

Need and Demand for
Business Development Services in Ghana

What Else is Needed

Overview

Commercial Services

Government and Donor Services

Unmet Needs

Future Service Development

Commercial Service Development

67 HR Consultancy practices

667 financial advisers and accountants

47 engineering consultants

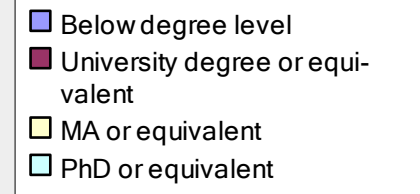
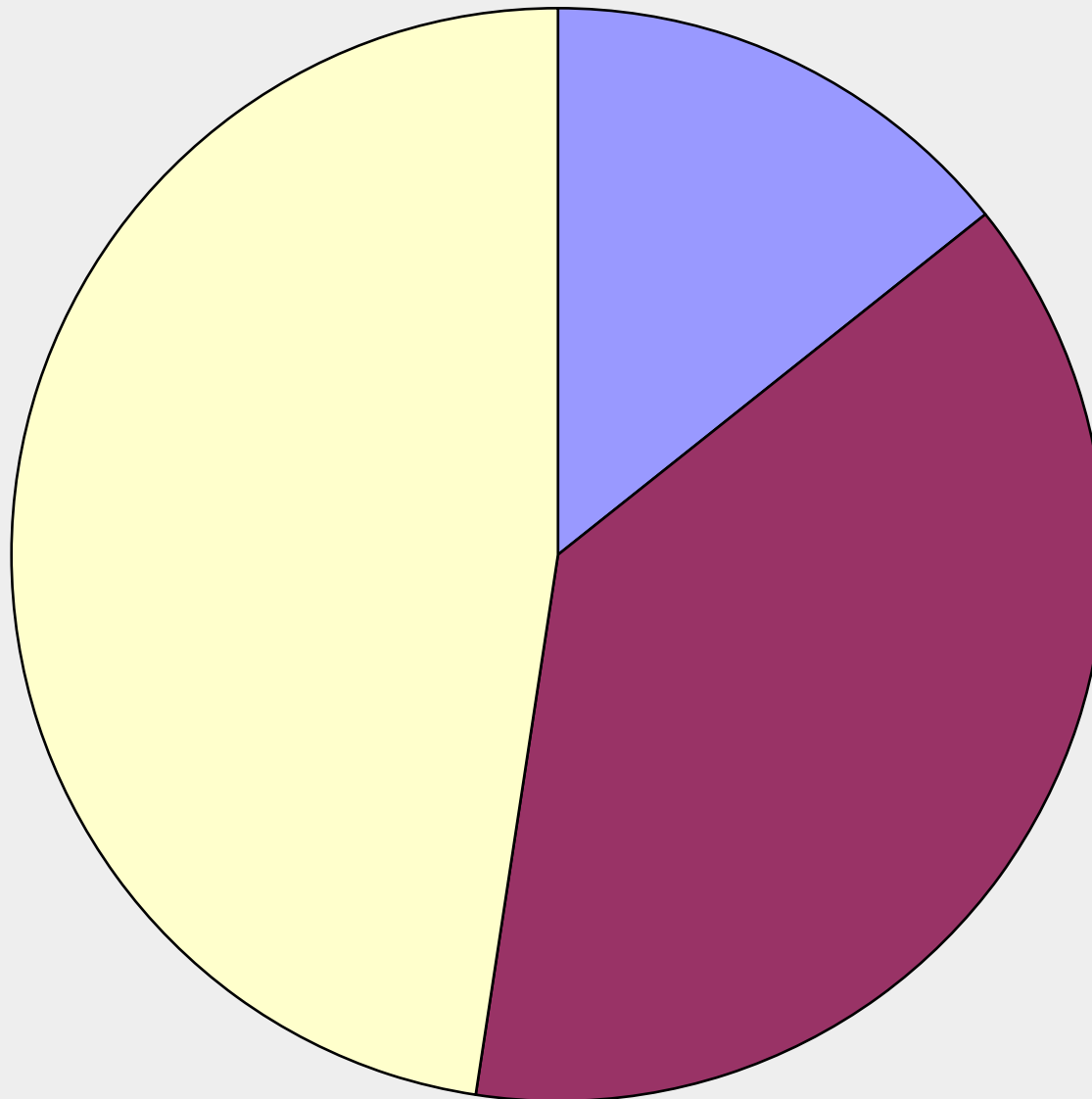
261 Sales, marketing & PR consultants

447 Management Consultants

But extensive “churn” - Very difficult to find most of those listed!

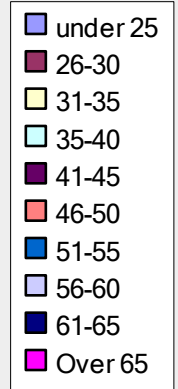
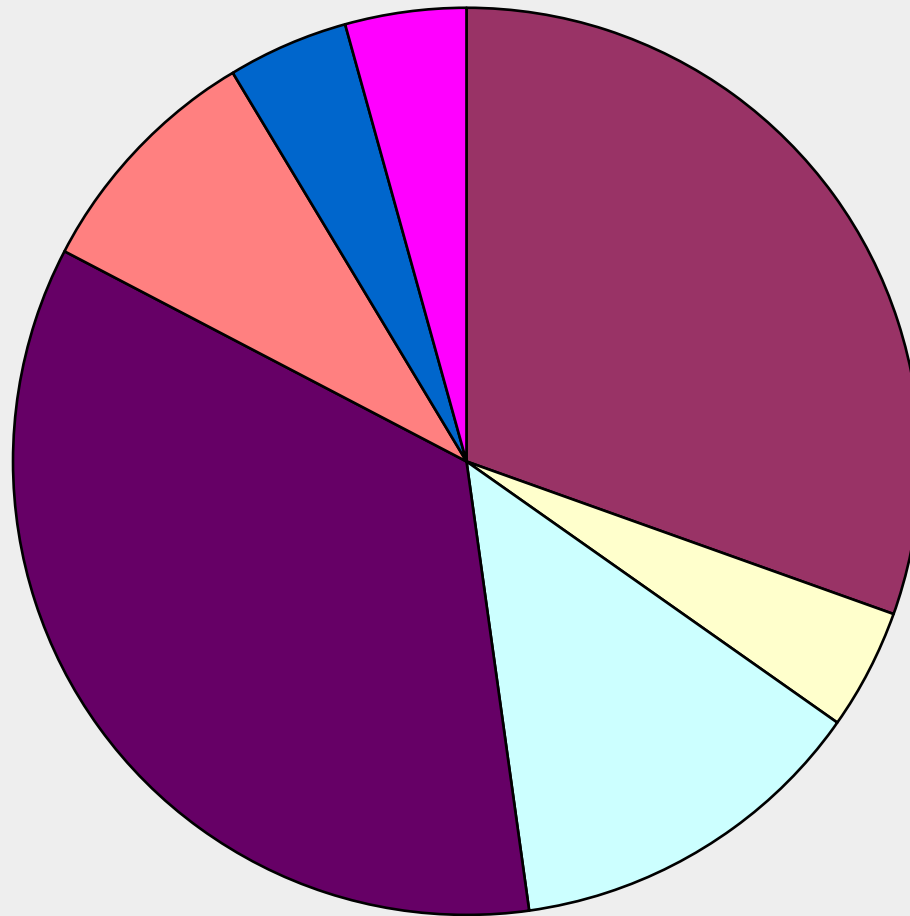
Qualification level

What is the highest level of educational qualification that you have



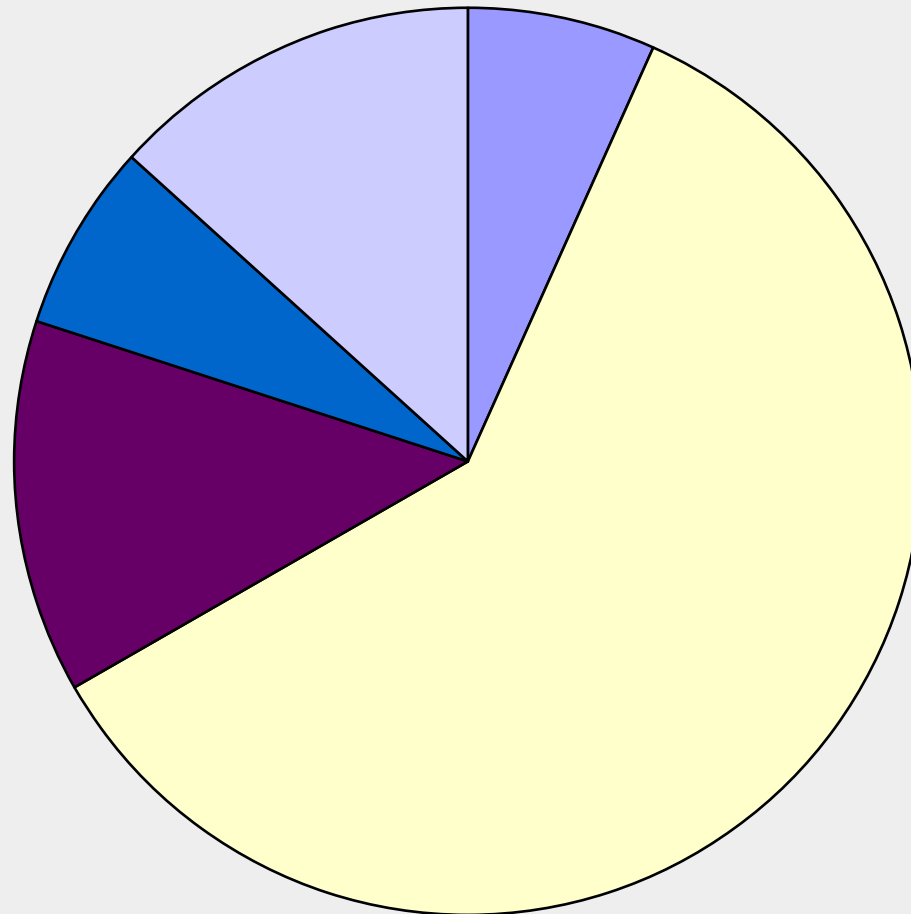
Consultancy Survey

How old are you?

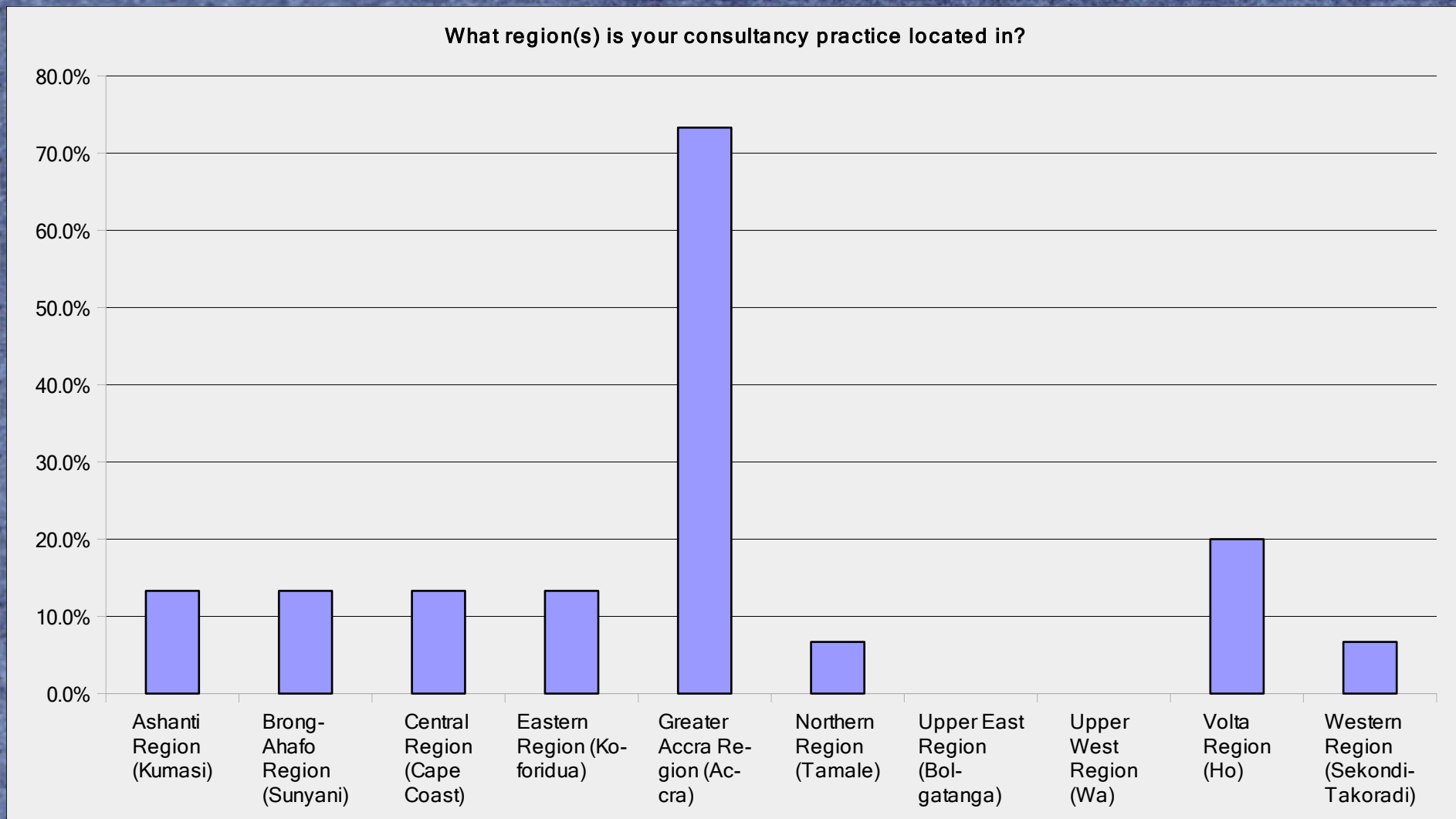


Oganisational Form

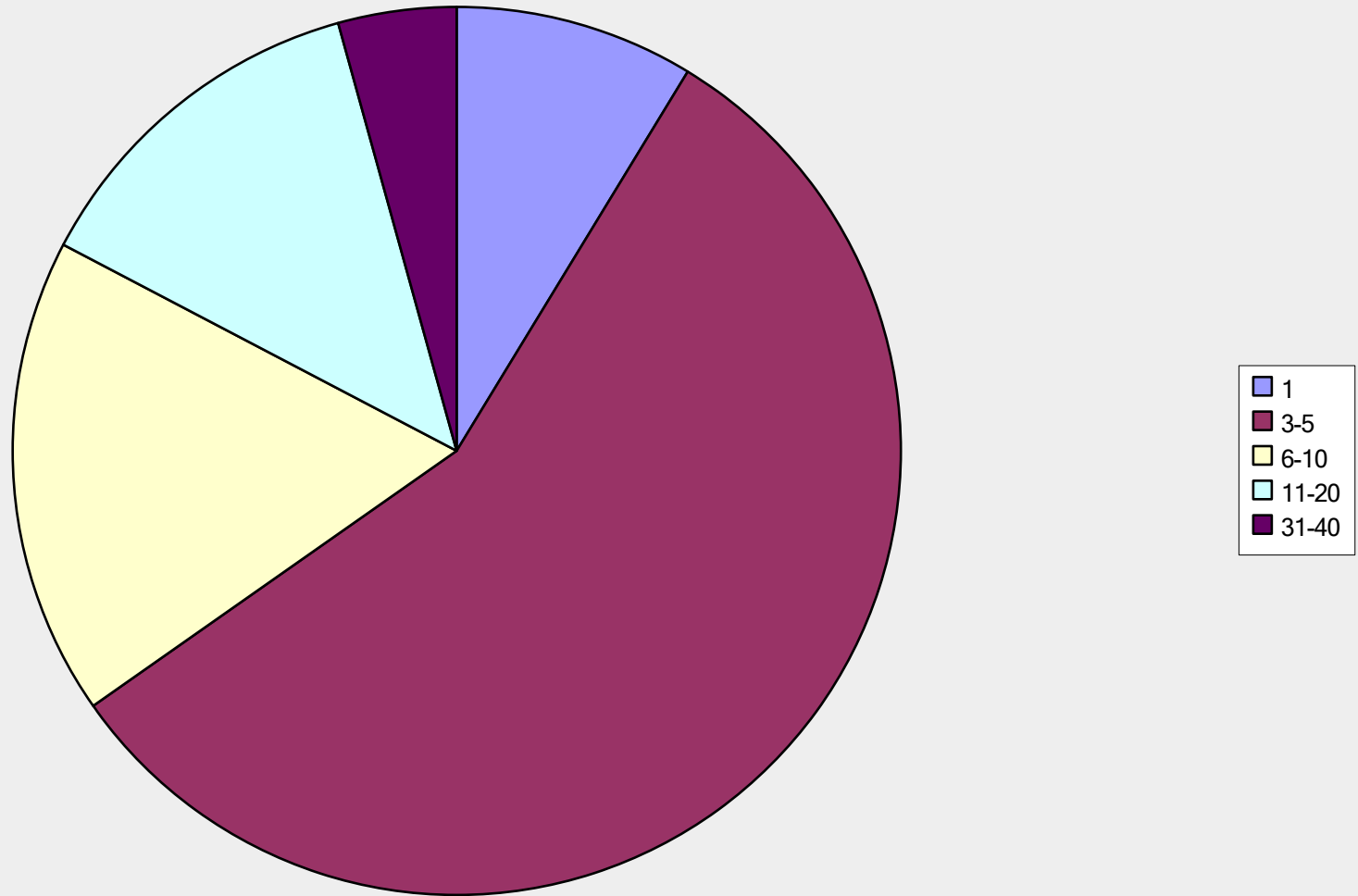
What is your business status?



Accra Dominates Consultancy Market

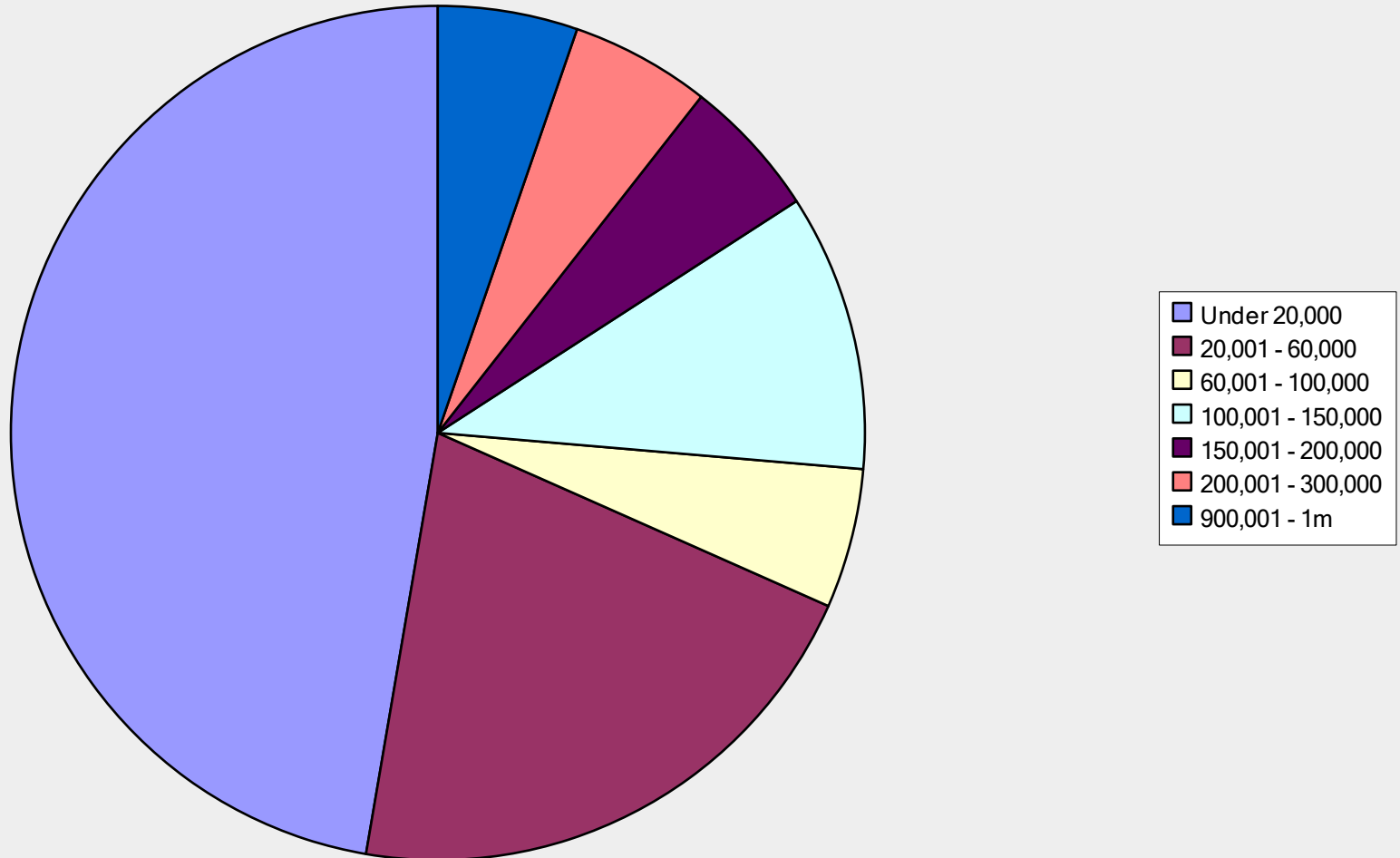


Number of staff per practice

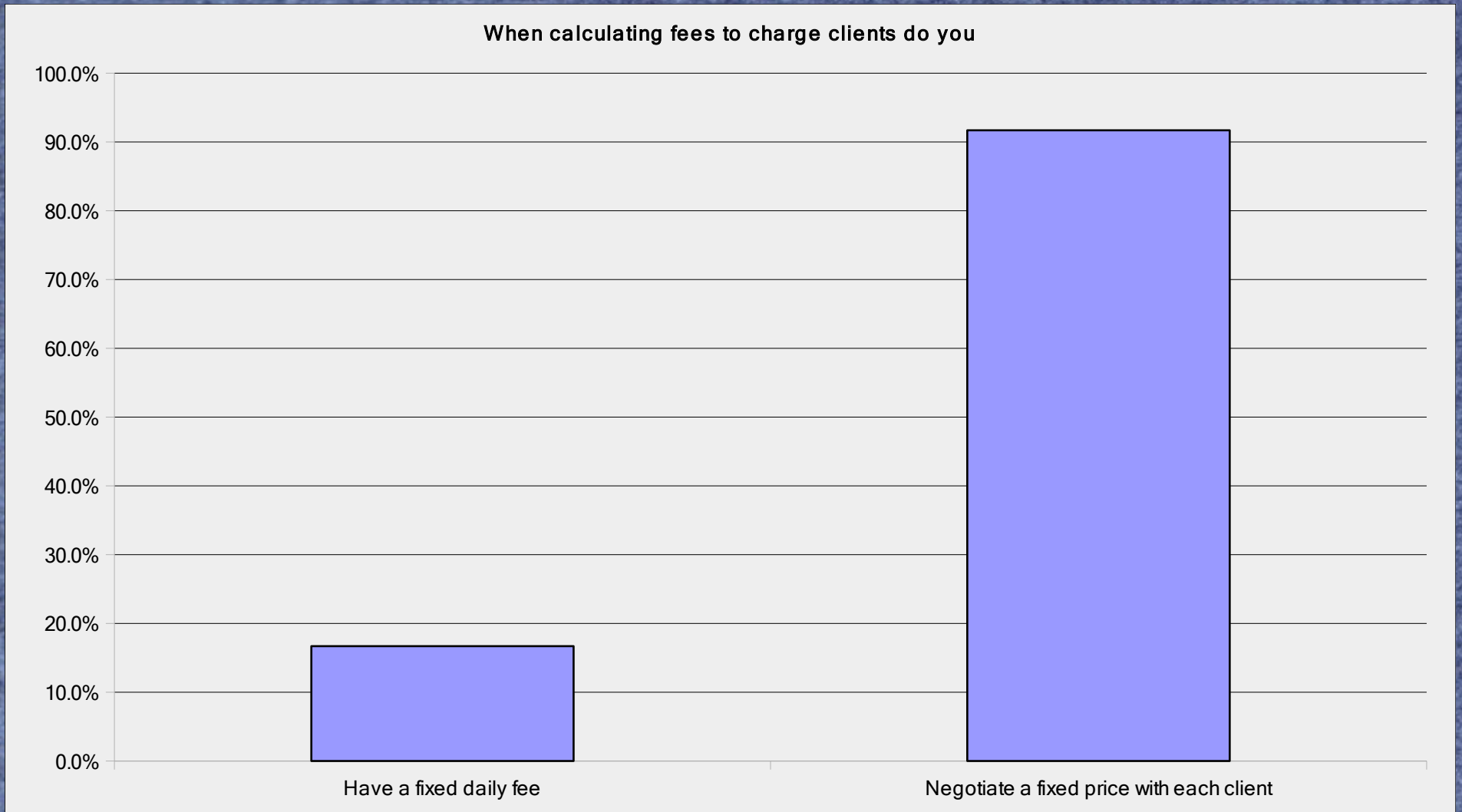


Consultancy Turnover

What was your consultancy practice total turnover in the last financial year in CEDI?

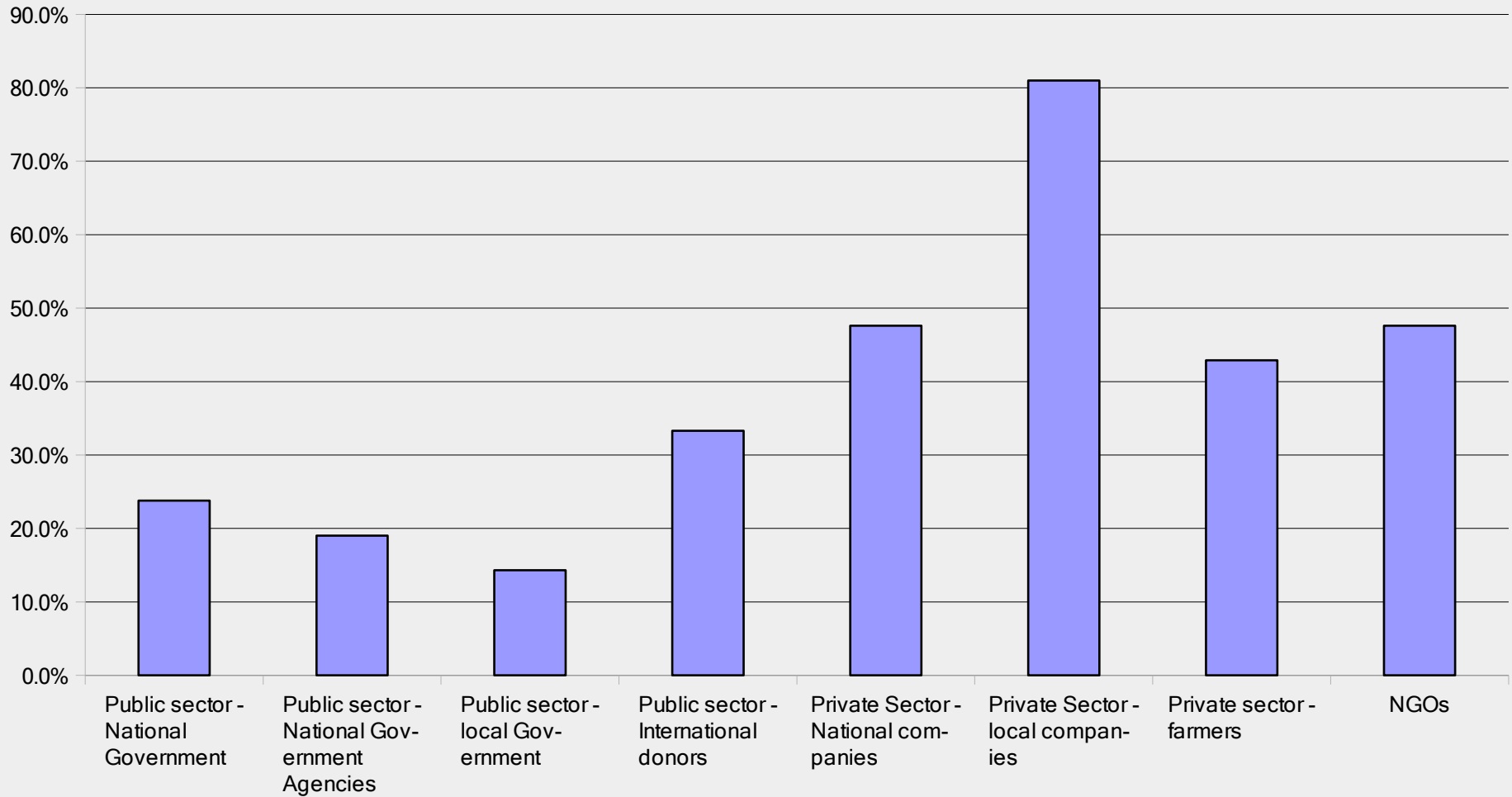


Sales Method

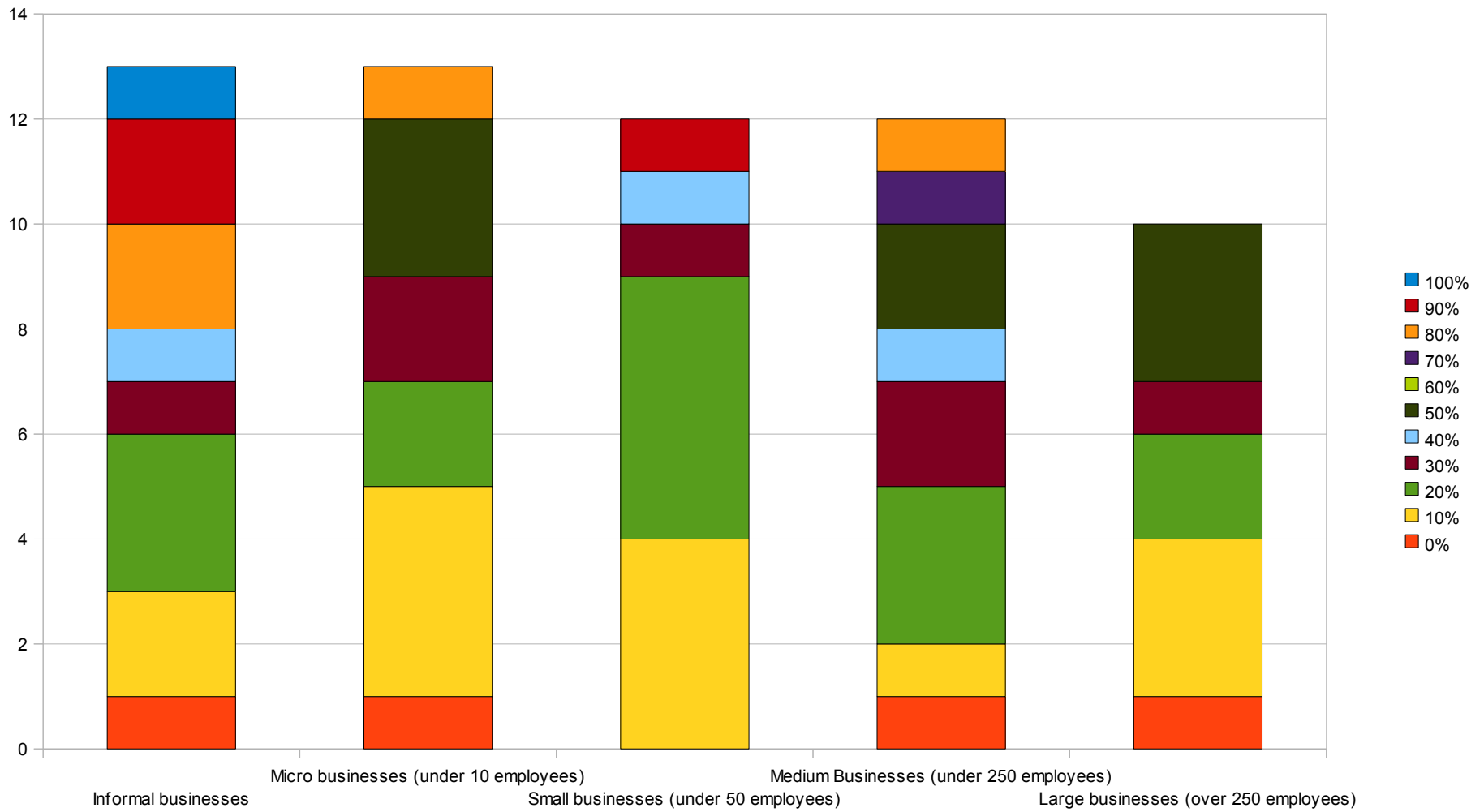


Type of Clients

Are your clients from

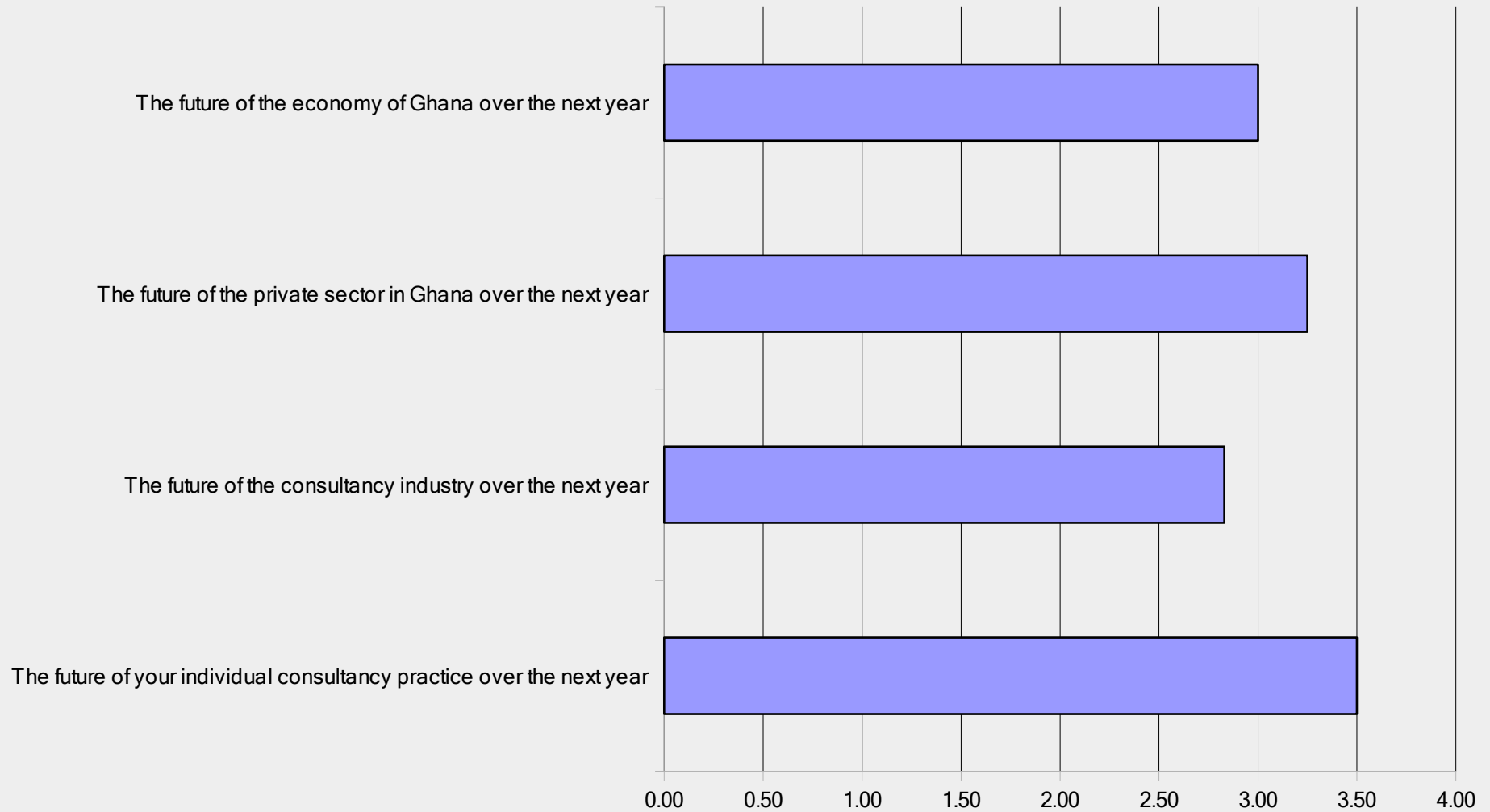


What % of your clients are?



Optimism for the Future

On a scale of 1 - 4 please describe your feelings about



Picture that emerges

Consultants are relatively young educated to degree or Masters level

In practices of 3-10 people with around 1- 5 associates

Majority of income from private sector

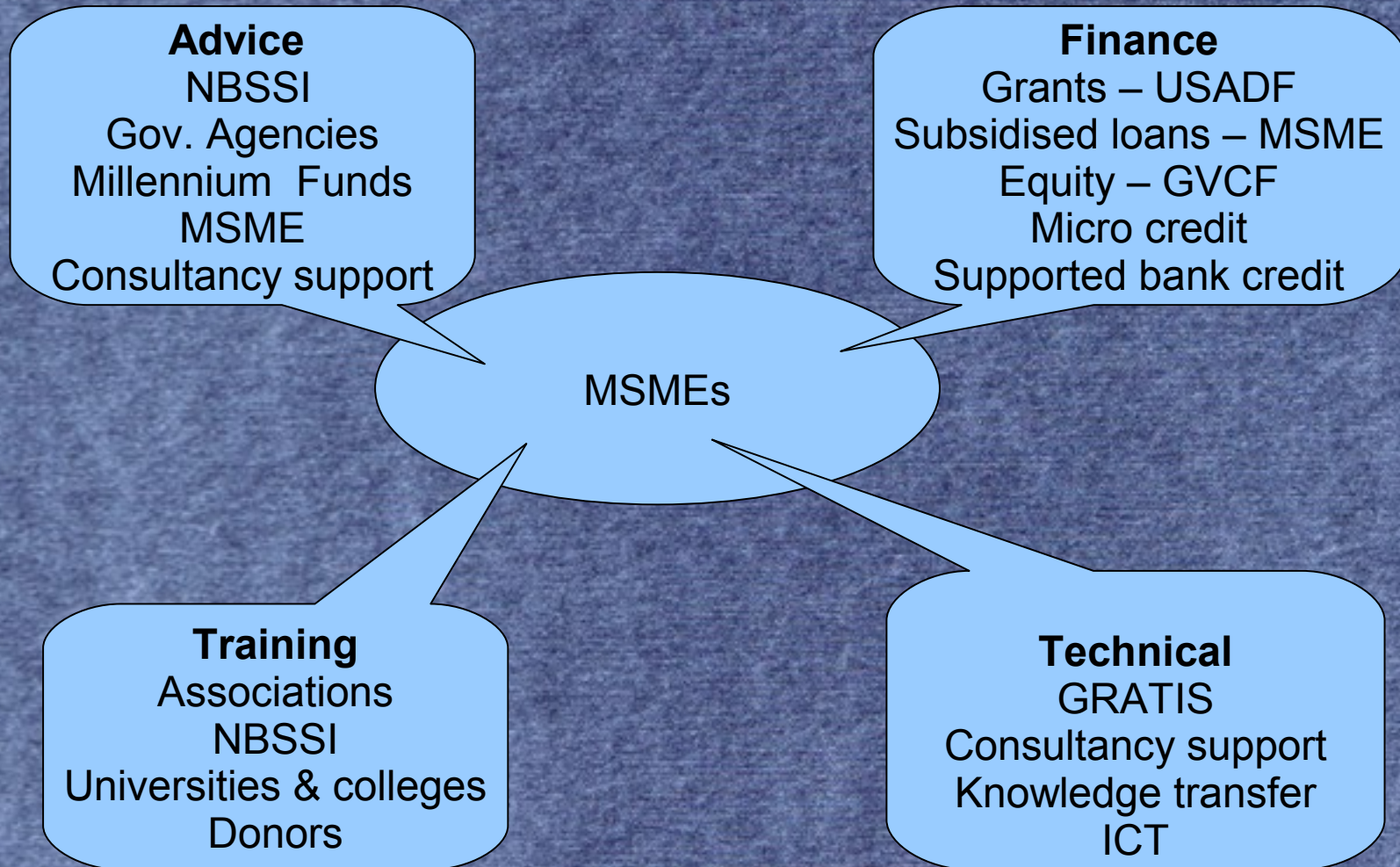
Pricing by direct negotiation with clients – guide day rate 150 – 250

Mainly technical services – ISO to HR

Business Turnover low per consultant

Optimistic for own business but not competitors

Public Sector



Public Sector



Growth Businesses

- Well run
- Rising sales & net income
- High gearing but needs to borrow more
- Need improved management
- Potential venture capital fund investment



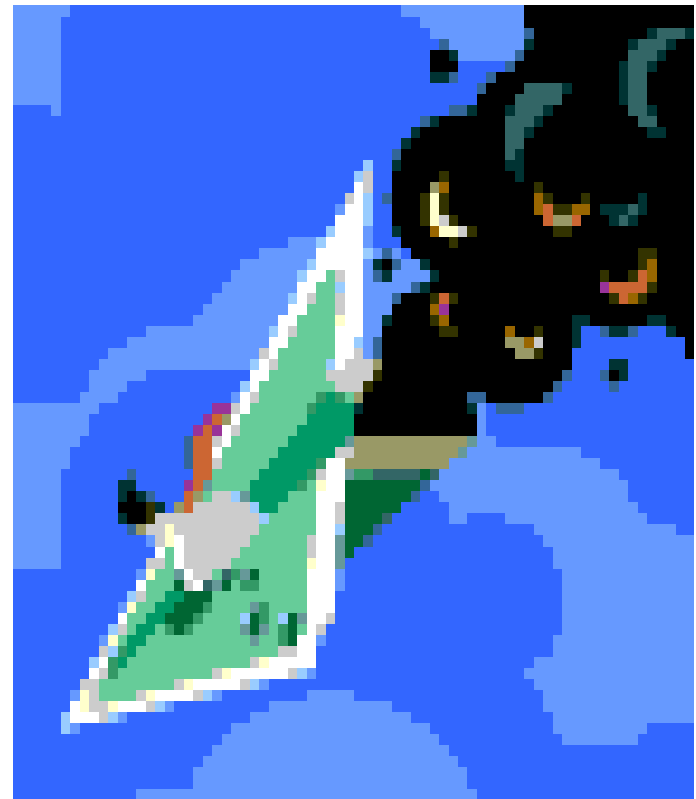
Over-trading growing businesses

- No clear pricing policy
- Poor HR management
- No marketing strategy
- Poor production layout
- Poor financial management
- Fire fighting every day
- Thinks needs a loan to fix things



Failing Business

- Extended credit
- Not paying wages
- Products at end of life
- Better competitors
- Did get a loan to fix things!



Transition Business

- Basis for family income
- Time to hand over to next generation
- How to do this?



What new Services?

Information

Clear brief information
on:

- Opportunities
- Threats
- Services
- Networking

Backed-up with advice



Recruitment

- Difficulty in recruiting good staff
- Skill training programmes linked to recruitment



Advocacy

- Representing businesses to deal with administrative problems



Holistic Support

- Complete strategic review
- Introduce new management systems
- Training manager and staff in use
- Advice on how to access appropriate external advice



Approach

- You select client
- Guarantee offered
- Client own assessment
- Clear stages with meaningful results
 - Management
 - Organisation
 - Finance
 - Markets
 - HR

