



STRATEGIC COMPETITION AFRICA LIMITED

SUMMARY PROFILE

2020

Prepared By: Strategic Competition Africa Limited

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1.0 Profile Overview

Strategic Competition Africa (SCA) Ltd is a professional services company providing enterprise advisory services across industry sectors in East Africa. SCA is a team of professionals with over 10 Years collective consulting experience in enterprise advisory services within various sectors of the Kenyan business arena.

The team's core competencies lie in:

- ✓ Strategic and Business Planning
- ✓ Policy Development
- ✓ Product Development
- ✓ Institutional-Performance Assessments
- ✓ Process Improvement
- ✓ Market & Social Research
- ✓ Training and Capacity Building
- ✓ Project Evaluation & Assessment

2.0 Summary Experience

2.1 Ongoing Assignments

- ✓ MESPT Business Planning and Process Review – (June 2020 – Ongoing)
- ✓ KAM – Business Diagnostic Exercise - (September 2020 – Ongoing)
- ✓ KAM – SME Business Planning & Strategic Thinking Coaching (October – Ongoing)

2.2 Training and Capacity Building

Past Assignments by SCA Team

- ✓ Clean Cook Stove Association of Kenya (CCAK) – Financial Management training (Sept 2020)
- ✓ Agrittera Ltd – Cooperative Financial Policy Development and Training (Sept 2020)
- ✓ Records Information Management East Africa (RIMEA) – Government Employees Trainings
- ✓ Kenya Association of Manufactures (KAM)- SME Risk Mitigation and Management in EAC & COMESA Markets Training (June- August 2017)
- ✓ **Kenya Climate Innovation Center (KCIC)** – Client Strategic Management training (Aug – Oct 2016)
- ✓ Agrittera Ltd – Client's Youth Leadership, Personal Financial Literacy & Sustainable Agribusiness Training (November 2017)

- ✓ JOINAS SACCO – Customer Data Management & FOSA Risk Management Staff Training (June 2017)
- ✓ Agriterra Ltd – Client’s Staff Credit & Financial Management Training (October 2016)
- ✓ Agriterra Ltd – Client’s Staff Credit Training (November 2016)
- ✓ Agriterra Ltd – Client’s Staff Marketing & Customer Service Training (December 2015)
- ✓ Agriterra Ltd – Client’s Staff Risk Management Training (October 2015)
- ✓ Agriterra Ltd – Client’s Board Strategic Management & Leadership Training (September 2015)
- ✓ Agriterra Ltd – Client’s Board Strategic Management & Leadership Training (September 2015)
- ✓ K-Unity SACCO – Staff Risk Management Training (July 2015)
- ✓ Agriterra Ltd - Client’s Board Strategic Management, Marketing & Leadership Training (July 2015)
- ✓ SNV – Client’s Board & Senior Staff Leadership and Team Building Training (June 2015)
- ✓ SNV – KMDP Project Cooperative Society Beneficiaries Board Training on Policy, Governance and Financial Management. (May-June 2015)
- ✓ Agriterra Ltd - Board Policy Development, Leadership, Team Building Training (July 2015)
- ✓ KMDP Dairy Cooperatives Training (*Rift Valley, Central, Meru Regions*) – Governance, Policy and Financial Management – Sponsored by SNV (May 2015)
- ✓ Agriterra Ltd – Client’s Board & Staff Change Management Training (May 2015)
- ✓ Dafina Milk Processor - Staff Customer Service & Process Improvement Training (Jan. 2015)
- ✓ Gratom Babz Security Ltd - Management Staff Customer Service Team Building Training (December 2014)
- ✓ SNV – KMDP – Client’s Leadership Training - Sponsored by SNV (Oct. 2014)
- ✓ SNV – KMDP – Client’s Leadership Training - Sponsored by SNV (Oct. 2014)

Past Assignments by Individual Team Members

- ✓ Agriterra Ltd – Client’s Board Training (June 2015)
- ✓ Stima Investment Cooperative - Board Training and Team Building Facilitation (May 2014)
- ✓ Safaricom SACCO Staff - Team Building Facilitation (April 2014)

- ✓ Traidcraft/ Fair Cup (Nyeri and kirinyaga) - Tea Farmers Committee training on Leadership and Management (September 2013)
- ✓ RAFODE MFI Staff Training - Marketing of Financial Services, Customer Service, Financial Literacy Training of Trainers (September 2013)
- ✓ Traidcraft - Agricultural Markets Development Programme Network Managers Financial Management Programme (November 2012)
- ✓ Master Card/ Cap - Foundation Entrepreneurship Training for Youths in the Urban Slums under the CAPYEI programme (January 2012 - December 2012)
- ✓ Stima SACCO - Customer Service Training for all staff (June 2012)

2.3 Strategic & Business Planning

Past Assignments by SCA Team

- ✓ MESPT Business Planning and Credit Process and Policies Refinement (June – Nov 2020).
- ✓ **Joinas Sacco** – Strategic Plan Development for 2019 – 2023 planning period. (July 2018)
- ✓ **Kikuyu Dairy Farmers Cooperative Society** – Strategic Plan Development for 2018 – 2022 Planning period. (June 2018)
- ✓ **NCBA-NCLUSA Malawi** – Agricultural Producer Organisations Strengthening (May – August 2017)
- ✓ **Agriterra Ltd** – Development of clients Strategic Business Plan 2015 – 2017 Strategic Plan (June 2015)
- ✓ **SNV – KMDP** - Development of clients Strategic Business Plan 2015 – 2017 Strategic Plan (September 2014)
- ✓ **SNV – KMDP** - Development of clients Strategic Business Plan 2015 – 2017 Strategic Plan (October 2014)
- ✓ **Agriterra Ltd** – Development of clients Business Plan 2015 Strategic Plan (November 2014)

Past Assignments by Individual Team Members

- ✓ Kimisitu Investment Company Ltd - Strategic Plan Review (November 2014)
- ✓ AMREF Housing Development Company- Strategic Plan Development (October 2014)
- ✓ Tai SACCO - Strategic Plan Development (October 2014)
- ✓ Safaricom SACCO - Strategic Plan Review (April 2014)
- ✓ Bahati Dairy Processing Plant Nakuru - Business Plan Development for the proposed 50,000 litre Capacity (March 2014)
- ✓ AMREF SACCO - Strategic Plan Development (November 2013)
- ✓ Olive Green Hotel - Business Concept Refinement (October 2013)

- ✓ Banana Growers Association of Kenya (BGAK) - Business Planning for Six Banana Market Service Centres (MSCs) (June 2013)
- ✓ Safaricom SACCO - Strategic Plan Development (May 2013)
- ✓ Neo Horizon Investment Company - Strategic Plan Development (April 2013)
- ✓ RAFODE MFI - Business Plan Development funded by Hivos (November 2012)
- ✓ Lamu Kizuki Ltd - Business Planning for the development of an \$ 8 Billion Leisure Resort City in Lamu. (April 2012)
- ✓ ENCOT Uganda/ Hivos - Business Plan development (March 2011)
- ✓ Kiambaa Dairy Rural SACCO - Business Plan Development (Jan 2011)

2.4 Policy Development

Past Assignments by SCA Team

- ✓ Agriterra – Review of Client’s Finance Policy and Human Resource Policy Manuals (Sept 2020)
- ✓ Agriterra – Review of Client’s Seven Organizational Policy Manuals (May 2017)
- ✓ Agriterra – Review of Client’s Risk Management Policy (November 2017)
- ✓ Kikuyu Dairy Farmers Cooperative Society – Governance & Financial Management Policy Development (January 2016)
- ✓ Agriterra Ltd – Client’s Customer Service Charter Development. (November 2015)
- ✓ Agriterra Ltd – Client’s Marketing Policy Development. (November 2015)
- ✓ Kikuyu Dairy Farmers Cooperative Society – Human Resource Policy Review (August 2015)
- ✓ Agriterra Ltd – Client’s Policy Development (Finance, Human Resource, Governance & Milk Quality) – (August 2015)
- ✓ Agriterra Ltd – Client’s Finance Policy Development (November 2014)

Past Assignments by individual Team Members

- ✓ Sky SACCO (Kisii) - Development of Four (*Credit, Finance, Human Resource & Marketing*) Policy Manuals – funded by FIRM (November 2014)
- ✓ AMREF Housing Development Company - Operations Manual Development (May 2014)
- ✓ RAFODE MFI - Development of Four Policy manuals – funded by Hivos. (June 2013)
- ✓ Stima SACCO - Credit Policy Refinement (October 2012)

2.5 Process Improvement

Past Assignments by Individual Team Members

- ✓ MESPT Credit Processes and Policy Development – (June- Nov 2020)
- ✓ Sky SACCO (Kisii) - Credit & Finance Process Improvement (November 2014)
- ✓ AMREF Housing Development Company - Operations Policy (May 2014)
- ✓ RAFODE MFI - Overall Process Refinement – funded by Hivos. (June 2013)
- ✓ Stima SACCO - Credit Process Mapping and Refinement. (October 2012)

2.6 Product Development

Past Assignments by Individual Team Members

- ✓ SISDO/ Oikocredit - Agricultural (Dairy) Product Development for the Nyandarua County target market (2014)
- ✓ RAFODE MFI - Agricultural and Energy Product development (August 2013)
- ✓ Stima SACCO - *Housing Product Survey* (November 2013)

2.7 Market and Social Research

Past Assignments by Individual Team Members

- ✓ Oiko Credit/ SISDO - Nyandarua County Dairy Value Chain Financing (Product Development) Research (2014)
- ✓ Stima SACCO - Housing Product Market Survey (November 2013)
- ✓ Stima SACCO - Nationwide Customer Satisfaction Survey (January 2013)
- ✓ RAFODE/ Hivos - Western Kenya Financial Services Market Survey (November 2012)
- ✓ Mai Mahiu Real Estate Survey. (February 2012)
- ✓ Actis Exhibition - Stalls Survey in Nairobi and its environs for the design of the Garden City Mall. (November 2011)
- ✓ Stima SACCO - Nationwide Customer Satisfaction Survey (August 2011)
- ✓ Busia One-Stop Boarder - (World Bank Sponsored) Impact evaluation survey (July 2011)

3.0 Team Summary Curriculum Vitae

Lydia Wanjiru Kageni

CEO, Business Development Director

Lydia is a holder of:

- ✓ Bachelor of Commerce
- ✓ CPA
- ✓ Certificate in Project Management

Lydia has a wealth of experience in project management having overseen the development of various real estate projects over the last 8 eight years. She brings with her expertise in Financial and Administration Management doing an excellent job in overseeing the diverse SCA team and assignments undertaken. She takes a lead in business development and client relations.

Albert Kimani Ngugi

Advisory Associate

He is a holder of:

- ✓ MBA Strategic Management
- ✓ Bachelor in Science Statistics and Computer Science
- ✓ Diploma in Business Studies – Institute of Commercial Management (ICM) – UK
- ✓ M & E Certificate
- ✓ ACCA - Skills Level
- ✓ School of African Microfinance Certificate

Albert has over 7 years' experience working in high output oriented work environment as a research assistant and as a business analyst. During this period, he has actively participated on projects for clients ranging from non-governmental organizations, microfinance institutions and individuals within the East African region. While conducting project baseline surveys and carrying out mid/ end of project term evaluations.

Key areas of consultancy include: Market Research, Enterprise Planning (Strategic, Business, & Market), Organizational Policy Development, Business Process Refinement, Product Development/ Refinement Facilitation and Board/ Staff Capacity Building.

Simon Wari

Advisory Associate

He is a holder of:

- ✓ Bachelor of Commerce, Finance
- ✓ Diploma in Project Management - Kenya Institute of Management (KIM)
- ✓ Certificate CICT Foundation Level – KASNEB
- ✓ Advanced Certificate in Business Management - Kenya Institute of Management (KIM)
- ✓ School of African Microfinance Certificate

Mr. Wari has over three years' experience in conducting Market Research for Product Development, to inform strategic & business planning, Perception Surveys targeting financial services sector, Baseline and Wellbeing Surveys targeting NGOs. He has also participated in offering technical assistance and training, to NGOs, SACCOs and MFIs, as well facilitating their key management process such as strategic and business planning.

Key areas of consultancy include: Market Research, Enterprise Planning (Strategic, Business, & Market), Organisational Policy Development, Business Process Refinement, Product Development/ Refinement Facilitation and Board/ Staff Capacity Building.

Francis Nzioka

Associate – Financial Reporting Models and Systems Development & Audit

He is a holder of:

- ✓ Bachelor of Business Administration in Accounting & Finance Option
- ✓ ACCA- (Association of Certified Chartered Accountants)– Strathmore University.
- ✓ CPA (K)

Francis has over 10 years experience in Financial Reporting Model Development/ Refinement and Audit. He has gained divers experience working in various sectors ranging from manufacturing, hospitality and financial services sectors. He plays a key role in development of planning financial projections and refinement of finance policies.

Mathew Miano

Associate – Human Resource Management (Compensation and Benefit Frameworks)

He is a holder of:

- ✓ Bachelor in Science Statistics and Computer Science
- ✓ CPA – Level 5
- ✓ Chartered Institute Human Resource Certification

Mathew has over 10 years' experience in Human Resource Advisory with key competencies in policy development and Salaries (Payroll), Compensation and Benefits Framework development. He plays a key role in Human Resources Advisory projects.

Caroline Nduta

Associate – Market Distribution Channels

She is a holder of:

- ✓ MBA – Strategic Management
- ✓ Certified Institute of Marketers Certification
- ✓ Bachelors of Administration (Marketing)
- ✓ Higher Diploma Marketing

She has gained experience in developing marketing strategies and designing market chain supply logistics in Keroche Industries.