

# Business Development Services

**Taking your business  
to the next level..**

[www.urbaninclusion.co.uk](http://www.urbaninclusion.co.uk)





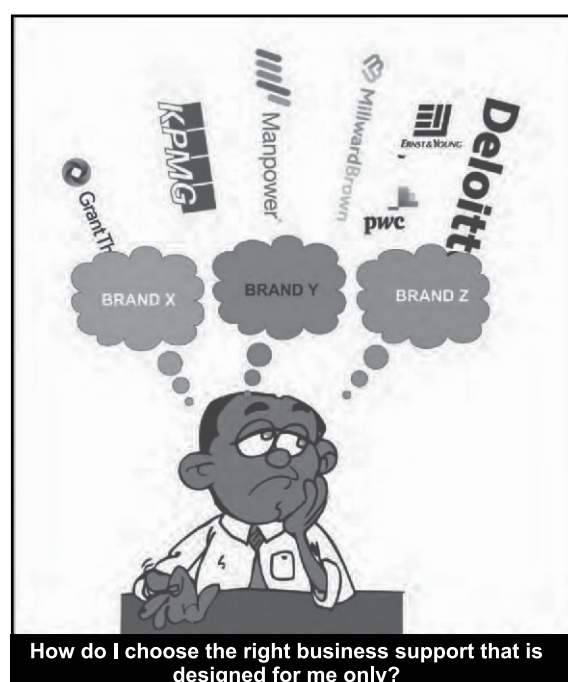


# Introduction

Urban Inclusion Community is committed to helping entrepreneurial Ghanaian grow and develop their businesses. Our Business Development Services have been designed to provide practical cross-sector 1-2-1 business coaching and mentoring to companies regardless of size, business stage or sector.

It is well documented that many Micro-Small-Medium-Enterprises (MSME) face a number of challenges that affects their capacity to grow and business it is sometimes difficult to know what steps to take to develop your business in a sustainable, efficient and cost effective way.

The first thing to recognise is that you need a solid support system that you can turn to for business support and coaching. An advisor and coach can be one of the most powerful weapons for an entrepreneur. So, what are the critical steps that you should take to help you address your challenges and achieve your key business objectives?



# Business Support Packages

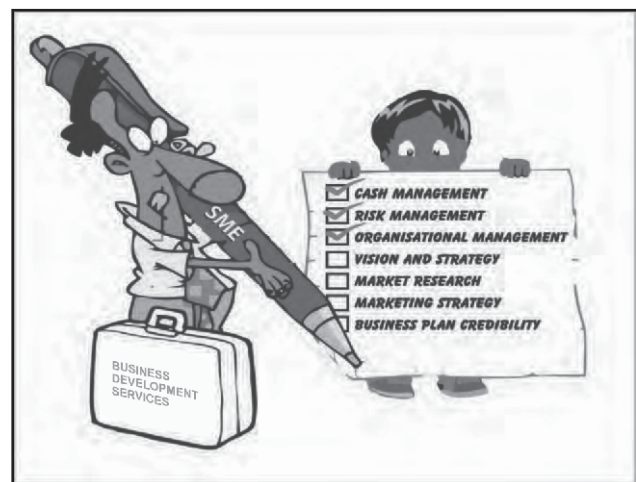
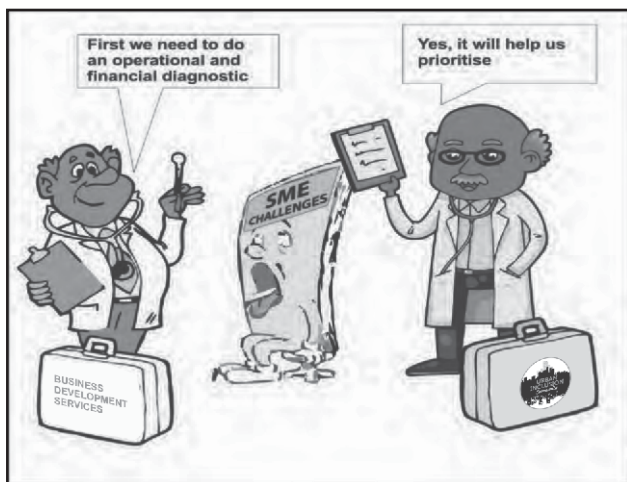
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Our Business Support Packages have been designed for businesses and business owners in Africa to address the main challenges MSMEs face on the continent. We have four packages of support available for existing businesses – taster, basic, standard and full.

**Existing Business Packages:** The main challenge areas include:-

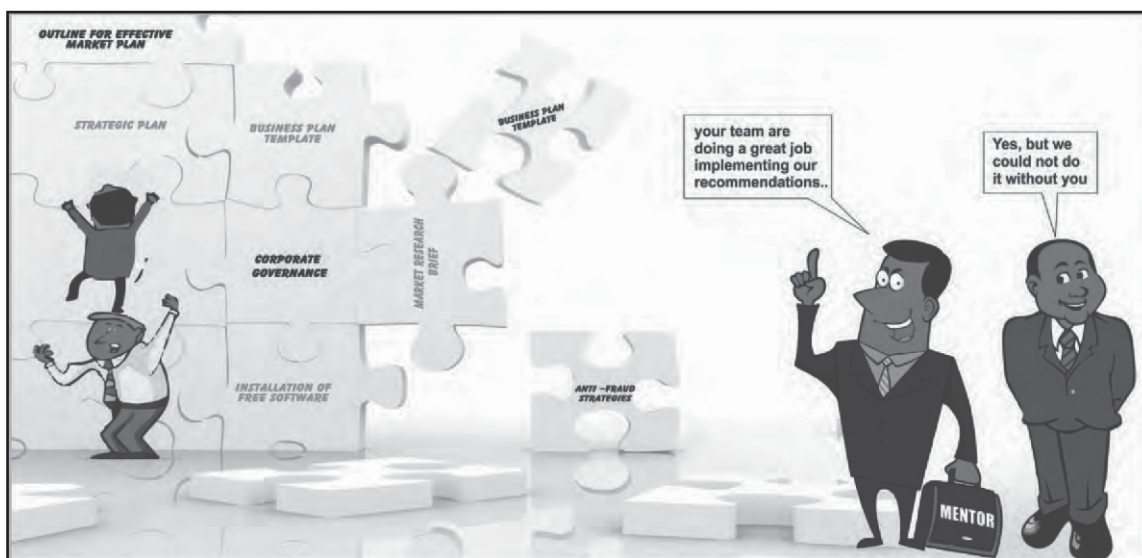
- Cash Management
- Risk Management
- Organisational Management
- Vision and Strategy
- Market Research
- Marketing Strategy
- Business Plan Credibility
- Branding and Marketing

We then use our innovative diagnostic tool to diagnose and recommend actions for the business that will help achieve business objectives. The process starts with a Diagnostic that will result in recommendations along with an agreed priority Action Plan. This action plan will then be used to match the business with one of our approved coaches / specialist advisors for an agreed period of 121 business and coaching based on the business support package.





Some of the main benefits of selecting Business Development Services from Urban Inclusion is that you will have access to FREE resources such as business plan templates, employee handbooks, sample contracts and other useful business resources.



## How Much Does It Cost

COST	TASTER PACKAGE	BASIC PACKAGE	STANDARD PACKAGE	FULL PACKAGE
<b>Business Development Services -</b> <b>New Starts or Existing Businesses</b>	<b>\$2500</b> Cedi equivalent	<b>\$4500</b> Cedi equivalent	<b>\$6500</b> Cedi equivalent	<b>\$8500</b> Cedi equivalent
<ul style="list-style-type: none"> <li>• <b>Cash Management</b> (including FREE basic cash management software)</li> <li>• <b>Risk Management</b></li> <li>• <b>Organisational Management</b></li> <li>• <b>Vision and Strategy</b></li> <li>• <b>Market Research</b></li> <li>• <b>Marketing Strategy</b></li> <li>• <b>Business Plan Credibility</b></li> <li>• <b>Branding and Marketing</b> (logo design, business cards, letterheads and basic website)</li> </ul>	To be completed within 2 months  Business Diagnostic  <b>Choose 1 Business Support Package</b> from the list opposite and you get 16 hours of business advice and coaching/mentoring	To be completed within 3 months  Business Diagnostic  <b>Choose 3 Business Support Packages</b> from the list opposite and you get 32 hours of business advice and coaching/mentoring	To be completed within 6 months  Business Diagnostic  <b>Choose 5 Business Support Packages</b> from the list opposite and you get 48 hours of business advice and mentoring	To be completed within 9 months  Business Diagnostic  <b>All Business Packages Support Packages</b> from the list opposite and you get 64 hours of business advice and coaching/mentoring

## Payment Terms

a) 50% of the cedi equivalent of the total fees of package selected, to be paid upfront.

b) The remaining 50% of the cedi equivalent of the total fees of the selected package, to be paid before the agreed end date of the BDS service and / or delivery of any final documents including business plans, marketing strategies, research reports etc.



# Who We Are



Urban inclusion is an independent consultancy established in the UK in 2002 and expanded to West Africa, Ghana in 2012. The company has in-depth project development and management experience and a track record of managing and delivering some of the most innovative business development programmes in the UK, Europe and West Africa that builds capacity and grows Micro Enterprises and SMEs.

## Urban Inclusion specialises in:

- **Cross sector business development services** ranging from business leadership and management, 1-2-1 business advice, business plan development, operational management, market research, innovation in marketing and ISO 9001 Quality Assurance.
- **Coaching and mentoring** for high growth SMEs and for the past 10 years UIC has designed and led the coaching programme for the CEIBS Women's Entrepreneurship and Leadership for Africa (WELA) programme.
- **Access to Finance**, supporting businesses in Ghana and Nigeria to access seed capital funds from local and international venture capital funds, private equity funds, banks and Angel Investors from Diaspora.

Urban Inclusion has experience across a range of sectors both in Africa and Europe and has worked with a number of government and non-government organisations.





# The Team

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## Em Ekong

20 years experience working as an SME adviser and business mentor. Experience in the development and delivery of enterprise, employment and skills programmes in both the UK and West Africa to support women, young people and ethnic minority communities.

Expertise in a large number of business support services: business coaching and mentoring; business planning; raising finance; business growth strategies; project evaluation, research and consultation; marketing strategies; social enterprise development; community capacity building and project management.

Founder and Director of Urban Inclusion and The African and Caribbean Business Experience. Currently, the ANDE Regional Director for West Africa.

BA (Hons) Economics and Finance, Strathclyde Business School; MSc. Development Economics, Manchester Business School



## Michelle McKenzie

Over 25 years experience in education and training, specialising in developing employment, business skills and personal development programmes, coaching and mentoring.

Expertise in youth and gender issues, and working with creatives in the creative and cultural industries.

Director of Urban Inclusion and Director of Programmes for the Centre of Excellence in Urban Management (CoEUM). Is a founder and Director of Urban Affinity, a not-for-profit UK company that facilitates collaboration between performing and visual artists in the Black Diaspora.

University of Manchester BA (Hons). and Ph.D research: Masters PGCE (IfL/UEL).





**CONTACT:**

em.ekong@urbaninclusion.co.uk  
+233 509 333 000

michelle.mckenzie@urbaninclusion.co.uk  
+233 236 198 665

Website:  
[www.urbaninclusion.co.uk](http://www.urbaninclusion.co.uk)