

*Business Development Services*  
*Strategic Marketing Research*  
*Financial Advisory Services*  
*Management Consultants*  
*Product Development*  
*Value-Chain Experts*  
*Accountancy*  
*ICT*

[www.serengeti.web.officelive.com](http://www.serengeti.web.officelive.com)



## Welcome to SERENGETI

*All businesses face different sets of challenges; challenges in internal operations, in the industry, in the economy, in the marketplace, and growth stages.*

*Starting a new business* can be difficult, time-consuming, and risky. Marketing research and strategy development at this stage are as important as raising finance for the business.

*A growing business*, in addition to managing the growth process, must deploy and leverage new technologies while developing strategies to increasing its share of the market. It must juggle the developing of brands, the management of cash flow, and the development of an effective distribution and supply chains.

*Established businesses* must develop new income streams to sustain profitability in a rapidly changing competitive market, consistently define new markets and develop synergistic partnerships.

At all of these stages, businesses need a guide who understands these issues and can work in partnership with them to develop effective solutions to the challenges. It is critical to select consultants who have a balance of industry knowledge, expertise, and experience. And this is where we come. ***SERENGETI deploys the solution-engineering skills of its talented staff to partner your organisation to achieve strategic, business, and operational objectives at all stages of your business's growth.***

We integrate knowledge and insight in ***corporate strategy and business plan development, value-chain analysis and development, strategic marketing research, new product innovation and development, financial advisory services, marketing strategy and communication, and accounting*** to help your business navigate its way through the maze.

**Whether a start-up, growing, or established business, a business need help to raise or restructure its financing, identify new markets, income streams, new opportunities for growth, and deploy new technologies.**

**SERENGETI has the expertise to help your business navigate its way through this maze.**

Our expertise covers all the different aspects of business development services for ***Small, and Medium-Scale Enterprises (SMEs)***.

SERENGETI is 100% Ghanaian-owned.

We invite you to explore how we can partner you in developing effective solutions for your business.

***Evron Rothschild Hughes***

***Principal Consultant***

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## How We Can Partner You

At SERENGETI we work closely with our clients in developing customised solutions based on specific knowledge of the client's business and industry, and the application of case-by-case solution engineering techniques.

We provide business solutions in the following areas;

<b>Business Development Services</b> <ul style="list-style-type: none"> <li>✓ Business Plan Development</li> <li>✓ Supply and Distribution Chain Design</li> <li>✓ Product Innovation &amp; Development (PID)</li> <li>✓ Organisational Development/Structuring</li> <li>✓ Process Automation</li> <li>✓ ICT Support Services</li> <li>✓ Business &amp; Corporate Strategy Development</li> <li>✓ Feasibility Studies</li> <li>✓ Financial &amp; Technical Proposal Development</li> <li>✓ E-Commerce Platforms Development</li> </ul>	<b>Financial Advisory and Accounting Services</b> <ul style="list-style-type: none"> <li>✓ Accounting, Auditing, and Assurance</li> <li>✓ Corporate Due Diligence</li> <li>✓ Start-Up Capital Financing Advisory Service</li> <li>✓ Capital Budgeting &amp; Project Financing</li> <li>✓ Working Capital Management</li> <li>✓ Corporate Finance Advice</li> <li>✓ Mergers, Acquisitions, and Franchising</li> <li>✓ Personal Financial Planning</li> <li>✓ Private Equity Financing</li> </ul>
<b>Value Chain Development</b> <ul style="list-style-type: none"> <li>✓ Simple and Extended Value Chain Development</li> <li>✓ Producer Driven Value Chains</li> <li>✓ Buyer Driven Value Chains</li> </ul>	<b>Management Consulting</b> <ul style="list-style-type: none"> <li>✓ Contract Management Services</li> <li>✓ Business Case Analysis</li> <li>✓ Business Process Engineering/Reengineering</li> </ul>
<b>Strategic Marketing Research &amp; Business Intelligence</b> <ul style="list-style-type: none"> <li>✓ Business &amp; Marketing Intelligence Systems</li> <li>✓ Market and Brand Segmentation</li> <li>✓ Market Share Analysis</li> <li>✓ New Product Development (Strategies, Innovation, Product and Concept Testing, Process Development etc)</li> <li>✓ Market Sizing (Estimation) &amp; Scoping</li> <li>✓ Demand and Supply Analysis and Forecasting</li> <li>✓ Consumer Behaviour Modelling</li> <li>✓ Data Mining and Analytics</li> <li>✓ Pricing (Simulation, Sensitivity, and Optimising)</li> <li>✓ Advertising Effectiveness Measurement</li> <li>✓ Advertising Development</li> <li>✓ Customer/Staff Satisfaction Measurement</li> <li>✓ Service Quality Measurement</li> <li>✓ Brand Equity Measurement</li> <li>✓ Brand Performance/Health Monitor</li> <li>✓ Usage, Habits, &amp; Attitudes Studies (UHA)</li> <li>✓ Knowledge, Attitudes &amp; Practices Studies (KAPs)</li> </ul>	<b>Marketing Communication</b> <ul style="list-style-type: none"> <li>✓ Marketing Strategy</li> <li>✓ Marketing Planning (Marketing Plans)</li> <li>✓ Communication Planning</li> </ul>
	<b>Brand Strategy Development</b> <ul style="list-style-type: none"> <li>✓ Brand DNA, Ideas, Personality, and Character Development</li> <li>✓ Brand Icons, Visuals, Logo, and Stationery Development</li> </ul>
	<b>Media Planning and Brokerage</b> <ul style="list-style-type: none"> <li>✓ Audience Measurement &amp; Planning</li> <li>✓ Channel Selection</li> <li>✓ Airtime &amp; Space Buying</li> </ul>
	<b>Project Design and Management</b> <ul style="list-style-type: none"> <li>✓ Business Development Projects</li> <li>✓ Business Enabling Environment Projects</li> <li>✓ Research and Market Assessments</li> </ul>
<b>Advertising &amp; Communication</b> <ul style="list-style-type: none"> <li>✓ Concept Development</li> <li>✓ Creatives</li> <li>✓ TV Scripting &amp; Production</li> <li>✓ Radio Scripting &amp; Production</li> <li>✓ Materials Development</li> </ul>	<b>ICT</b> <ul style="list-style-type: none"> <li>✓ E-Commerce Strategy Development</li> <li>✓ Integrated Knowledge Management Systems Design</li> <li>✓ Web Development</li> </ul>

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## Selected Projects Portfolio

Serengeti's growing portfolio of projects covers multidisciplinary, challenging, and complex subject areas.

The sample projects reviewed here is not exhaustive. It includes both client-side, consultancy-side, past and recent projects undertaken by our Principal Consultant, and selected to give an indication of the breadth of experience and expertise we bring to our clients projects.

1. Business Plan Development	
<b>Project Synopsis</b>	Developed a Business Plan for attracting Strategic Partners and Venture Capital Financing
<b>Awarding Agency</b>	Koba Metaplast Limited
<b>End Client</b>	Koba Metaplast Limited
<b>Year</b>	2009

2. Marketing Management Training	
<b>Project Synopsis</b>	Trained 28 Owner-Managers and staff of Venture Capital Trust Fund's Partnership Investee Companies. The training covered Marketing Management, Product Innovation and Development, Branding & Packaging, Marketing Plan Development, and Marketing Communication.
<b>Awarding Agency</b>	Venture Capital Trust Fund
<b>End Client</b>	Venture Capital Trust Fund Partnership Investee Companies
<b>Year</b>	2009

3. Severance Awards Estimation	
<b>Project Synopsis</b>	Developed a 5-Scenario Severance Awards Estimate for Negotiation purposes between redundant staff of EREDEC, Ministry of Tourism, and GIMPA
<b>Awarding Agency</b>	EREDEC Staff At Time of Divestiture (ESATOD)
<b>End Client</b>	EREDEC Staff At Time of Divestiture (ESATOD)
<b>Year</b>	2009

4. Marketing Materials Design & Production	
<b>Project Synopsis</b>	Developed web content and designed/printed marketing materials (price tags, branding labels, flyers, posters) for Sirigu Women's Organisation for Pottery and Art (SWOPA)
<b>Awarding Agency</b>	SPEED Ghana, An Agency of DANIDA and GTZ - Direct Contract
<b>End Client</b>	SWOPA
<b>Year</b>	2009

5. Value Chain Analysis and Business Plan Development	
<b>Project Synopsis</b>	Developed a Value-Chain Analysis of the Real Estate Development Market in Ghana and prepared a Business Plan for Finance Sourcing and for Long-Term Business Strategy.
<b>Awarding Agency</b>	DreamSpace Developments Limited
<b>End Client</b>	DreamSpace Developments Limited
<b>Year</b>	2008/9



<b>6. Business Plan Development</b>	
<b>Project Synopsis</b>	Developed a Business Plan for the Proposed Accra Visitor Information Centre with 10-Year Financial Projections
<b>Awarding Agency</b>	Japan International Cooperation Agency (JICA)
<b>End Client</b>	Ministry of Tourism and PPP Group (Including GHATOF, GTB, WG3-JICA)
<b>Year</b>	2008

<b>7. Market Assessment, Branding and Marketing Communication Plan Development</b>	
<b>Project Synopsis</b>	Conducted a market assessment/evaluation for the product lines marketed by the Sirigu Women's Organisation for Pottery and Art (SWOPA) Tourism Centre at Sirigu (Upper East Region) and developed a Branding and Marketing Communication Plan for them.
<b>Awarding Agency</b>	SPEED Ghana, An Agency of DANIDA and GTZ - Direct Contract
<b>End Client</b>	SWOPA
<b>Year</b>	2008

<b>8. Integration and Business Plan Development</b>	
<b>Project Synopsis</b>	Developed an Integration and Business Plan for the proposed merger of HOTCATT and EREDEC Hotel into the GIMPA Hospitality Programme to form the proposed National School of Hotel and Tourism Management (NSHTM).
<b>Awarding Agency</b>	SPEED Ghana, An Agency of DANIDA and GTZ - Direct Contract
<b>End Client</b>	GIMPA
<b>Year</b>	2007 - 2008

<b>9. Branding and Communications Materials Testing</b>	
<b>Project Synopsis</b>	Conducted a National Branding and Communications Materials Testing Project for UNICEF/GES's HIV/AIDs Alert Model. There were three stages in this project; Concept Testing, Brainstorming, and Pre-Testing Stages
<b>Awarding Agency</b>	Insel Communications - Sub-Contract
<b>End Client</b>	UNICEF
<b>Year</b>	2007-2008

<b>10. Visual Brand Icons Development and Launch</b>	
<b>Project Synopsis</b>	Developed the visual branding icons (curve, font, strip, advert layout, PowerPoint template) and re-launched the new AmalBank brand
<b>Awarding Agency</b>	Amalgamated Bank Ltd - Client-Side Project
<b>End Client</b>	Amalgamated Bank
<b>Year</b>	2006

<b>11. Development of Knowledge Management Intranet</b>	
<b>Project Synopsis</b>	Developed a Knowledge Management Intranet using MS SharePoint 2007, MS SQL Server/Analysis Server, and MS Office 2007
<b>Awarding Agency</b>	CAL Bank - Client-Side Project
<b>End Client</b>	CAL Bank
<b>Year</b>	2006



12. Development of Strategic Marketing and Communication Plan	
<b>Project Synopsis</b>	Developed Strategic Marketing and Communication Plan for Years 2005 & 2006.
<b>Awarding Agency</b>	CAL Bank - Client-Side Project
<b>End Client</b>	CAL Bank
<b>Year</b>	2005 & 2006

13. Segmentation Modelling of Retail Financial Services Market	
<b>Project Synopsis</b>	Developed a Segmentation Model of the Retail Financial Services Market to aid Marketing Planning, Product Development, and Communication Planning
<b>Awarding Agency</b>	CAL Bank - Client-Side Project
<b>End Client</b>	CAL Bank
<b>Year</b>	2005

14. Communication and Brand Positioning Development	
<b>Project Synopsis</b>	Developed the 'TOTAL BANKING' communication and branding platform for CAL Bank. Previously, the bank's positioning was predicated on its slogan "Bank on Our Service".
<b>Awarding Agency</b>	CAL Bank - Client-Side Project
<b>End Client</b>	CAL Bank
<b>Year</b>	2005

15. Mystery Shopper Research	
<b>Project Synopsis</b>	Undertook a continuous Mystery Shopping project for all Branches of Standard Chartered Bank Ghana Ltd. This was part of Stanchart's Customer Care and Service Quality Improvement initiative.
<b>Awarding Agency</b>	Standard Chartered Bank Ghana Ltd - Direct Contract
<b>End Client</b>	Standard Chartered Bank Ghana Ltd
<b>Year</b>	2002

16. At Research International South Africa and Ghana		
<ul style="list-style-type: none"> <li>✓ <b>FINANCIAL SERVICES</b> <ul style="list-style-type: none"> <li>• Africa Project Development Facility/IFC (APDF/IFC)</li> <li>• Western Union</li> <li>• Standard Chartered Bank Ghana</li> <li>• Social Security and National Insurance Trust (SSNIT)</li> <li>• Merchant Bank Ghana Ltd</li> <li>• SG-SSB Bank Ghana Ltd</li> <li>• Barclays Bank Ghana Ltd</li> <li>• Bank of Ghana (Central Bank)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>FAST MOVING CONSUMER GOODS (FMCGs)</b> <ul style="list-style-type: none"> <li>• Friesland Coberco Dairy Foods Ltd</li> <li>• South African Breweries Limited (Now SABMiller)</li> <li>• Unilever Ghana Ltd</li> <li>• Shell International</li> <li>• Guinness Ghana Ltd (Now Guinness Ghana Breweries Limited)</li> <li>• The Coca Cola Company of Ghana</li> <li>• British American Tobacco (BAT)</li> <li>• National Brands, South Africa</li> <li>• Simba Fritolay South Africa</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>COMMUNICATIONS AND ICT</b> <ul style="list-style-type: none"> <li>• MTN (Then called Spacefon – Scancom Ghana Ltd)</li> <li>• Cell 'C' Cellular Company, South Africa</li> <li>• Comparex Africa, South Africa</li> </ul> </li> <li>✓ <b>OTHER:</b> <ul style="list-style-type: none"> <li>• DHL, THE BRITISH COUNCIL, USAID, ILO, GSMF, &amp; FHI</li> </ul> </li> </ul>

For more information on current projects, kindly contact our Principal Consultant.



## Project Management Resources

All our projects feature an online project-management facility that enables our clients to track every stage of the project, download project materials, share ideas and post comments, as well enable a group communication system that makes sure that there is free flow of information all along the life-cycle of the project.

## Fee Structure

At Serengeti we offer our clients a very transparent pricing structure. The price components depend on the requirements of each project.



## The Team

With a combined experience of over twenty-six years in consultancy and top-level executive positions, SERENGETI has the full complement of experts in accounting, business planning, corporate strategy, organisational development and business analysis, strategic marketing research, financial advisory services, executive training and coaching, branding strategy, advertising, web development, marketing, and communications.

100%-owned and managed by Ghanaians, SERENGETI brings together seasoned practitioners with an in-depth experience and knowledge in multi-functional and multidisciplinary, as well as passion for, solution engineering.

The principal consultants include Evron Rothschild Hughes, Principal Consultant and CEO, and Daniel Hughes, Associate Consultant. Other experts and consultants are deployed depending on the requirements of each project.

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**EVRON ROTHSCHILD HUGHES** - CEO/Principal Consultant (024-4384793 or [evron.rothschild@gmail.com](mailto:evron.rothschild@gmail.com))

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Evron is a business development and financial advisory services consultant and practitioner specialising in developing solutions for SMEs with over a decade's expertise covering Business Planning, Business, Financial and Marketing Research, Product Innovation & Development, Marketing Communications, Corporate Finance, Data Mining and Analytics, and Personal Financial Planning & Investment.

He has worked with and/or consulted for both domestic and international employers and/or clients in Ghana, South Africa, and the United Kingdom, including Kew Insurance Services (UK), National Brands (South Africa), Cell C (South Africa), Simba Fritolay (South Africa), Comparex Africa (South Africa), Standard Chartered Bank (Ghana), SPEED Ghana, JICA, UNICEF, DreamSpace Developments, and First National Savings & Loans.

At various times Evron was the Associate Director (Marketing Science & Technology) and Associate Director (Best Practice) at Research International Ghana. He was also a Senior Research Executive in Project Management at Research International South Africa, manager in charge of Research and Marketing Communications at CAL Bank, and a member of the Executive Office at Amalgamated Bank where he was the Head of Corporate Affairs.

Evron is also an adjunct lecturer at Knutsford University College and the Projects Manager for Corporate Initiative Ghana (CIG), a voluntary efficiency and performance enhancement organization that runs the Ghana Banking Awards.

Evron has an MBA (Finance) from the University of Ghana Business Schools' Executive MBA Program (Project Work in progress), holds an MPhil. in Development Studies from Cambridge University UK and a BA Hons (First Class) in Political Science & Philosophy from the University of Ghana, Legon. He is a Fellow of the Cambridge Commonwealth Society (UK) and an Associate Member of the Chartered Institute of Marketing Ghana.

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**DANIEL HUGHES** - Associate Consultant, ACCA, CA, CAT ([serengeti.ghana@gmail.com](mailto:serengeti.ghana@gmail.com))

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Daniel is a Chartered Accountant. He is a member of both ACCA and CA Ghana, and has over fourteen years experience in providing auditing, assurance, and accounting solutions and consultancy to numerous firms and institutions in Ghana and across the West African Sub-Region.

In addition to being our Associate Consultant, Daniel is an Audit Senior/Supervisor at Boateng, Offei and Co., a Chartered Accounting firm. With a balanced experience on both client and agency sides, Daniel has worked with CP Concrete Products Ltd (A German construction Company) and BCM Ghana Ltd (an Australian mining contracting firm).

Among the institutions' whose accounts Daniel has audited are The Liberian Truth and Reconciliation Commission as a consultant of USAID. Daniel's professional training and practice include the American Government Auditing Standards, International Aspects of the Ghanaian Tax System and Business Plan Development.

## Contact

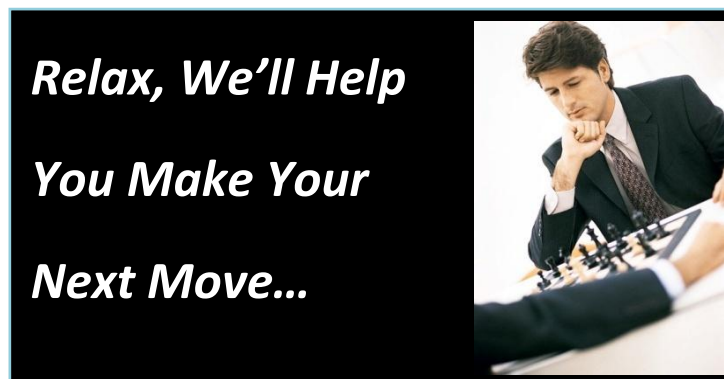
Let us know how we can work with you today. Our contact details are as follows;

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## Appendix – Extended CV of Principal Consultant

Evron is the CEO of SERENGETI, a business development and financial advisory services firm. He is also the CFO of DreamSpace Developments Limited, a Landbank and Property Development Investment firm, as well as the Chairman of the Board of Directors of AURELIA CAPITAL, a financial planning services firm.

He has an extensive consultancy and working experience having worked with two financial services firms, an international research firm, an audit firm, and as a freelance consultant and have been, at various times, a Head of Corporate Affairs (Amalgamated Bank), Research and Marketing Communications manager (CAL Bank), Associate Director of Marketing Science & Technology (Research International Ghana), and Associate Director of Best Practice (Research International Ghana) as well as a Senior Research Executive in Project Management (Research International South Africa), Research Manager (Research International Ghana) and Database and Marketing Consultant (Kew Insurance Services, UK).

Haven being involved in the conception, development, planning, execution, and management of several multi-disciplinary projects at various levels which require multi-dimensional skills, Evron's expertise is in Business, Financial, & Marketing Research, Corporate Finance, Marketing Communications, Business Development and Financial Advisory Services for Start-Ups and SMES, Product Innovation & Development, Data Mining and Analytics, and in leveraging ICT for process efficiency and Knowledge Management.

In addition to being an user and trainer of trainees in the complete Microsoft Office Suite (Word, PowerPoint, Excel, and Access), Evron's software skills include MS Project (for Project Management), SPSS (for statistical & data analysis), MS SQL Server (for data management), MS Analysis Server (for data mining), Temenos Globus (banking software), Moody's Financial Analyst (for credit risk analysis, management, and monitoring), MS Expression Web (for web page development, and the development and installation of MS SharePoint as an intranet, extranet, and knowledge management solution.

Evron has completed his MBA (Finance) at the University of Ghana Business Schools' Executive MBA Program and my Project Work on the "Determinants of the Capital Structure of Listed Non-Financial Services Firms in Ghana" is currently in progress. He also holds an MPhil. in Development Studies from Cambridge University (UK) and a BA Hons. (First Class) in Political Science & Philosophy from the University of Ghana, Legon. He is a Fellow of the Cambridge Commonwealth Society (UK) and an Associate Member of the Chartered Institute of Marketing Ghana.