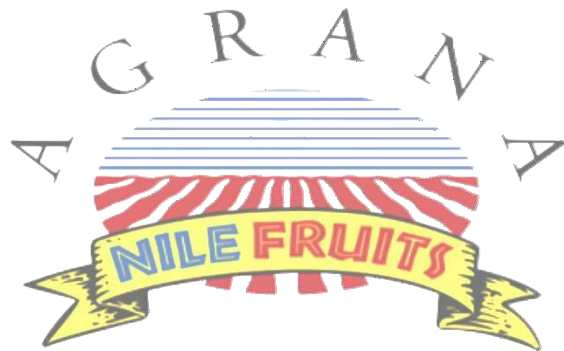




# Completed Projects – 2019



Enterprise Development



## Market Assessment & Feasibility Study

The consulting team worked with a Agrana Nile Fruits, a joint venture between an Austrian & Egyptian food company looking to add a syrup production line to their factory in Egypt. The team conducted extensive market research on the Egyptian flavoured beverages industry, forecasted industry growth over the next five years, developed market strategies that would allow for maximum market penetration, and projected the client's market share and production requirements.

Client:	Task	Website:
Agrana	Market Assessment & Feasibility Study	<a href="https://www.agrana.com/en/">https://www.agrana.com/en/</a>





# Completed Projects – 2019

Efficiency



Strategy



Organization



Sustainability



Entrepreneurship & Training



## Market Intelligence Support Module

Creating and delivering training materials to the EDA's market intelligence unit on topics such as creation of professional market intelligence reports and data visualization techniques.

Proposing recommendations for how to improve website content based on benchmarking against other international export portals.

Client:	Task	Website:
EDA	Training Module Design and Delivery	<a href="https://www.expoegypt.gov.eg/2">https://www.expoegypt.gov.eg/2</a>



# Completed Projects – 2019

Efficiency



Strategy



Organization



Sustainability



## Entrepreneurship & Training



## UNIDO Leather Accelerator Program

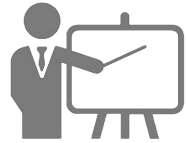
This assignment consisted of designing and delivering 6 different business-related modules to design start-ups in the Leather Goods Industry. In addition to the delivered modules, the consultants periodically met with each team on a one-on-one basis in order to mentor them and help them complete the final graduation assignment, which consisted of delivering a complete business that can be pitched to investors.

Client:	Task	Website:
UNIDO	Training Module Design and Delivery	<a href="https://www.unido.org">https://www.unido.org</a>





# Completed Projects – 2019



Entrepreneurship & Training



## Technology Innovation & Entrepreneurship Center

This assignment consisted of designing and delivering different business-related modules for the Ministry of Communications & Technology Accelerator Program (TIEC) to start-ups in the ITC sector.

Client:	Task	Website:
TIEC	Training Module Design and Delivery	<a href="https://www.tiec.gov.eg/English/Pages/default.aspx">https://www.tiec.gov.eg/English/Pages/default.aspx</a>





# Completed Projects – 2019

Efficiency



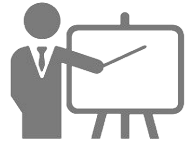
Strategy



Organization



Sustainability



## Entrepreneurship & Training

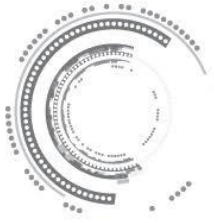


## Injaz Egypt Startup Accelerator Program

This assignment consisted of designing and delivering different business-related modules to start-ups working in a variety of industries. In addition to the delivered modules, the consultants periodically met with each team on a one-on-one basis in order to mentor them in preparation for the final event: a full day competition where start-ups pitched their ideas to investors, with the first place winner getting funding from investors.

Client:	Task	Website:
TIEC	Training Module Design and Delivery	<a href="http://injaz-egypt.org">http://injaz-egypt.org</a>





# Completed Projects – 2019

Efficiency



Strategy



Organization



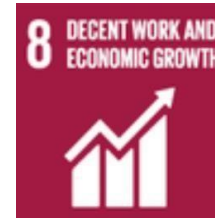
Sustainability



Policy  
Advisory



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra



## Context Analysis of Swiss Cooperation Strategy

During this assignment, the consulting team worked to deliver an updated context analysis reviewing the Swiss Cooperation's Strategy in Egypt 2017-2020 regarding the transformative agenda for gender and the economic situation in Egypt, with particular attention to the state of the private sector and recent changes.

Client:	Task:	Website:
Swiss Cooperation	Context Analysis	<a href="https://www.eda.admin.ch/countries/egypt/en">https://www.eda.admin.ch/countries/egypt/en</a>





# Completed Projects – 2018

Efficiency



Strategy



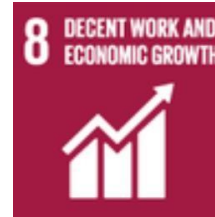
Organization



Sustainability



Policy  
Advisory



## Institutionalization Framework

Acumen is worked closely with GIZ in order to evaluate the historical performance of their National Employment Pact and determine they key strengths, competitive advantages, niches sectors and recommended portfolio of services.

The second phase of the engagement related to strategy setting and business model definition in order to institutionalize the initiative into a private sector company that can carry this mission forward.



Client:	Task	Website:
GIZ	Baseline Study	<a href="https://www.giz.de/en/worldwide/319.html">https://www.giz.de/en/worldwide/319.html</a>





# Completed Projects – 2018

Efficiency



Strategy



Organization



Sustainability



Policy  
Advisory



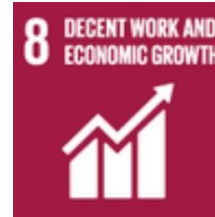
## TDMEP



Ministry of Trade & Industry  
وزارة التجارة والصناعة



Chamber of Food Industries  
غرفة الصناعات الغذائية



## Food Sector Development Strategy

Acumen was tasked to work on a second strategy involving the development of the Egyptian processed foods sector. This strategy is meant to build upon the previous one conducted by Acumen for this sector and aims to present a plan of action regarding the improvement of the local food sector in order to eliminate value chain bottlenecks, increase exports, and enhance import substitution.

Client:	Task:	Website:
TDMEP, MTI	Strategy Development	<a href="https://www.mti.gov.eg">https://www.mti.gov.eg</a>





# Completed Projects – 2018



## Enterprise Development



## Process Mapping, Organization Structure Redesign and Marketing Plan

During the initial phases of the project, the consulting team worked on mapping the current processes and workflows of a real estate company, with the goal of optimizing and restructuring them. Based on the revamped processes, the team then designed a new organization structure for the company in order to streamline functions, eliminate redundancy, and ensure an efficient reporting structure.

The other task was to design a marketing & positioning plan for the company, while also developing a marketing campaign for their new residential project located in the New Capital.

Client:	Task	Website:
Dahab Development	Organizational Structure Re-design	<a href="https://www.dahab-dev.com/dev/en/">https://www.dahab-dev.com/dev/en/</a>





# Completed Projects – 2018



Enterprise Development



## Market Scan and Feasibility Study for Microinsurance Platform

The consulting team worked with a Zimbabwean microinsurance platform looking to enter the Egyptian market. The team conducted extensive research on the Egyptian microinsurance & microfinance landscape, the financial services landscape, and Egypt's demographics in order to make recommendations about the feasibility of implementing the client's microinsurance platform in Egypt.

Client:	Task	Website:
AMA.ZING	Market Scan & Feasibility Study	<a href="http://www.ama.zing.world/index.html">www.ama.zing.world/index.html</a>







# Completed Projects – 2018



Policy  
Advisory



# GOPA

WORLDWIDE CONSULTANTS



## CRM Mapping

The consulting team worked closely with the GOPA international consulting team in order to hold a series of workshops to introduce the notion of CRM and process mapping to the MSMEDA middle management. Following which departmental workshops were held in order to map the existing services and determine which process bottlenecks may exist and what opportunities there are for improvement.

- .
- .

Client:	Task	Website:
GOPA	Process Efficiency	<a href="https://www.gopa.de/en">https://www.gopa.de/en</a>





# Completed Projects – 2018

Efficiency



Strategy



Organization



Sustainability



Policy  
Advisory



**TDMEP** Trade & Domestic Market Enhancement Programme  
برنامج تعزيز تجارة والأسواق المحلية



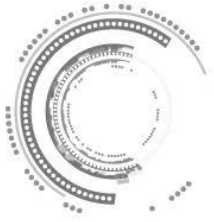
Ministry of Trade & Industry  
وزارة التجارة والصناعة

Client:	Task	Website:
TDMEP	Gap Analysis & Strategy	<a href="https://www.mti.gov.eg/">https://www.mti.gov.eg/</a>

## Gap Analysis and Strategy Development

The development of the Conformity Assessment (CA) Strategy for the MTI for the period 2019-2023 follows the provision of substantial Technical Assistance to MTI Affiliates as part of the Trade and Domestic Market Enhancement Program (TDMEP). During this project, the consulting team worked to map the CA capabilities of all organizations in Egypt focusing on testing, inspection, & product certification activities. The four product sectors of interest were electrical products, construction products, appliances, & pressure equipment. The strategy addressed ways to improve both the supply and demand side of CA services in order to enhance local market quality, improve export volumes, and enhance import substitution.





# Completed Projects – 2018

Efficiency



Strategy



Organization



Sustainability



Enterprise  
Development



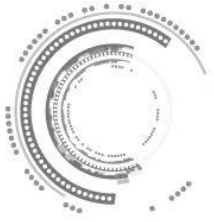
## Ahli Bank Fintech Study

The development of an off the shelf report summarizing the main fintech trends globally and domestically and how these trends could impact the bank, finally what directions the bank should consider to capitalize on these trends.



Client:	Task:	Website:
National Bank of Egypt	Strategy Development	<a href="https://www.nbe.com.eg/">https://www.nbe.com.eg/</a>





# Completed Projects – 2018

Efficiency



Strategy



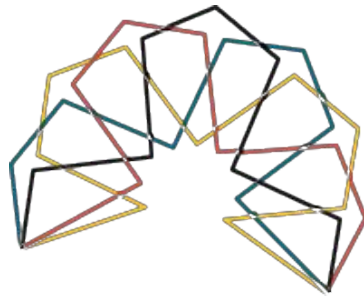
Organization



Sustainability



Policy  
Advisory



DIGITAL  
arabia  
network

## Digitization Strategies for the Arab World

The consulting team worked with the Digital Arabia Network to produce research regarding the current status of the healthcare, trade & commerce, and financial sectors in the MENA and the impact of technological advancements on these sectors.

Client:	Task	Website:
Digital Arabia Network	Research & Report writing	<a href="https://digitalarabia.network/">https://digitalarabia.network/</a>



# Completed Projects – 2018



Policy  
Advisory



# giz

## Market Assessment of HR Service Providers

Acumen Consulting worked with GIZ’s Labor Market Access Program, which aims to improve the employment situation for blue collar youth in Egypt. The consulting team conducted a market study on private and public HR service providers which focus on blue collar workers and offer the following services: training, assessment, & HR Consultancy. During the first phase of the project, the team conducted desk research to scan the market, this was followed by a series of interviews & surveys with HR Managers to get a better idea of the services that they rely on & their preferred vendors. Phone interviews were also conducted with the HR service providers in order to gain a better understanding of their services & their shortcomings. Recommendations were made based on these findings.

Client:	Task	Website:
GIZ	Market Assessment	<a href="https://www.giz.de/en/worldwide/319.html">https://www.giz.de/en/worldwide/319.html</a>







# Completed Projects – 2018

Efficiency



Strategy



Organization



Sustainability



## Enterprise Development



## Corporate Strategy

Acumen worked on developing a better understanding of the “young professionals” demographic who either happen to be living alone or are considering making the move. Acumen’s work aided in better understanding the market as well as identifying potential target groups for Al Ismaelia’s newly renovated apartment building.



AL ISMAELIA

Client:	Task:	Website:
Al Ismaelia	Strategy Development	<a href="https://alismaelia.com/">https://alismaelia.com/</a>

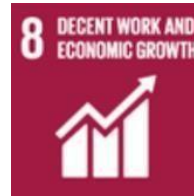




# Completed Projects – 2018



Policy  
Advisory



## Strategy Formulation for MSME Development Agency

The team was in charge of the development of a complete strategy for the new MSME Development Agency which was established through a Prime Ministerial Decree, as the institution responsible for the financial and non-financial assistance of MSMEs. This involved coming up with a new mission, vision, and strategic activities for the agency. The strategy team then had to cascade these down to the new departments of the agency by producing budgeted work plans. Furthermore, a gap analysis of the agency's services was conducted, which resulted in the formulation of new project fiches.

Client:	Task	Website:
MSMEDA/ EU	Strategy Development	<a href="https://www.mti.gov.eg/">https://www.mti.gov.eg/</a>

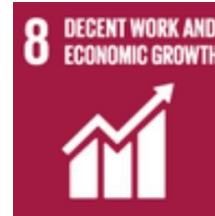




# Completed Projects – 2017



Policy  
Advisory



## Export Support Landscape Mapping

Acumen worked as part of an ITC Geneva Trade Mission in order to benchmark the current EDA status, map the current export support landscape and assess the service gaps from an enterprise perspective. This was done through extensive interviews with the various stakeholders as well as focus groups for the private sector enterprises. The analysis then culminated into a report highlighting the main gaps and the service mix implications.



Client:	Task	Website:
ITC	Landscape Mapping	<a href="http://www.expoegypt.gov.eg/about">http://www.expoegypt.gov.eg/about</a>





# Completed Projects – 2017



Enterprise  
Development



## Corporate Strategy

Acumen worked alongside EUC El Hazeq on streamlining the business' operations through the setting of departmental KPIs and procedure manuals which would in turn enhance the overall efficiency of the firm's operations and thus increasing profit margins and helping EUC compete with larger players in the construction industry.



EGYPTIAN UNION FOR CONSTRUCTION  
building right.

Client:	Task	Website:
EUC	Strategy Development	<a href="http://eucegypt.com">http://eucegypt.com</a>





# Completed Projects – 2017



Policy  
Advisory



## Packaging Industry Study



Acumen worked on identifying market gaps in the packaging industry in Egypt to act as a reference for the areas within the sector that require investment for further development.

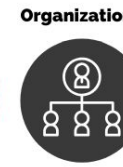
Client:	Task	Website:
UNIDO	Market Gap Analysis	<a href="https://www.unido.org">https://www.unido.org</a>



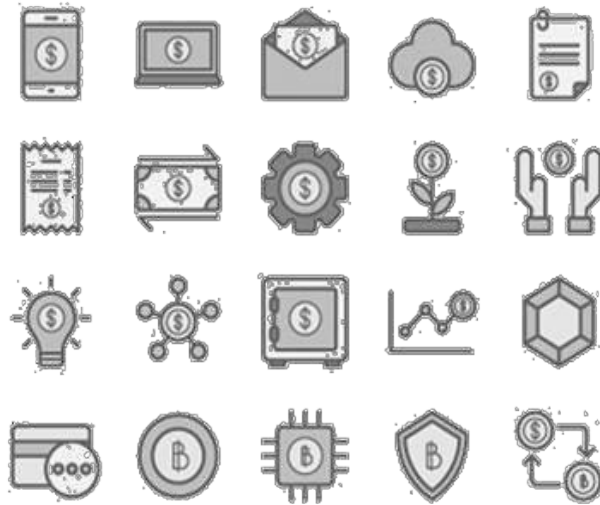




# Completed Projects – 2017



## Enterprise Development

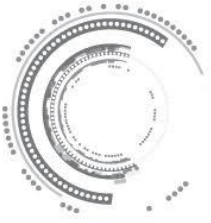


## Fintech Product Development

Supported a start-up (under establishment) in assessing the real opportunities available to them within the Fintech space, then using the Google Sprint methodology helped them short-list to 3 concepts with a means to prototype each of them. Finally fine tuned the winning scenario and assisted them in finding the strategic partners that can help them take it forward.

Client:	Task	Website:
Fintech Investors	Product Development Study	NA

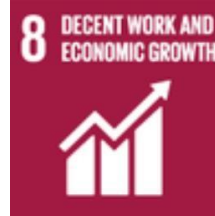




# Completed Projects – 2017



Policy  
Advisory



Effective Planning and Services Project (EPSP)

جمهورية مصر العربية  
وزارة التخطيط



## Sectoral Progress Review

The consulting team was tasked with conducting a sectoral progress review with regards to the implementation of the Economic Pillar in Egypt's Vision 2030 Sustainable Development Strategy.

Client:	Task	Website:
ESPS	Sector Review	NA



# Completed Projects – 2017



Policy  
Advisory

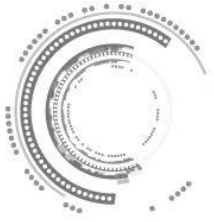


## Food Export Development Strategy

Acumen worked on developing a strategy aimed at improving both the quality and quantity of local processed food exports. The strategy included best practices from countries similar to Egypt as well as identifying a set of products that would increase Egypt's competitiveness on an international level.

Client:	Task	Website:
IMC/ FEC	Strategy Development	<a href="http://www.imc-egypt.org">http://www.imc-egypt.org</a>





# Completed Projects – 2017



Enterprise  
Development



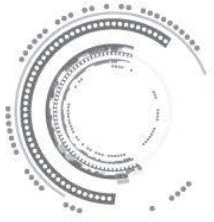
الهيئة المصرية العامة للمواصفات والجودة  
Egyptian Organization for Standardization and Quality

## Feasibility Study

Acumen was contracted by TDMEP in order to work on the development of a communications strategy for the Egyptian Organization for Standardization and Quality.

This included studying the EMG testing potential and working closely with the EOS team on developing a feasibility study and business case for that lab.

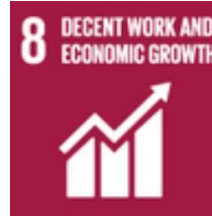
Client:	Task:	Website:
EOS	Strategy Development	<a href="http://www.eos.org.eg">http://www.eos.org.eg</a>



# Completed Projects – 2017



Policy  
Advisory



## Economic Outlook

Acumen developed an economic outlook for Egypt for 2017 with a focus on investment potential and macroeconomic conditions.



MARKETS & MONEY ADVISORY

Client:	Task	Website:
Markets & Money Advisory	Economic Outlook	<a href="https://mamoadvisory.com/">https://mamoadvisory.com/</a>





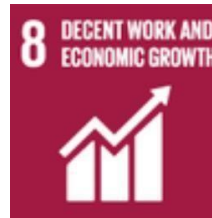
# Completed Projects – 2017



Policy  
Advisory



International Organization for Migration



## Gap Analysis

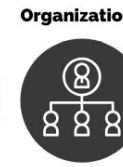
Developed a gap analysis with regard to technical education in the tourism space in Egypt. This addressed both the demand side requirements as well as shortcomings within the supply side in order to identify new potential specialties or disciplines that can be introduced to technical education schools within the governorates under study.

Client:	Task:	Website:
IOM	Tourism Labor Market Study	<a href="https://www.iom.it">https://www.iom.it</a>

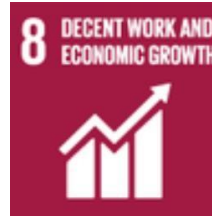




# Completed Projects – 2017



Policy  
Advisory



European Bank  
for Reconstruction and Development

## Investment Outlook

Acumen developed an investment outlook for Egypt in order to capture the key economic changes that have taken place over the past decade and their impact on the economic attractiveness of the country and its future potential as an FDI destination.

Client:	Task	Website:
EBRD	Investment Outlook	<a href="http://www.ebrd.com">http://www.ebrd.com</a>





# Completed Projects – 2017



Policy  
Advisory



## Standards Strategy



الهيئة المصرية العامة للمواصفات والجودة  
Egyptian Organization for Standardization and Quality

Acumen was contracted by TDMEP – Industry in order to work on the development of a strategy for the Egyptian Organization for Standardization and Quality – The Standardization division.

This involved a survey of internal and external stakeholders, identifying gaps, building a strategic foundation (mission, vision & core values), developing strategic themes and finally coaching the team through the development of strategic initiatives and their respective KPIs.

Client:	Task	Website:
EOS	Strategy Development	<a href="http://www.eos.org.eg">http://www.eos.org.eg</a>



# Completed Projects – 2017

Efficiency



Strategy



Organization



Sustainability

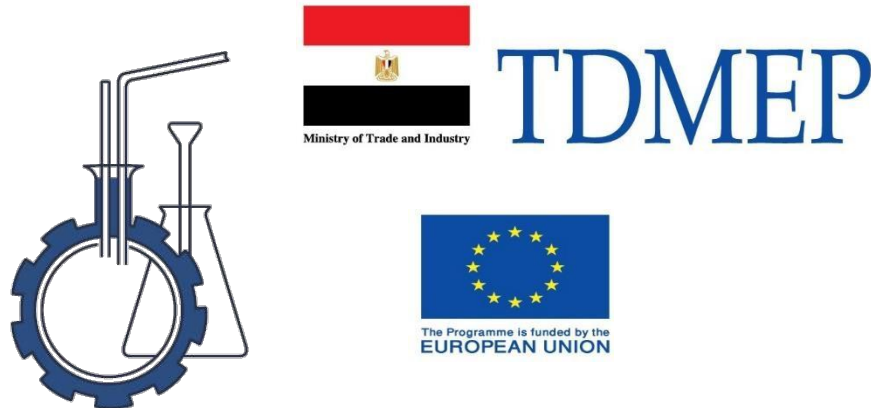


Policy  
Advisory



## Sector Strategy

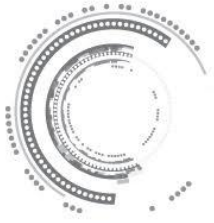
Acumen worked collaboratively with TDMEP and the Chamber of Chemical Industries to develop the sector strategy (industry and trade) for the chemical sector in Egypt. This strategy was developed using a consultative approach and was built on the 10 dimensions laid forward by the MTI 2020 Strategy.



غرفة الصناعات الكيماوية  
Chamber of Chemical Industries

Client:	Task	Website:
CCI/ TDMEP	Sector Strategy Development	<a href="http://www.cci-egy.com/home.php">http://www.cci-egy.com/home.php</a>





# Completed Projects – 2017



Enterprise  
Development



## Health Insurance Product Validation

Acumen supported the insurance giant in capturing the market landscape and in evaluating the potential associated with a new product under development.

Client:	Task	Website:
AXA	Market Landscape Assessment	<a href="https://www.axa.com">https://www.axa.com</a>





# Completed Projects – 2017



Enterprise  
Development



Alexandria Urology Hospital  
مستشفى الإسكندرية لكلى والمسالك البولية

## Formulation and Institutionalization

Acumen developed a business plan for a consortium of established physicians looking to open a specialized hospital. The scope included studying the market in order to gauge demand and capture the key drivers. As well as a detailed competitive landscape to assess the competition, their landscape to assess the competition, their capacities, offering and pricing strategies.

This all culminated in a financial model and its accompanying business plan. These outcomes dictated the hospital financing strategy, high level organizational structure and marketing approach.

Client:	Task	Website:
Alexandria Urology Hospital	Business Plan Development	<a href="http://www.auhospital.com">http://www.auhospital.com</a>

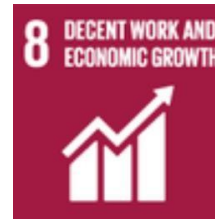




# Completed Projects – 2016



Enterprise  
Development



## Sustainability Model

Grant proposal development for Alfanar & LifeVision with regard to developing a program catering to the impoverished across the agricultural value chain in Minya.

This included the development of a financial feasibility study for a soya press in Minya to cater to the farmers in the region as well as the larger oil & feed companies.

Client:	Task	Website:
Life Vision for Development	Sustainability Model	<a href="http://lifevisioneg.org/life-vision/index.php/vision-mission">http://lifevisioneg.org/life-vision/index.php/vision- mission</a>



# Completed Projects – 2016



Enterprise Development



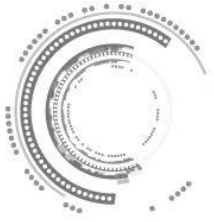
DOMIATEC HOLDING

## Diversification Strategy

Studied the universe of opportunities for diversification for the company. These were developed using an **ANSOFF matrix** approach and took into consideration the existing company performance and core capabilities. These ideas were then studied in a high-level manner to be able to prioritize them using an investment attractiveness index. Finally, the 6 short-listed ideas were studied in a deep dive context in order to determine which lines of business were the best fit for which plots of land.

Client:	Task	Website:
Domiatec Holding	Strategy Development	<a href="http://www.domiatec.com">http://www.domiatec.com</a>

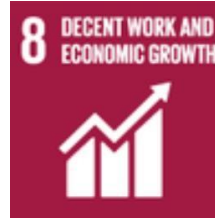




# Completed Projects – 2016



Policy  
Advisory



## Maritime Transport Technical Education

Acumen built a TVET model for Maritime Logistics for the newly formed Special Economic Zones' Authority.

This was done through a participatory approach which engaged international best practice owners, domestic success stories and all the relevant stakeholders.

Client:	Task	Website:
GPP	Economic Development	<a href="https://global-project-partners.com">https://global-project-partners.com</a>



# Completed Projects – 2016



Enterprise  
Development



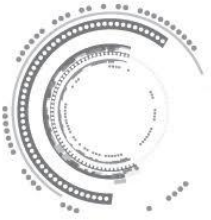
جمعية أصدقاء المبادرة  
القومية ضد السرطان  
Association of Friends of the  
National Cancer-free Initiative  
HUMANITY AGAINST CANCER / الإنسانية ضد السرطان

## e-Learning Platform

Acumen worked collaboratively with AFNCI to develop an operating model, organization structure and financial model for an innovative education solution. The project involved a detailed diagnostic of the current education landscape, an extensive benchmarking study and a SPRINT in order to develop the operating model and the go-to-market strategy.

Client:	Task	Website:
AFNCI	Operating Model, Organizational Structure and Financial Model Development	<a href="https://afnci.com">https://afnci.com</a>





# Completed Projects – 2016



Policy  
Advisory



## Ecosystem Development

Acumen was the knowledge partner in charge of working with GPP for the design, formulation and operation of the first cohort of Young Egyptian Economic Leaders. This initiative brought together fine young minds from around the nation to work on addressing pressing economic policy challenges.

Client:	Task	Website:
YEEL	Design, formulation, & Operation for YEEL	<a href="http://www.global-project-partners.de/index.php/en/projects/9-projekt/61-yeel-en">http://www.global-project-partners.de/index.php/en/projects/9-projekt/61-yeel-en</a>





# Completed Projects – 2016



Policy  
Advisory



## Strategy Management

Acumen was engaged by the British Standards Institute (BSI), UK the lead agency of a consortium implementing the EU- Funded project TDMEP (Trade Development and Market Enhancement Programme) as an Organization Development Specialist to support in the development of a blueprint for the formulation of a Policy & Strategy Unit (P&SU) for the Ministry of Trade and Industry towards Egypt's Sustainable Development Strategy - Vision 2030.

**TDMEP** Trade & Domestic Market Enhancement Programme  
برنامج تعزيز التجارة والأسواق المحلية



Ministry of Trade & Industry  
وزارة التجارة والصناعة

**bsi.**

Client:	Task	Website:
Ministry of Trade and Industry	Action Plan Development	<a href="http://www.mti.gov.eg/English/Pages/default.aspx">http://www.mti.gov.eg/English/Pages/default.aspx</a>

In partnership with the International Organization Development Specialist, Acumen supported in diagnosing the current landscape, detailing a target design for the P&SU, facilitated workshops for the development of strategic objectives, core values, mandates, activities, role profiles, competencies and standard operating procedures as well as designing a Strategic Action Plan with clear key result initiatives and KPIs setting the direction for its 5-year development goals.

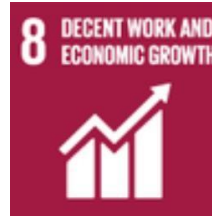




# Completed Projects – 2016



Policy  
Advisory



# GOPA

WORLDWIDE CONSULTANTS

## BDS Market Study

Acumen conducted a baseline study for GOPA on the needs of companies with regard to business development services and their satisfaction with the current offerings in the market.

The objective was to use this study as a guideline to develop programs that can address the business development services ecosystem more effectively.

Client:	Task:	Website:
GOPA	Business Development	<a href="https://www.gopa.de/en">https://www.gopa.de/en</a>





# Completed Projects – 2015

Efficiency



Strategy



Organization



Sustainability



Policy  
Advisory

4  
QUALITY  
EDUCATION



8  
DECENT WORK AND  
ECONOMIC GROWTH



**giz**



جمهورية مصر العربية

وزارة التربية والتعليم

## Institutionalization

Acumen worked with GIZ and its stakeholders from the Ministry of Education, the Ministry of Manpower and the various Investor Associations in order to institutionalize the Regional Labour Market Observatories.

This project aimed at providing sustainability to the initiative as well as ensuring that labour market information is collected at the demand level in a way that ensures that outputs from the technical education system are a good fit to market demand and the rapidly evolving private sector.

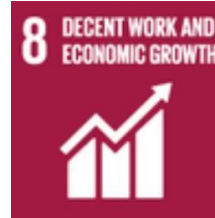
Client:	Task	Website:
GIZ	Economic Development	<a href="https://www.giz.de/en/html/index.html">https://www.giz.de/en/html/index.html</a>



# Completed Projects – 2015



Policy  
Advisory



# giz

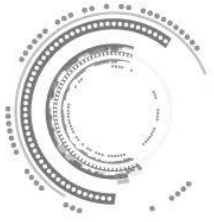
## Development Partner Strategy

Acumen worked closely with a team from Germany for the undertaking of a detailed sector study of the Egyptian economy with a viewpoint of bolstering employment across promising sectors.

The study centered around a 10-day fact-finding mission of intense meetings with all the relevant stakeholders followed by a period of analysis, initiative development and report articulation.

Client:	Task	Website:
GIZ	Economic Development	<a href="https://www.giz.de/en/html/index.html">https://www.giz.de/en/html/index.html</a>

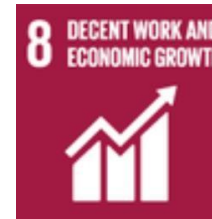




# Completed Projects – 2015



Policy  
Advisory



## Program Concept Development

Development of two Concept Notes for UNIDO with regards to upgrading TVET activities for both agri-business and construction fields through engaging with stakeholders, assessing the current gaps in the system and recommending intervention models.

Client:	Task	Website:
UNIDO	Concept Development	<a href="http://www.unido.org">http://www.unido.org</a>

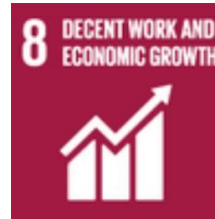




# Completed Projects – 2015



Policy  
Advisory



## African Economic Outlook – Chapter Egypt

Acumen were contracted for the economic research & analysis and development of the African Economic Outlook chapter on Egypt for both the 2015 and 2016 editions.

This involved undergoing all the economic analysis as well as developing thematic chapters to be included in the ADFB annual thematic publication.



Client:	Task:	Website:
AFDB	Performance Enhancement	<a href="https://www.afdb.org/en/">https://www.afdb.org/en/</a>

