

ALEXANDER ETHAN

Consulting Group



company profile

“we are simply just a good
cup of coffee.”



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“communication is no communication unless
you have the opportunity to talk to us.”

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“communicating your message effectively”



“it all depends on where you look from...

... we can change your perspective.”

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Overview

Alexander Ethan Consulting Group is a business intelligence, strategic consultancy, business development and corporate communications company that aims to develop its' clients' business growth strategy. Our focus is on driving client business, building brands and developing efficient business strategies to deal with corporate challenges. People are the driving force that anchor growth. The foundation of a strategy in place can sustain the pillar motivating the peoples' force and push the business forward. This will involve bringing in new markets, customers, releasing more products and increasing market share. In essence, Alexander Ethan Consulting Group has solved business problems and provided solutions for all its clients. With people who want to grow and a strategy in place, the growth process will begin and you can experience an upward trend in your business. We have noted that companies require our expertise beyond what their staff can provide, or when they need the fresh perspective of an outsider.

For Alexander Ethan Consulting Group, this means constantly being exposed to the greatest challenges companies face. It's important that all companies experience growth. However, the type of growth required will depend on the level the business is at. We will assist on business growth, how to integrate staff and work processes, how to restructure after bankruptcy, where to set up manufacturing facilities abroad, retaining the right employees, employing the right advertising and marketing strategies, how to engage public relations, maintaining the right image, employee vision awareness training and providing you with your strategic analysis report with all the numbers crunched by our statistics team.

Start-ups usually need to grow in order to cement their position in the marketplace and quickly get to a size that is large enough to bring in enough revenue to cover costs and begin to make a profit. On the other hand, mature companies just don't need to grow quite as fast, but need to grow fast alleviating and curbing risk on creating losses and opening up for competition to Waltz through. However, they may still want to ensure their metrics are going in the correct direction. An increase in profitability, brought about by sales process efficiencies could help a stable business build liquidity to protect against future risk, even if revenue and sales stays the same. This we can assist at all levels as business growth and brand development is our strength.

Depending on the size and chosen strategy of the firm, these problems can be as straightforward as researching a new market or as complex as rethinking the client's entire organisation. Alexander Ethan Consulting Group intends to build integrated solutions tailored for the business requirements. We will assist in helping organisations improve their performance, primarily through the analysis of existing organisational problems and development of plans for improvement.

Our objective is to provide true value for money and our solutions are designed to be sustainable so that our clients can realise a return on investment (ROI). The Alexander Ethan Consulting Group has a wealth of "real" experience that adds value to your balance sheets. Businesses don't grow by themselves. If a company is looking to achieve organic growth, it will need to put in place systems to drive the growth. It's expensive to keep smart, analytical thinkers on staff full-time. Should a large enough problem arise, we recommend ourselves as rent-a-brain agency, where we can provide intelligent analysts on an as-per need basis. We are **The Alexander Ethan Consulting Group**.



Work in-progress.
Updating image shortly

Chief Managing Consultant

Opening statement

*"we have a quality based approach that has given us
the ability to move from strength to strength."*

At Alexander Ethan Consulting Group, our objective is not just to sell ideas and brand your business, but build a community of like-minded individuals who believe in good business growth and also want to participate in dialogue.

We have various ways of communicating with our customers and of course, communication is no communication unless you have the opportunity to talk to us. We are proud of the brands we build.

We have a quality based approach as a business intelligence, strategic consultancy, business development and corporate communications company. Our values are built on a very strong foundation of integrity, transparency, excellence and efficiency. We live in a world of our own. We have a spirit rare in many corporate communications companies and we are a testimony for the ages for we pose clarity and openness. Alexander Ethan Consulting Group has earned a reputation as a high quality business firm. We understand the essence of building relationships. The spirit of our core business has been relatively lined with our conduct and reception of the nature in which we execute our processes, objectives and roles.

In line with our mission statement, Alexander Ethan Consulting Group works closely with its shareholders, partners and clients to bring the value of the brands we manage. This relationship allows a more effective representation of the views of Alexander Ethan Consulting Group. We believe that the achievement of our mandate requires a collaborative approach involving our partners and shareholders every step of the way. We focus on providing excellent quality service in all that we do. Our comprehensive management and quality approach enables us to complete our work with the most adoptable format responsively.

Our commitment to excellence, integrity has helped shape Alexander Ethan Consulting Group into the company we are today, giving us the ability to move forward from strength to strength.

It is rich and rewarding to achieve your goals. It is even richer and rewarding going an extra mile. To us, getting you there, is rich and rewarding.

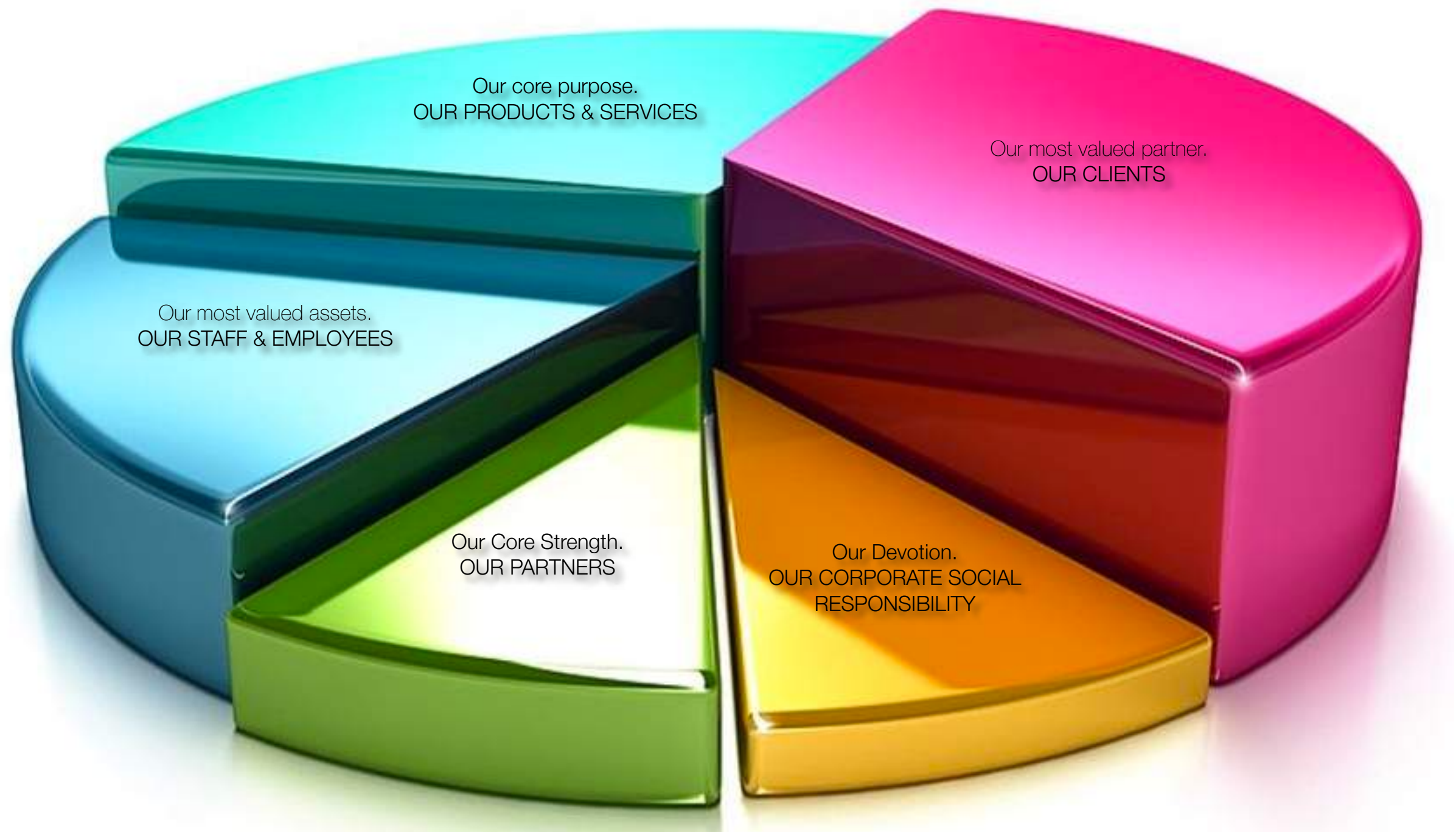
Our journey is still on.

I thank you.

E Mawoni

Eusorf Mawoni
Senior Principal Partner

About Us



“...don't just run with the pack. Break new
ground and stand out.”

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A top-down view of a dark, textured surface, possibly a desk. In the top left corner is a white ceramic cup filled with dark coffee, topped with a thin layer of foam. Below the cup, on the left side, is a black notebook with a textured, crocodile-like cover. In the bottom left corner, a pair of black-rimmed glasses lies diagonally. Next to the glasses, extending towards the bottom right, is a black pen with a silver clip and tip. The background is a dark, mottled grey with a fine, leather-like texture.

About us

Our Core Business

Alexander Ethan Consulting Group is a business intelligence, strategic consultancy, business development and corporate communications company that aims to develop its' clients' business growth strategy. Our focus is on driving client business, building brands and developing efficient business strategies to deal with corporate challenges.

Our Vision

To diversify our management by harnessing the power of difference. To expand and maximise on success so as to do business in culturally complex environments, i.e., all nations. To gain loyalty and trust and to become our client's most valued partner, and every company's first option to provide our core business.

Our Mission

We promise to be our clients most valued partner in creating profitable growth by building, leveraging, protecting and managing their name and brand for short term results and long term success.

Our Values

- • Excellency • Transparency • Integrity • Efficiency

Our Objectives

To provide the greatest possible impact by delivering quality products in efficient time. Alexander Ethan Consulting Group works with clients to create and enhance their marketing efforts so as to ensure that all materials support the company's marketing strategies. We are result driven.

Our Philosophy

We are committed to the philosophy that will sustain our leading edge position in the industry in all our disciplines and services. We believe in accountability. We expect and encourage our performance to be measured and evaluated. We promise to manage our clients' funds with care and diligence that will maximise return on marketing investments.

...think outside
the box



implement

strategise

Implementing a good & sound marketing strategy involves seeing the goal and the desire to drive the brand to greater heights, getting to know your brand and honestly having a passion to be a part of that success. That in essence is building and branding a business.

build



Work in-progress.
Updating image shortly

Chief Brand Consultant

Opening statement

"our main aim is executing the goal of our most valued partner, our client".

Consulting firms traditionally have stiff competition for executing results and getting clients. With Alexander Ethan Consulting Group our main aim is executing the goal of our most valued partner, our client. We can advise a client on making the right decisions that will benefit them for short-term results and long-term success.

Alexander Ethan Consulting Group enjoys the variety of affording to work in different industries for many different clients. The intellectual challenge of pushing ourselves to the limit as we tackle complex business problems, and the people with whom they work keeps us going.

Each consulting firm has a slightly different focus, culture, and approach. One word of clarification: "Consulting" is a big, one-size-fits-all term that includes virtually any form of advice given in a business setting. Often called "strategy consulting," the management consulting segment of the industry profiled includes specialising in providing advice about strategic and core operational issues, such as finding new channels for selling products or reducing the costs involved in producing a product.

If you like to be successful in your business and you have a particular interest in taking over your market and making your brand a success, then there's a 100 percent chance that Alexander Ethan Consulting Group can precisely do that for your brand.

Our management consulting services focuses on our clients' most critical issues and opportunities: strategy, marketing, organisation, operations, technology partnerships and or mergers & acquisitions, across all industries and geographies.

After a careful due diligence of our client analysis report, our execution plan there after will be guided by the brand strategy we formulate which in turn becomes the manual for all the work regarding the account and client in question. For example, the parallel execution method might be to perform a parallel full market analysis. The coordinator must decide whether an operation can be performed in parallel and, if so, how many parallel execution methods to enlist.

The benefits of parallel execution can be seen in the Alexander Ethan Consulting Group communications strategies. Our execution is formulated by understanding the access methods: Clients DNA, Core Business, Market, Objective and Targeted Timelines. This in essence is where we execute some of the work.

N. Mawoni

Noni Mawoni

Senior Principal Partner

“... communication is when the intended audience receives and understands the conveyed message.”

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Our Work & Services



Business
Intelligence

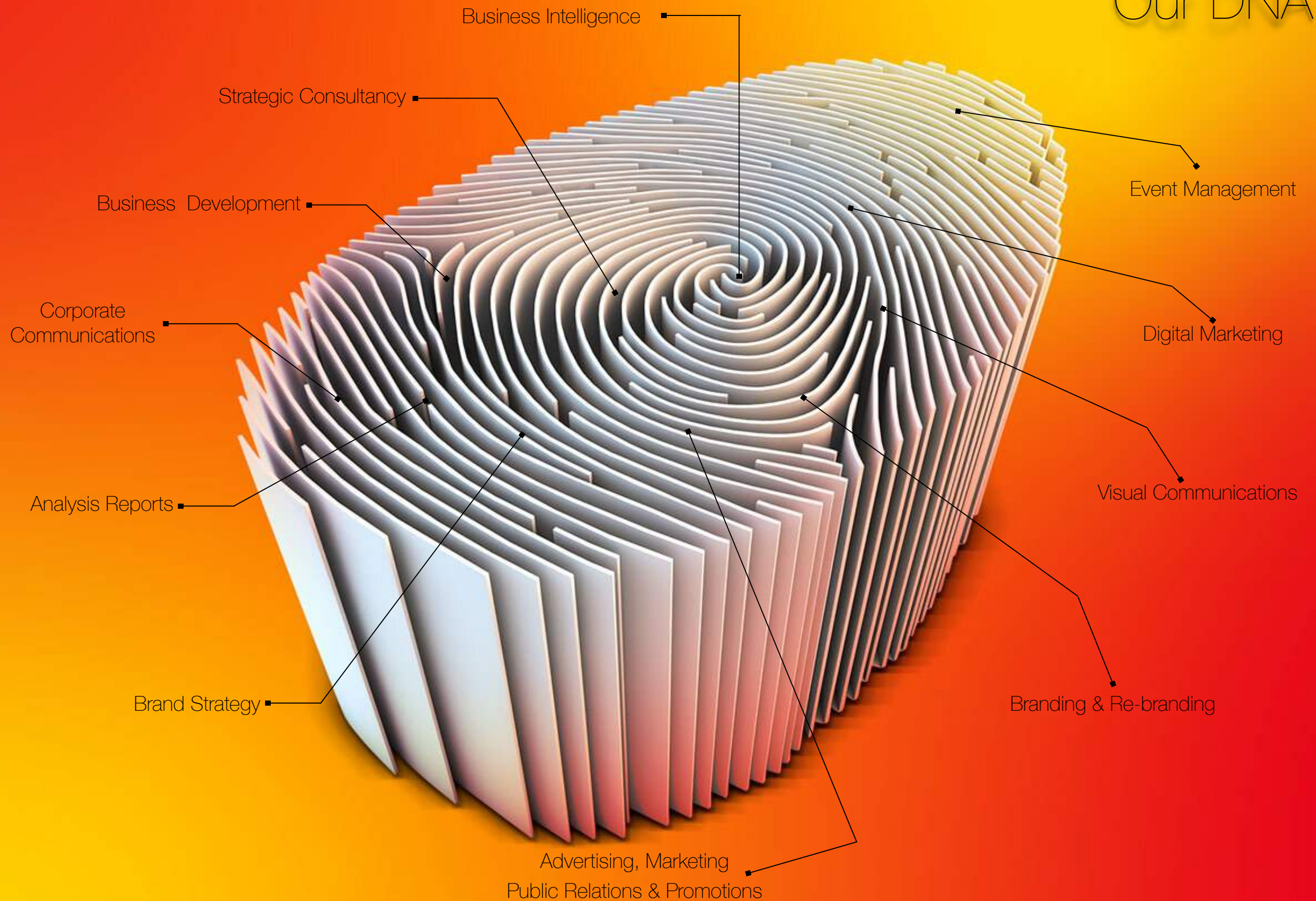
Strategic
Consultancy

Business
Growth

Business
Development

Corporate
Communications

Our DNA



Business Intelligence

Our Business Intelligence is defined as the process or function we conduct to collect, analyse, integrate and present, data, so as to deliver actionable information that helps companies make informed business decisions. The common functions of business intelligence include reporting, online analytical processing, analytics, dashboard development, data mining, process mining, complex event processing, business performance management, benchmarking, text mining, predictive analytics, and prescriptive analytics. In all our work process we apply business intelligence. We use the Analysis Report Concept method to improve results.

The advantages of Business intelligence are:

- Reliable, valuable, accurate information reporting
- Competitive analysis
- Increased customer satisfaction
- Identifying market trends
- Increased operational efficiency
- Improved, accurate decisions
- Increased revenue
- Lower risks



Project or Programs Evaluation

The Alexander Ethan Consulting Group Program Evaluation is a process that critically examines a program. It involves processes of collecting and analysing information about a program's activities, characteristics, and outcomes. The objective and purpose is to make judgments about a program, to improve its effectiveness, and or to inform programming decisions. Program evaluation can include any or a variety of at least ten (12) different types of evaluations, such as needs, assessments, accreditation, costs, benefit analysis, effectiveness, efficiency, formative, summative, goal- based, processes and outcomes all broken down to detail. The elevations can increase to thirty-five (35) depending on the type of project or program. Our evaluation plan will be a written document that describes how you will monitor and evaluate your program, so that you will be able to describe the “What”, the “How”, and the “Why It Matters” for your program and use evaluation results for program improvement and decision making.



Project or Programs
Evaluation



... we are your life
support.

Strategic Consultancy

Consultancy is way more than giving advice. Alexander Ethan Consulting Group defines it differently. It is the expert advice that WE provide. Though it is part of the tertiary sector which accounts for majority of revenue companies earn, getting it right takes a lot of work. We do a lot of research and analysis to come up with the right expert advice. Our consultancy services include the following:

- Identifying problems and coming up with the solutions
- Market identification and strategy implementation
- Supplementing existing staff.
- Providing objectivity
- Change initiation
- Vision awareness session
- Teaching and training employees
- Reviving an organisation. success

Brand Development

Our brand development is the strategic process of creating and distinguishing a company's image, products and services from their competitors. The development includes aligning our clients' brand with their business objectives and communicating, updating, strengthening the brand to the target market. The following steps are what we will implement to help build a successful brand for you;

- Help define how you want to be perceived
- Organise your business based on your promise
- Communicate your promise
- Assist you in remaining consistent

Brand Strategy

In the brand strategy employed, Alexander Ethan Consulting Group will apply Advertising, Marketing, Public Relations and Promotion strategies to tackle its clients needs and meet defined objectives.

Our Five Branding strategies are:

- Company Name Branding
- Individual Branding
- Attitude branding
- Brand Extension Branding
- Private Label Branding

Business Development

Business development is the idea, initiative, and activity that helps to make a business better by creating of long-term value for from customers, markets, and relationships. Increasing revenue, business expansion, profitability increase, building strategic partnerships and making strategic business decisions are all a part of business development and this is one of our strengths. There are four basic growth strategies we will employ to help expand your business. These are market penetration, product development, market expansion and diversification.



Business Strategy

Turning a small business into a big one is never easy. Most businesses start small and stay there. If staying small is not good enough for you then speaking to US will be a good start on your road to GROWTH. Companies need to take a fundamental new approach to growing sales. They need to apply a good business growth strategy. This strategy has to be structured and sustainable and the Alexander Ethan team can help you on this. We can formulate a good sound business strategy that can catapult your business so you add growth on your balance sheet. Your strategy has to be bullet proof because you may not have a second “bite at the cherry” to get it right.

Business Growth

Business growth is when a company generates significant positive cash flows or earnings which increase at significantly faster rates than the overall economy in which the company operates. Growing companies reinvest their earnings back into the company before paying out dividends to continue spurring growth. They contrast to mature companies who report stable earnings with little to no growth. Investors in growth companies are not focused on dividend income but rather on the appreciation of the company's share price. Growth is good for a business. An expanding company usually increases sales and strengthens its position in the market place.

There is no single metric used to measure growth. Several data points can be highlighted to show a company is growing. These include:

- Company value
- Profits
- Revenue
- Number of Markets and market segments
- Number of customers
- Number of employees

Companies can grow in some of these metrics but not in others. This means defining growth can be difficult. At Alexander Ethan Consulting Group we can help you see the difference. Growth, stagnancy or decline in business, but more over we can help your company grow.

“how much is your business worth



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“...everything we touch grows, we are that good.
We leave our footprint. They will know we’ve been
here.”

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Our Corporate Social Responsibility

“Our strength is driven on the foundation of building people.
We are people centric and life come first.”

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“we will fight to eradicate poverty. This can be done, but to achieve this we need to work together.”

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POVERTY

From inception, our core founding values and purpose remains the same. Our strength is driven from the foundation of building people. We are people centric and life comes first. Alexander Ethan Consulting Group's long term vision is centred on helping improve Health, Education, Poverty Eradication, Work and Livelihood Support, Environment and Green Energy (Renewable Energy). Anything is possible. Poverty is in some of the hard to reach places in the world, the most fragile and unstable communities, especially in Africa. We promise to play a role to support eradicate poverty and send children to school. Things are getting tougher for people everyday. Poverty is mutating, it's fighting a war and if we do not step up we will not win.

Our strategy is a promise to vulnerable children, orphans and families. The Alexander Ethan Consulting Groups' promise is to commit to teach families how to fend for themselves (a famous saying goes, “teach a man how to fish than put food in his plate”). We will also send children to school, get medicines for the sick, put warm cloths on a child, get a kid off the streets, help the girl child, help provide clean source of drinking water for communities, teach someone to do good for the next person so that the chain goes on. We also would continue to help protect the environment and live it in a state that the feature generations will appreciate. We should leave the environment in a state we would want to find it in if we were the feature generation. Good stewardship. For us to attain our vision as a company, there are first steps that need to be carried out. We cannot do this alone. It is a common goal. We need to partner and work together with NGOs, Companies and Governments that are like minded to achieve this Corporate Social Responsibility (CSR). The work starts now, the journey ahead might have obstacles but it can be achieved.



“...at what point do you switch on the lights?
...treat yourself, don't cheat yourself. ENGAGE US.”

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Event Management

Alexander Ethan Consulting Group defines event management as the process of planning and coordinating an event. This process includes budgeting, scheduling, site selection, acquiring necessary permits, coordinating transportation and parking, arranging for speakers or entertainers, arranging decor, event security, catering and coordination process during the actual event. Event Management Involves planning, organising and execution of live events. There are different types of Event Management Services which Include a **Brand/Products Launch, an Exhibition, a Concert or a Conference.**

Roles Of Event Management

We plan and organise promotional, business and social events. Alexander Ethan Consulting Group Event Mangers will manage the whole process from the planning stage, right through to running the event and carrying out the post-event evaluation.

Exhibition Stands



Exhibition Stands





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