



**The Path To Success:
Optimize Value.
Build Sustainability.**

CARTHENA ADVISORY



Carthena Advisory

We are a reputable firm specialized in providing financial and management advisory services. Our purpose is on enhancing the value and supply chains of our clients, empowering them to build competitive advantage and promote sustainable margins respectively, which we believe will help them surpass their growth potential.

Our tailored approach to strategy development, financial advisory, operational efficiency, and management training programs empowers organizations to craft a strategic business model, streamline processes, and cultivate talented individuals who share their brand vision.

Our advisory expertise is aligned with achieving several [Sustainable Development Goals](#), including goal 2 (zero hunger), goal 4 (quality education), goal 5 (gender equality), goal 8 (decent work and economic growth), goal 13 (climate action), and goal 17 (partnerships for the goals). We are one of the few firms in SSA with this operating methodology.

At our firm, we are committed to prioritizing the development of competitive advantage and sustainable margins for our clients while providing them with the resources and insight they need to achieve their long term sustainable goals.

Our **sector focus** includes Information Technology, Public Sector, Education, Maritime, Aviation, NGOs, Agriculture, Retail, E-Commerce, FMCG, Power, Solid Minerals, Financial Services and the Health Sector.



Our Purpose

Enhance the **value** and **supply chains** of our clients which empowers them to build **competitive advantage** and promote **sustainable margins** respectively.

We believe this purpose will help organizations achieve and surpass their growth potential.



Operational Strategy

We firmly believe in helping organizations define their success indicators and working with them to achieve those indicators through a process of:

- **Thorough Analysis**
- **Collaborative Engagement**
- **Innovation and Expertise**
- **Measurable Results**

Our Capabilities

Strategy Development and Implementation Monitoring

Our strategy development approach is hinged on helping partner organizations develop robust and flexible strategic pathways by taking a careful look at the peculiarity of their various businesses and the environment in which they operate. The old practice of developing an annual strategic plan that is supposed to cater to all occurrences during the year has become outdated.

A well-crafted strategy can give your organization a competitive advantage, increase productivity, and drive growth and profitability. Our strategy development services typically involve consulting with industry experts, conducting market research, and collaborating with key stakeholders within the organization to create a comprehensive plan.

Some key benefits you can expect from engaging with our strategy development services include:

- **Clarity and focus:** A clear strategy can provide direction and focus for your entire organization. It can help align the efforts of different teams and departments towards common goals and create a sense of purpose and accountability.
- **Competitive advantage:** Developing a unique strategy can set your organization apart from its competitors. By identifying new opportunities and developing a plan to capitalize on them, you can command a greater market share and increase profitability.
- **Improved decision making:** A well-crafted strategy can provide decision-makers with a framework for evaluating new opportunities and making more informed decisions. By aligning decisions with your organization's overarching goals and objectives, leaders can ensure that every decision moves the company closer to success.

Our Capabilities

Business Planning and Feasibility Studies

Our approach ensures we test the business feasibility, understand the market and industry potentials (micro and macro), develop entry strategies, conduct risk/regulatory assessments and prepare detailed financial projections. Our approach allows businesses to start achieving their immediate breakthrough in the market, whilst also ensuring that tomorrow's potentials are recognised and planned for - a proven 'disruption proof' methodology!

Transaction Advisory for Startups and Business Expansion

Our transaction advisory services help businesses make informed decisions and provide expert advice on potential transactions and how to assess the financial and strategic risks and opportunities associated with each deal. This can include financial due diligence, assessment of regulatory and legal aspects, analysis of market conditions, and advising on negotiation strategies..

Some of our work across the phases include:

- Defining a funding strategy
- Reviewing and/or developing a business plan
- Developing a pitch presentation
- Finding potential investors
- Organizing meetings with the selected investors
- Facilitating a complete due diligence process (financial, legal, operational and commercial performances)
- Negotiating and closing the funding arrangement

Our Capabilities

Process Reviews and Optimization

Every organisation relies on the accuracy of its repetitive tasks to accomplish its 'big picture goals'. Optimising a business process requires more effort than simply purchasing new software. It requires taking a critical look at an organisation's operations and optimising the resources required to get things done. Our approach involves listing out all key components of the process, extracting potential areas of improvement and automating/optimising all essential components.

Mergers and Acquisitions

Achieving 'real' business synergy that mergers and/or acquisition offers is our main goal via planning, analysis and execution monitoring of critical decisions. We ensure our approach is tailored towards achieving the synergy of cost savings, economies of scale, improved market reach/visibility and the right cultural fit to propel the new entity.

Our main objectives during these engagements are primarily as follows:

- Analyse attractiveness and sustainability of the target/merged business model
- Evaluate future cash flows and financial forecasts of the target/merged entities
- Identify and flag potential risks to increase the success rate of the merger or acquisition

Our Capabilities

Supply Chain Configuration and Management

Companies need to be effective at designing products/services, forecasting, acquiring resources and delivering products/services to their customers - at a lower cost, year in, year out!

We help clients to build efficiencies, eliminate waste and generate measurable ROI in their supply chain processes.

We focus on supply chain optimisation goals by addressing the following key elements: Value, Distribution, Logistics, Information, Inventory and Cashflows.

Optimisation occurs when all the elements are generating increased profits, operating optimally with minimal working capital and doing these at shorter lead times.

Management Development Training Programmes

Our training interventions have been reported to significantly impact companies that invest in them, resulting in a remarkable **24% increase in revenue**, a noteworthy **22% boost in productivity**, as well as **reduction in overall business costs**.

We understand that learning is dynamic and each organisation has varying development needs. At Carthena Advisory, we typically engage all clients in a 'training needs analysis' session, to help us better understand specific needs of potential participants and how the management development training sessions will help each client achieve their growth and development objectives.

Our Capabilities

Developing Institutional Strengthening Initiatives within the Public Sector

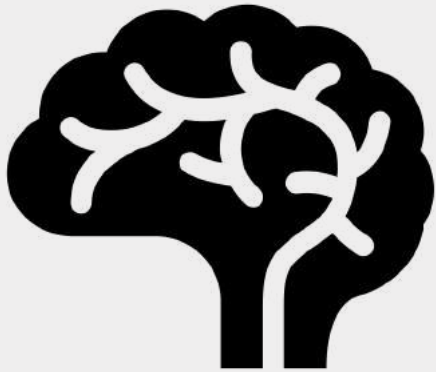
Institutional strengthening is the use of existing human/systems infrastructure at the various levels of government and philanthropic/private capital to support federal and state institutions' who intend to achieve measurable social, economic and environmental outcomes.

Our work is mainly with Federal/State governments/agencies and NGOs/IDAs to achieve the needed social/economic impact across the populace and/or desired groups.

A major example was with the Rwandan Federal Government via the Rwanda Development Board in 2012/2013. Our work served as a bedrock for various developments in Rwanda. We planned and developed institutional strengthening initiatives across MDAs in the country; a major milestone that has helped the country grow in leaps and bounds over the last 10 years.

Another example was the engagement targeted at MSMEs and the rural disadvantaged populations (in the agricultural sector of Benue and Kogi States) - where through the process of accountability, ownership, inclusion and mindset cultivation, we were able to create access to capital, capabilities and markets for these beneficiary populations. Additional details of this work for can be found at <https://www.carthenaadvisory.com/strengthening-institutional-systems/>

Core Team



Wole Ogundare
Managing Partner

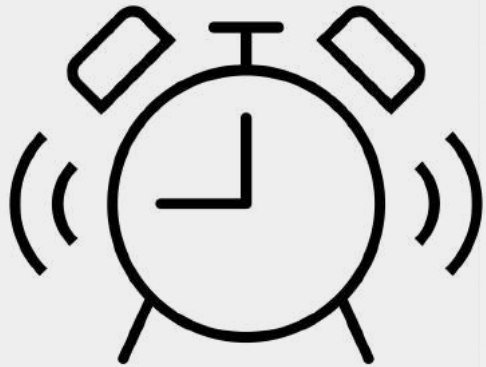
Currently the Managing Partner/CEO at Carthena Advisory - he has spent the last 26 years as an enterprise expert focused on business building, market expansion strategies, governance and financial intermediation for current and potential investors in sub-Saharan Africa. He has a varied experience portfolio around the following sectors: International Development Agencies, retail, public sector, maritime, IT Services, marketing communications, telecoms, FMCG, power, solid minerals, financial services, health and agriculture.

He's a graduate of the University of Lagos and a Fellow of the Institute of Chartered Accountants of Nigeria. He's also a certified practitioner and trainer of Thomas International, UK and an alumnus of the London Business School.

Over the last one year, he has been involved in strategy review engagements with the following organisations:

- Julius Berger Nigeria Plc
- International Organisation for Migration, A UN Agency
- GIZ - A German International Development Agency
- Gokada Rides Limited (GoKada)
- Arit of Africa Limited
- Precise Financial Systems Limited
- The Oak Capital (Group of companies)

Core Team



Bayo Ogunnusi
Partner

Bayo is an MSME expert with over 20 years experience in financial and management advisory engagements. He has an MSc from the London Business School and is the workaholic in the team. Some of Bayo's engagements over the last few years includes the following:

- Prepared the business plan to source funds for the development of Office suites in Victoria Island (\$32m) - Beachway Properties Limited;
- Advised MS Limited and secured funding for the construction of 5 MW captive power project in Ondo State (\$10m);
- Advised Fedkot and secured funding for the Commercialization of Agriculture (mechanized) through joint venture with VAADCO (Vietnamese based Agric Experts) and the Ondo State Government in Akunu, Ondo State (\$15m);
- Prepared the strategic business plan to recapitalize Union Ventures Petroleum Plc;
- Led the team that successfully migrated the financial data during the merger of legacy Platinum and Habib bank;
- Part of the team that successfully reconciled the inter-branch accounts from about N4b to less than N50m after the merger

Core Team



Obinna Udeagha
Partner

Obinna is a certified Kaizen Workshop facilitator and member of Project Management Institute, American Society of Quality and Society of Petroleum Engineers. He has over the last 20 years developed capabilities in Market Research, Feasibility Studies, Business Transformation, Business Process Improvement, Strategy Development & Execution Management, Human Performance Management and Operational Excellence. He has been facilitating trainings in Strategic Management, Project Management and Business Process Re-engineering.

- Led the civil service transformation and enhancement project of Edo State Government for 14 MDAs
- Identified new and viable opportunities and drove business model transformation and operational efficiency of the largest media and creative agency in Nigeria.
- Led the Sub-Saharan Africa divisional consulting delivery team of Mastercard to deliver projects, ensure quality management, build capability, develop talents and manage overall project pipelines.
- Business Process Design team for an International Finance Organization
- Conducting market research / business review and developing the marketing strategy for a fuel ethanol program for a National Oil Company

What Our Customers Are Saying

“Carthena Advisory worked with us to redefine our purpose and strategic outlook. Our accelerated growth and expansion across the SSA markets following this engagement - has been phenomenal!”

Yele Okeremi
CEO



Precise
Financial
Systems

Some of our major clients



Contact Us



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