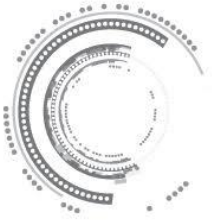




Corporate Profile



EGYPT'S FIRST BOUTIQUE MANAGEMENT CONSULTING FIRM FOCUSING ON SMES



The Vision

How it all started – The original plan

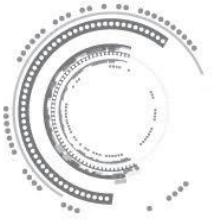
“MSMEs account for 60% to 70% of jobs in most OECD countries and are broadly considered an important source of job creation and a major channel for poverty alleviation.”



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***

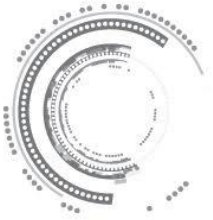
**We Value People &
Business Equally**



- *“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 Ecosystem Support

Policy Advisory

Sector Outlooks

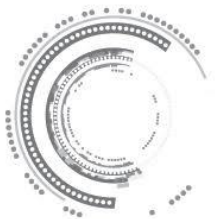
Macroeconomic Research

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



Ongoing Projects – 2022

Efficiency



Strategy



Organization



Sustainability



Policy Advisory



Feasibility Study to Assess Viability of a Development Project

Conduct a feasibility study to provide Plan International in Egypt with sufficient information to justify acceptance, modification or rejection of a planned project. Furthermore, the study will provide Plan with a well-founded basis for the further development of the project concept, in which the prerequisites, opportunities and risks have all been clarified. By going through this process, the effectiveness of the project will be increased, and unsuitable investments will be avoided at an early stage

Client:

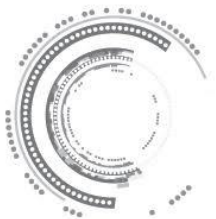
Plan

Task:

Feasibility Study

Website:

<https://plan-international.org/>



Ongoing Projects – 2022

Efficiency



Strategy



Organization



Sustainability

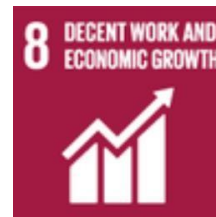


Policy Advisory



USAID
FROM THE AMERICAN PEOPLE

DAI
Shaping a more livable world.



Implementation of Business Egypt Project

Support in the implementation of the Business Egypt project which seeks to expand the quality and quantity of job opportunities, especially for women and youth, and to increase sales revenues and investment in the local market. The activity will support the establishment, growth, and competitiveness of productive and innovative startups and promising micro, small, and medium enterprises (MSMEs) by creating a vibrant and high functioning ecosystem of competitive innovative enabling institutions that accelerate economic development in Egypt.

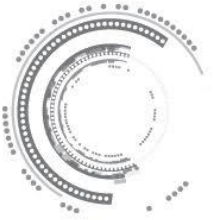
Client:

USAID/DAI

Task: Enabling environment

Website:

<https://www.usaid.gov/>

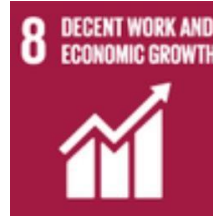


Ongoing Projects – 2022



Policy Advisory

giz



Business Linkages Best Practices and Opportunities

Acumen is working with GIZ on studying and identifying the best practices in implementing business linkage programs in the food processing, chemicals, and engineering sectors (with packaging as a cross-cutting sector). This will be accomplished by reviewing existing and previous business linkage programs carried out in Egypt and globally. Furthermore, Acumen will carry out 15 to 20 interviews with lead Egyptian companies and supplier SMEs in order to assess opportunities and barriers to implementing business linkages programs in Egypt. Finally, Acumen will share their findings from the two previous activities in a series of 10 events carried out in different parts of Egypt. The purpose of these events will be to disseminate research findings to relevant stakeholders and companies in the three sectors, conduct information sessions or panels on relevant topics of interest to the stakeholders, and hold initial business matchmaking sessions between lead companies and SME suppliers attending the events.

Client:

GIZ

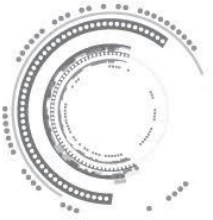
Task:

Identification of best Practices & Opportunities

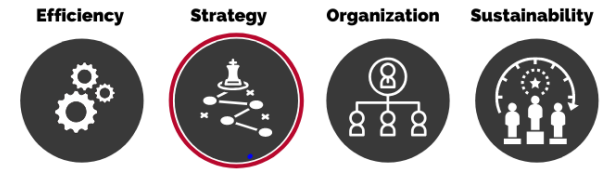
Website:

<https://www.giz.de/en/worldwide/319.html>





Ongoing Projects – 2021



Policy Advisory



International
Trade
Centre



Development of Performance Improvement Roadmaps and Recommendations for export-support and business-support entities

Acumen has been contracted to conduct an institutional assessment of the Export Development Authority of Egypt, Export Promotion Council for Handicrafts, National Council of Women and Business Women for Egypt 21. the purpose of the assessment is to build a performance enhancement roadmap and recommendations that can help each entity enhance their trade information services, market development and quality management in order to better serve their clients. Furthermore, this assessment sought to identify the entities with the most potential for becoming hubs for ITC's SheTrades program for women entrepreneurs and exporters.

Client:

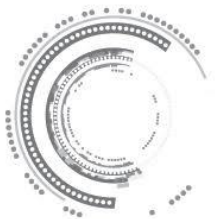
ITC

Task:

Roadmap Development

Website:

<https://www.intracen.org/>



Ongoing Projects – 2021

Efficiency



Strategy



Organization



Sustainability



Policy Advisory



Developing Case Studies on Gender Workforce Diversity Best Practices from the Private sector in Egypt

Acumen is working on the development of five case studies with different Egyptian private sector companies who have successfully implemented initiatives or policies aiming to enhance gender work-force diversity and advancement. The objectives of these case studies are to showcase the rationale of each company behind adopting such policies, how each policy was implemented, what were the benefits and outcomes of implementing such policies, and the challenges faced. The case studies will serve as a guide to other private sector companies looking to implement similar policies in their workplace.

Client:

IFC

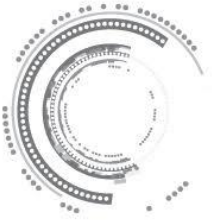
Task:

Development of case studies

Website:

<https://www.ifc.org>





Ongoing Projects– 2021

Efficiency



Strategy



Organization



Sustainability



Enterprise
Development



Client:

Egyptian
Banks
Company

Task:

Market study and
feasibility study

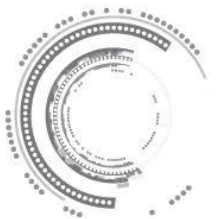
Website:

NA

Market and Feasibility study

Income is looking to introduce an alternative, biodegradable plastics solution to the market, that aims to replace traditional plastics and reduce waste. Consequently, they are seeking the support of Acumen in developing a market study to allow Income to gain a more in-depth understanding of the market's opportunities, drivers, and threats. Furthermore, Acumen will formulate a feasibility study examining all the technical and financial elements of the project, and an investment appraisal to determine the viability of the project.





Completed Projects– 2021

Efficiency



Strategy



Organization



Sustainability



Enterprise
Development



Organization development for Oscar Grandstores

Acumen is supporting Oscar Grandstores in various activities that will ultimately enable them to align with their strategic objectives and adjust to their fast pace of expansion. This includes mapping the company's processes and evaluating them to identify areas of inefficiency and bottle necks that can be improved. Other core activities include mapping the company's current organization structure, identifying gaps, and suggesting improvements. Furthermore, Acumen will carry out an assessment of the company's current salary, bonus, and commission schemes and identify suitable recommendations for improvement.

Client:

Oscar
Grandstores

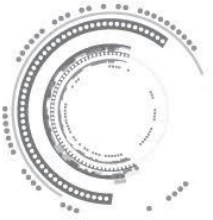
Task:

Process improvement,
and organization
restructuring

Website:

<https://www.oscarstores.com/en/homeWeb>





Completed Projects – 2021



Policy Advisory



Benchmarking exercise for the Egyptian Commercial Service

Through ITC's benchmarking programme, Acumen is working to provide an analytical application to allow the Egyptian Commercial services (ECS) to compare practices related to leadership and direction, resources and processes, products and services and outcome and impact measurement with other Trade and investment Support Institutions globally. In addition, (ECS) has further requested assistance in building its institutional capacities for its commercial office abroad and commercial diplomacy services.

Client:

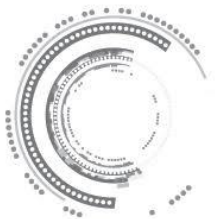
International Trade Centre

Task:

Benchmarking exercise

Website:

<https://www.intracen.org/>



Completed Projects– 2021

Efficiency



Strategy



Organization



Sustainability



Enterprise
Development



New Venture Feasibility Assessment

Acumen is supporting EBC and their partners on the development of a business case, financial feasibility study, investment rationale, and forward strategy for a new venture aiming to boost the activation rate of Meeza cards in the Egyptian market.



Client:

Egyptian
Banks
Company

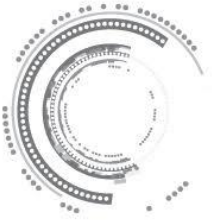
Task:

Feasibility study,
investment rationale,
and forward strategy

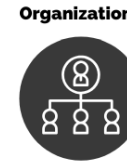
Website:

NA





Completed 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(RBM) 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.

Consequently, Acumen is working 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:

UNFPA

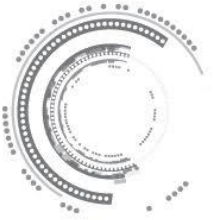
Task:

Developing Results-Based Management Capacity Building Model

Website:

<https://egypt.unfpa.org/en>





Completed Projects – 2021

Efficiency



Strategy



Organization



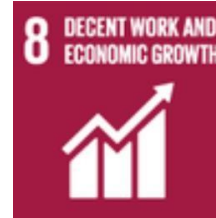
Sustainability



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:

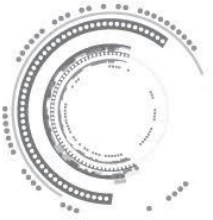
ITC

Task:

Roadmap Validation

Website:

<https://www.intracen.org/>



Completed Projects – 2020



Policy Advisory

**Client:**

ILO

Task:

Assessment &
Innovative Strategy

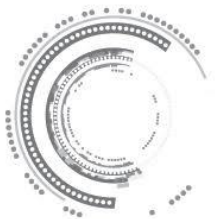
Website:

[https://www.ilo.org/global/lang--en/index.htm](https://www.ilo.org/global/lang-en/index.htm)

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.





Completed Projects– 2020

Efficiency



Strategy



Organization



Sustainability



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:

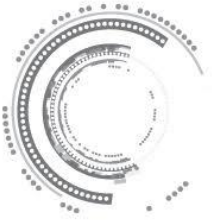
Endorse/Pri
me Holding

Task:

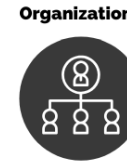
Go-to-market strategy
Development

Website:

NA



Completed Projects – 2020



Enterprise Development



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:

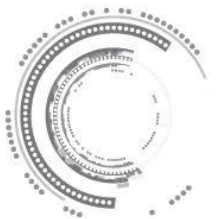
Oriental
Real Estate

Task:

Demand Economic
Appraisal

Website:

N/A



Completed Projects – 2020

Efficiency



Strategy



Organization



Sustainability



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:

The World Bank

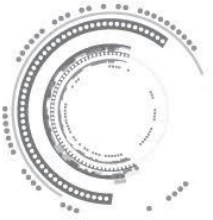
Task:

Economic Appraisal

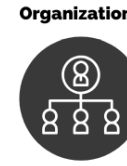
Website:

<https://www.worldbank.org>





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:

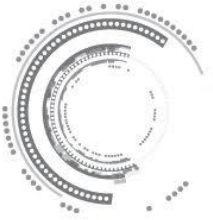
Comet
Pumps

Task:

Demand Analysis and
Concept Viability
Assessment

Website:

<https://www.cometeg.com/>



Completed Projects – 2020

Efficiency



Strategy



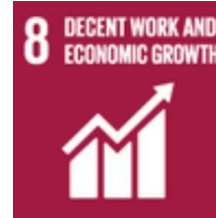
Organization



Sustainability



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:

GIZ

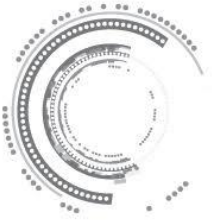
Task:

Developing the Supplier
Base for Packaging

Website:

<https://www.giz.de/en/worldwide/319.html>





Completed Projects – 2020

Efficiency



Strategy



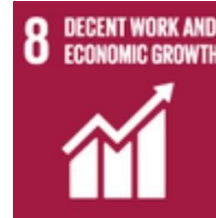
Organization



Sustainability



Enterprise
Development



Publicist^{inc.}

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:

Publicist Inc

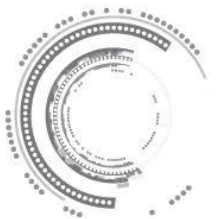
Task:

Performance
Management

Website:

<http://www.publicistinc.com/>





Completed Projects – 2020

Efficiency



Strategy



Organization



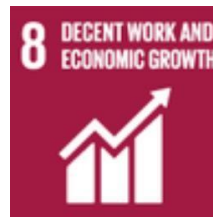
Sustainability



Enterprise Development



WATANEYA SOCIETY
QUALITY OF LIFE FOR EVERY ORPHAN



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:

Wataneya

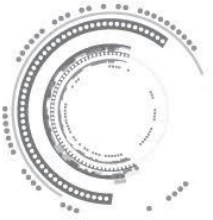
Task:

Strategy and Financial Sustainability

Website:

<https://wataneya.org/en/>





Completed Projects – 2020

Efficiency



Strategy



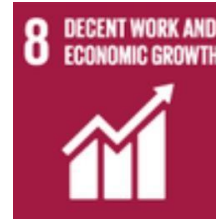
Organization



Sustainability



Enterprise
Development



HESNI
TEXTILES

Client:

Hesni
Textiles

Task:

Business Transformation
and Product
Development

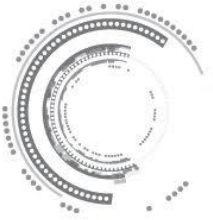
Website:

<http://hesnitextiles.com/>

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.

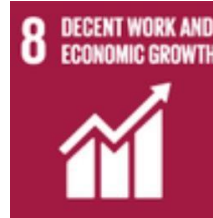




Completed Projects – 2020



Policy Advisory



International
Trade
Centre

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:

ITC

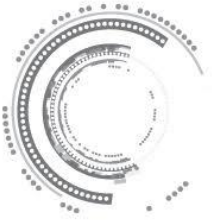
Task:

Sector Enhancement

Website:

<http://www.intracen.org/>

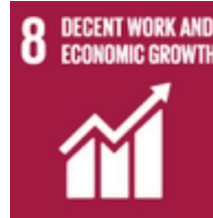




Completed Projects – 2020



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:

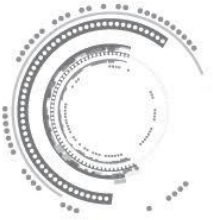
GIZ

Task:

Baseline Study

Website:

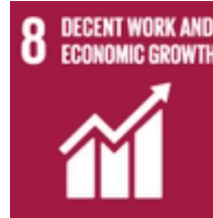
<https://www.giz.de/en/worldwide/319.html>



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:

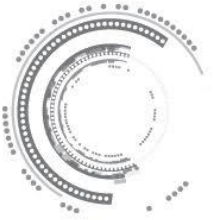
GIZ

Task:

Baseline Study

Website:

<https://www.giz.de/en/worldwide/319.html>



Completed Projects – 2019

Efficiency



Strategy



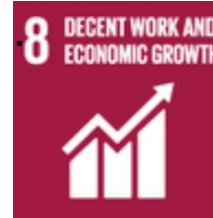
Organization



Sustainability



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:

AFDB

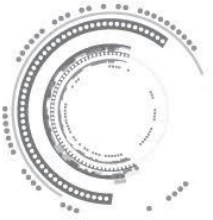
Task:

Portfolio Assessment &
context Analysis

Website:

<https://www.afdb.org/en/>

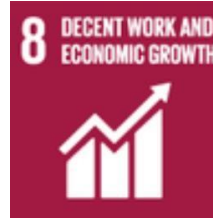




Completed Projects – 2019



Enterprise Development

**Client:**

Maq'ad of
Sultan
Qaitbey

Task:

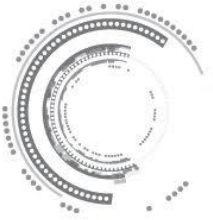
Sustainability Strategy

Website:

<https://www.facebook.com/MaqadQaitbey/>

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.



Completed Projects – 2019



Enterprise Development



Client:

Green Valley

Task:

Developing the Supplier Base for Packaging

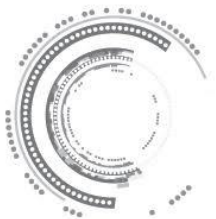
Website:

<http://www.greenvalley-egypt.com/>

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.





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:

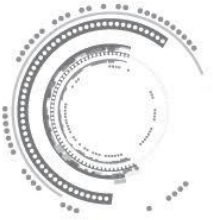
D&B/
Khalifa
Fund

Task:

Impact Assessment
Study

Website:

<https://www.dnbsame.com/>



Completed Projects – 2019

Efficiency



Strategy



Organization



Sustainability



Enterprise Development



Client:

Gallery El Serafy

Task:

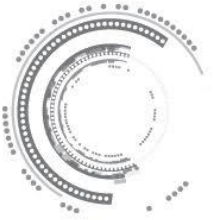
Export Potential Study

Website:

NA

Export Potential Study

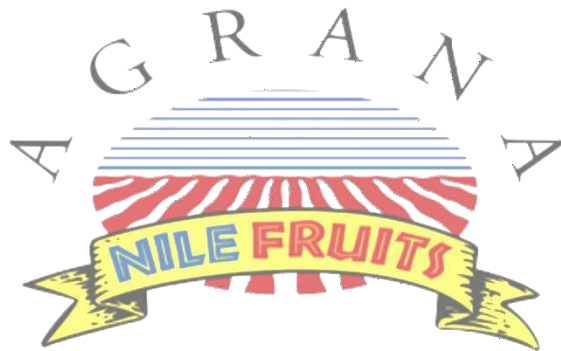
Acumen worked with an Egyptian classical furniture company looking to enter the export market. The consulting team looked to assess El Serafy's export potential, studied possible target market destinations, and global furniture preferences and trends amongst other factors.



Completed Projects – 2019



Enterprise Development



Client:

Agrana

Task:

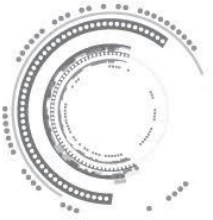
Market Assessment & Feasibility Study

Website:

<https://www.agrana.com/en/>

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.



Completed Projects – 2019

Efficiency



Strategy



Organization



Sustainability



Entrepreneurship & Training



Client:

EDA

Task:

Training Module Design
and Delivery

Website:

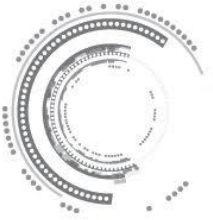
<https://www.expoegypt.gov.eg/2>

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.





Completed Projects – 2019



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:

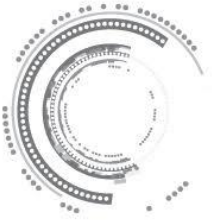
UNIDO

Task:

Training Module Design
and Delivery

Website:

<https://www.unido.org>



Completed Projects – 2019

Efficiency



Strategy



Organization



Sustainability



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:

TIEC

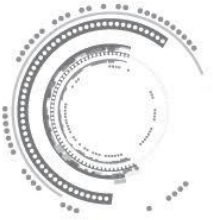
Task:

Training Module Design
and Delivery

Website:

<https://www.tiec.gov.eg/English/Pages/default.aspx>





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:

TIEC

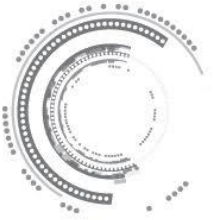
Task:

Training Module Design
and Delivery

Website:

<http://injaz-egypt.org>





Completed Projects – 2019



Entrepreneurship & Training



You Think Green (2 rounds)

Acumen was contracted to design and deliver business training modules to youth in two rounds of You Think Green's Sustainability & Entrepreneurship Youth Program. The modules covered topics such as: design thinking, business model validation, and finance amongst other things.

Client:

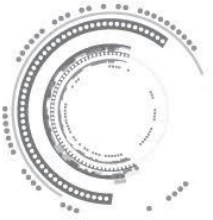
YTG

Task:

Training Module Design
and Delivery

Website:

<https://www.facebook.com/YouthinkgreenEgyp/>



Completed Projects – 2019

Efficiency



Strategy



Organization



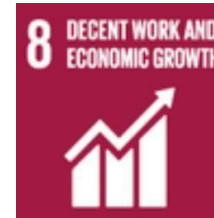
Sustainability



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:

Swiss
Cooperation

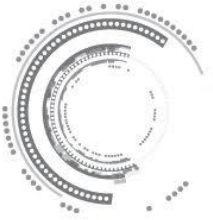
Task:

Context Analysis

Website:

<https://www.eda.admin.ch/countries/egypt/en>





Completed Projects – 2018

Efficiency



Strategy



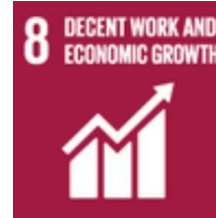
Organization



Sustainability



Policy Advisory



Client:

GIZ

Task:

Baseline Study

Website:

<https://www.giz.de/en/worldwide/319.html>

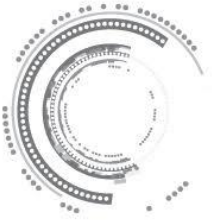
Institutionalization Framework

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.

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Completed Projects – 2018

Efficiency



Strategy



Organization



Sustainability



Policy Advisory



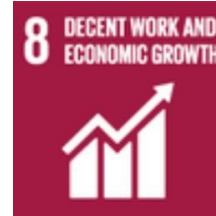
TDMEP



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:

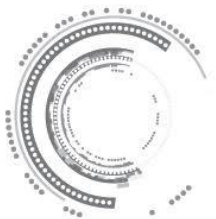
TDMEP, MTI

Task:

Strategy
Development

Website:

<https://www.mti.gov.eg>



Completed Projects – 2018

Efficiency



Strategy



Organization



Sustainability



Enterprise Development



Client:

Dahab Development

Task:

Organizational Structure Re-design

Website:

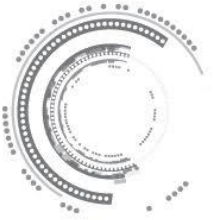
<https://www.dahab-dev.com/dev/en/>

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.





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:

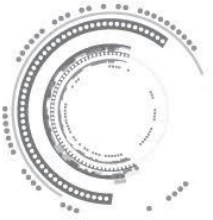
AMA.ZING

Task:

Market Scan & Feasibility Study

Website:

www.ama.zing.world/index.html



Completed Projects – 2018

Efficiency



Strategy



Organization



Sustainability



Policy
Advisory



GOPA

WORLDWIDE CONSULTANTS



Client:

GOPA

Task:

Process Efficiency

Website:

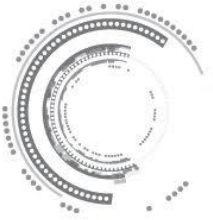
<https://www.gopa.de/en>

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.

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Completed Projects – 2018

Efficiency



Strategy



Organization



Sustainability



Policy
Advisory



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



Ministry of Trade & Industry
وزارة التجارة والصناعة

Client:

TDMEP

Task:

Gap Analysis &
Strategy

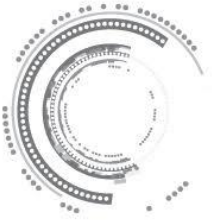
Website:

<https://www.mti.gov.eg/>

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



Client:

National Bank
of Egypt

Task:

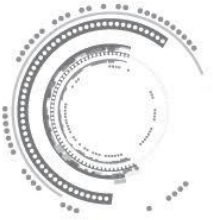
Strategy
Development

Website:

<https://www.nbe.com.eg/>

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.



Completed Projects – 2018

Efficiency



Strategy



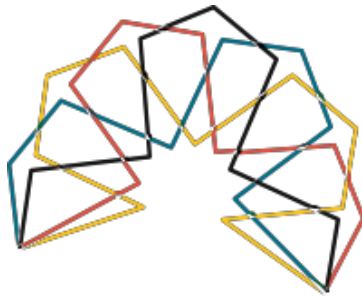
Organization



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:

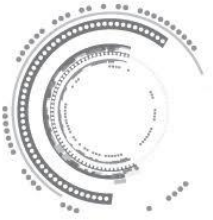
Digital
Arabia
Network

Task:

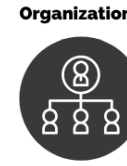
Research & Report
writing

Website:

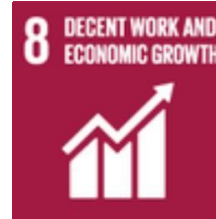
<https://digitalarabia.network/>



Completed Projects – 2018



Policy
Advisory



giz

Client:

GIZ

Task:

Market Assessment

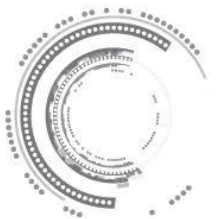
Website:

<https://www.giz.de/en/worldwide/319.html>

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.





Completed Projects – 2018

Efficiency



Strategy



Organization



Sustainability



Enterprise Development



ALISMAELIA

Client:

Al Ismaelia

Task:

Strategy Development

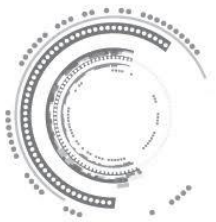
Website:

<https://alismaelia.com/>

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.





Completed Projects – 2018

Efficiency



Strategy



Organization



Sustainability



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:

MSMEDA/EU

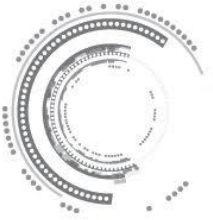
Task:

Strategy Development

Website:

<https://www.mti.gov.eg/>

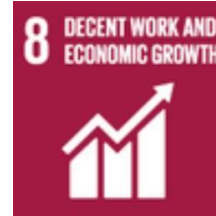




Completed Projects – 2017



Policy
Advisory



Client:

ITC

Task:

Landscape Mapping

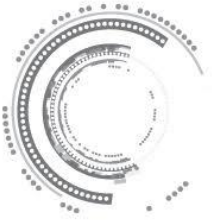
Website:

<http://www.expoegypt.gov.eg/about>

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.





Completed Projects – 2017



Enterprise Development



EGYPTIAN UNION FOR CONSTRUCTION
building right.

Client:

EUC

Task:

Strategy
Development

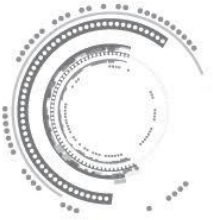
Website:

<http://eucegypt.com>

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.





Completed Projects – 2017

Efficiency



Strategy



Organization



Sustainability



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:

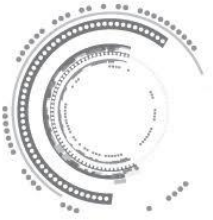
UNIDO

Task:

Market Gap Analysis

Website:

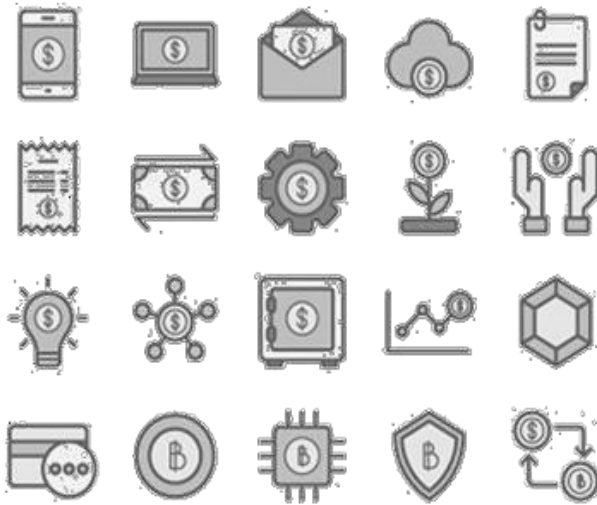
<https://www.unido.org>



Completed Projects – 2017



Enterprise Development



Client:

Fintech
Investors

Task:

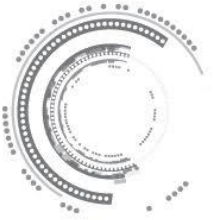
Product
Development Study

Website:

NA

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.



Completed Projects – 2017

Efficiency



Strategy



Organization



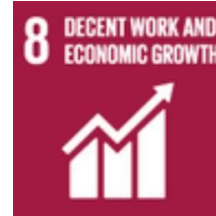
Sustainability



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:

ESPS

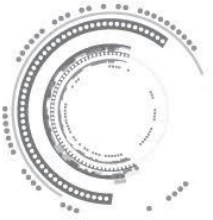
Task:

Sector Review

Website:

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:

IMC/ FEC

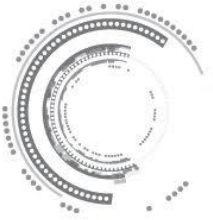
Task:

Strategy
Development

Website:

<http://www.imc-egypt.org>





Completed Projects – 2017



Enterprise Development



الهيئة المصرية العامة للمواصفات والجودة
Egyptian Organization for Standardization and Quality

Client:

EOS

Task:

Strategy Development

Website:

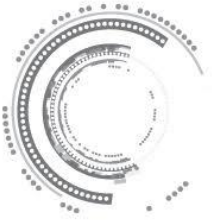
<http://www.eos.org.eg>

Feasibility Study

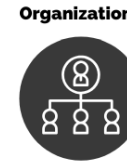
Acumen was contracted by TDMEP in order to work on the development of a communications strategy for the Egyptian Organization for Standardization and Quality.

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.





Completed Projects – 2017



Policy
Advisory



MARKETS & MONEY ADVISORY

Economic Outlook

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

Client:

Markets &
Money
Advisory

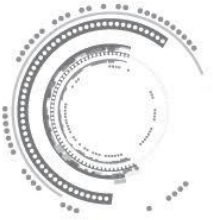
Task:

Economic Outlook

Website:

<https://mamoadvisory.com/>





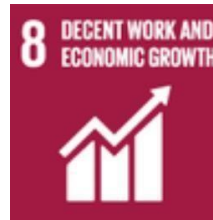
Completed Projects – 2017



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:

IOM

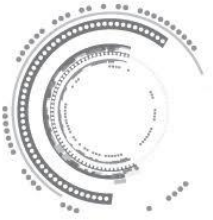
Task:

Tourism Labor Market
Study

Website:

<https://www.iom.it>





Completed Projects – 2017

Efficiency



Strategy



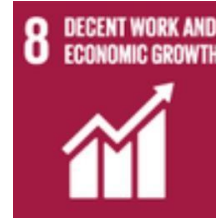
Organization



Sustainability



Policy
Advisory



European Bank
for Reconstruction and Development

Client:

EBRD

Task:

Investment Outlook

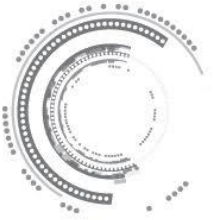
Website:

<http://www.ebrd.com>

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.





Completed Projects – 2017



Policy
Advisory



الهيئة المصرية العامة للمواصفات والجودة
Egyptian Organization for Standardization and Quality

Client:

EOS

Task:

Strategy
Development

Website:

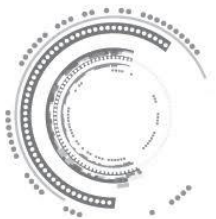
<http://www.eos.org.eg>

Standards Strategy

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.





Completed Projects – 2017

Efficiency



Strategy



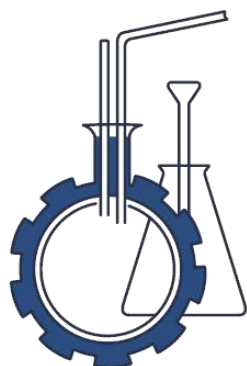
Organization



Sustainability



Policy
Advisory



غرفة الصناعات الكيماوية
Chamber of Chemical Industries



Ministry of Trade and Industry

TDMEP



The Programme is funded by the
EUROPEAN UNION

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.

Client:

CCI/ TDMEP

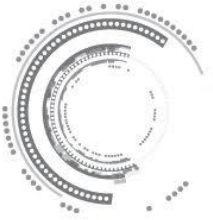
Task:

Sector Strategy
Development

Website:

<http://www.cci-egy.com/home.php>





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:

AXA

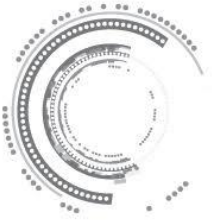
Task:

Market Landscape Assessment

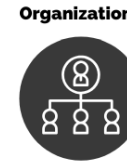
Website:

<https://www.axa.com>





Completed Projects – 2017



Enterprise Development



Alexandria Urology Hospital
مستشفى الإسكندرية للكلية والمسالك البولية

Client:

Alexandria
Urology
Hospital

Task:

Business Plan
Development

Website:

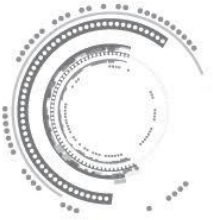
<http://www.auhospital.com>

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.





Completed Projects – 2017



Entrepreneurship & Training



Fashion & Design Center Incubator

Acumen worked with GIZ and the Fashion Design Centre on the development of the first Ministry of Trade and Industry sponsored business incubator targeting start-ups and entrepreneurs in the creative industries space. Acumen developed training modules and delivered all 6 to the leather industries group. Acumen also undertook extensive weekly coaching sessions with each of the nominees in order to ensure their correct application of the basic business concepts to their business ventures.

Client:

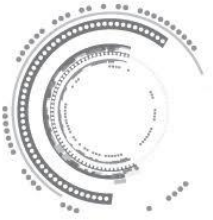
FDC

Task:

Training Module Design
and Delivery

Website:

<https://www.facebook.com/fdcegypt/>



Completed Projects – 2016

Efficiency



Strategy



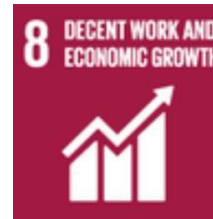
Organization



Sustainability



Enterprise Development



Sustainability Model

Grant proposal development for Alfamar & 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:

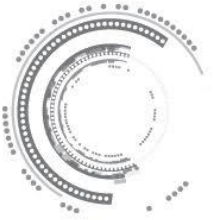
Life Vision for Development

Task:

Sustainability Model

Website:

<http://lifevisioneg.org/life-vision/index.php/vision-mission>



Completed Projects – 2016



Enterprise Development



Client:

Domiatec Holding

Task:

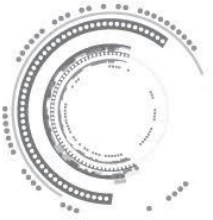
Strategy Development

Website:

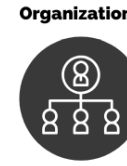
<http://www.domiatec.com>

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.



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:

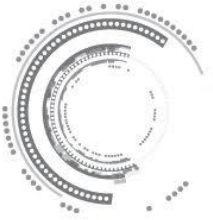
GPP

Task:

Economic
Development

Website:

<https://global-project-partners.com>



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:

AFNCI

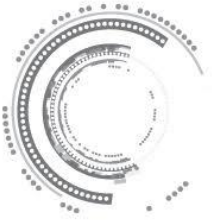
Task:

Operating Model,
Organizational
Structure and
Financial Model
Development

Website:

<https://afnci.com>





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:

YEEL

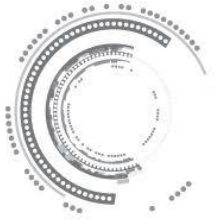
Task:

Design, formulation,
& Operation for YEEL

Website:

<http://www.global-partners.de/index.php/en/projects/9-projekt/61-yeel-en>





Completed Projects – 2016

Efficiency



Strategy



Organization



Sustainability



Policy
Advisory



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



Ministry of Trade & Industry
وزارة التجارة والصناعة

bsi.

Client:

Ministry of
Trade and
Industry

Task:

Action Plan
Development

Website:

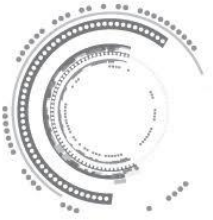
<http://www.mti.gov.eg/English/Pages/default.aspx>

Strategy Management

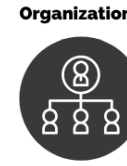
Acumen was engaged by the British Standards Institute (BSI), UK the lead agency of a consortium implementing the EU- Funded project TDMEP (Trade Development and Market Enhancement Programme) as an Organization Development Specialist to support in the development of a blueprint for the formulation of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

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:

GOPA

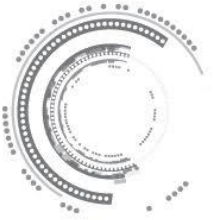
Task:

Business
Development

Website:

<https://www.gopa.de/en>





Completed Projects – 2016



Policy
Advisory



giz



Client:

GIZ

Task:

Economic
Development

Website:

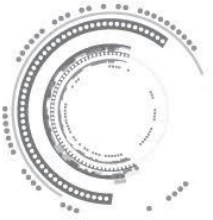
<https://www.giz.de/en/html/index.html>

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.

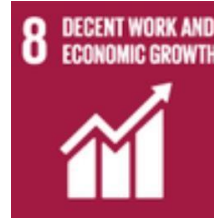




Completed Projects – 2016



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:

GIZ

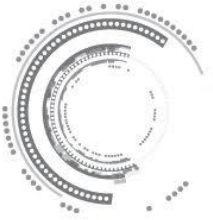
Task:

Economic
Development

Website:

<https://www.giz.de/en/html/index.html>





Completed Projects – 2016

Efficiency



Strategy



Organization



Sustainability



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:

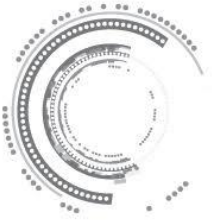
UNIDO

Task:

Concept
Development

Website:

<http://www.unido.org>



Completed Projects – 2016

Efficiency



Strategy



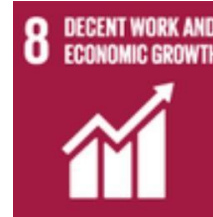
Organization



Sustainability



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:

AFDB

Task:

Performance
Enhancement

Website:

<https://www.afdb.org/en/>

