

Company **Profile**



BREAKTHROUGH
CONSULTING

Research.Strategy.Training.

our values passion for trust
research deliver operations
Honesty and integrity
business and culture
above board professionalism
on time within budget
commitment relationships
value addition

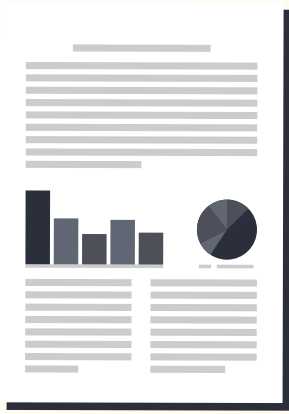
RESEARCH. **STRATEGY.** TRAINING.

Beyond the Brief!



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Introduction



Breakthrough Consulting is a full service agency providing market and social research solutions, management training and strategic planning services for enterprises. Our passion lies in understanding and simplifying the complex and interconnected social and business environment you operate in with the aim of providing you with unmatched insights across myriad industries and markets in Africa.

With a presence in Kenya, Uganda, Tanzania, South Sudan and Rwanda, industry leaders in Financial Services, FMCGs , NGOs and SMEs continue to trust our expertise to guide investment decisions, venture into new markets, evaluate growth, assess impact of social investments, implement market and brand positioning, develop products and gauge customer and staff satisfaction.

360°
solutions

We are driving performance and growing brands by empowering enterprises to identify opportunities and innovations in the marketplace and deliver compelling customer propositions. The strategy component of our service offering affords you with a 360° solution by translating business intelligence into actionable outputs.

We serve the needs of medium and large for profit and non-profit organizations. We enable organizations establish deep connections with their target audiences and offer solutions that foster strong emotional connections that enhance internal and external customer experiences. Our primary focus is on Market and Social Research which brings insights to guide key business decisions in the boardroom. Our customized training empowers internal teams to passionately deliver the brand promise.

Benefits of Engaging Us

- Breakthrough Consulting will develop research solutions customized to fit your specific needs and beyond the brief;
- We dig deeper for issues, suggest alternatives, present successful case studies and formulate suitable approaches in keeping with your budget and timeframe;
- We bring on board specialized talent to deliver on projects. The integrated expertise with our partners and consultation with other industry experts affords you a holistic view and analysis on key areas in your industry and markets; Your success is our passion;
- Our proven track record in providing reliable business intelligence affords you an enviable position for informed strategic and operational decision making ;
- Leverage on our independence and get unbiased views and nonpartisan advice to guide inclusive decisions and shape policy;
- We follow up and walk with clients through their customer journeys.



UNLOCKING
THE BENEFITS

Our Vision

Delivering
passionately.

Our Mission

We help organizations to build profitable relationships with their target audiences by providing Market and Social Research, Strategic Planning and Management Training Services.

ENGAGEMENT MODEL

1.

BRIEF: We go beyond the brief. We begin at the needs analysis stage in concert with our clients. This phase provides a powerful basis for matching needs against solutions and optimizes your experience as a client.

2.

Research Design: We propose relevant methodologies that help answer client's questions. Ours is a partnership and we engage client to set objectives that guide project delivery.

3.

Project Implementation: We employ high standards to ensure quality in our field of operation. We subscribe to rigorous internal quality control systems as well as observe standards set by Marketing & Social Research Association (MSRA) and European Society for Market Research (ESOMAR).

4.

Insights Generation: We enjoy collating information and are highly experienced in this, however, our "aha" moments are always in generating breakthrough insights from the consumer information.

5.

Reporting: We do not just deliver a well-bound report, but we engage our clients in a series of information sharing and utilization of insights to develop strategies that win the marketplace. We follow up to ensure the consumer is central in all decision making for brands.

12345

STAGES OF
ENGAGEMENT





Meet the Team

Edna Thiong'o

LEAD RESEARCH

Edna holds a B.ED Arts (Hons.) and an MBA in Marketing from the University of Nairobi. She is a lecturer of Consumer Behaviour BCom. and MSc. Marketing at the University of Nairobi School of Business.

With over a decade of experience in the industry, Edna has moderated over 1000 focus groups, dozens of interviews with top executives and overseen multiple projects in market / social research, brand strategy, marketing and communication for leading brands like Safaricom, Association of Kenyan Insurers, AAR, Proctor & Gamble, Reckitt Benckiser, Unilever, DFID, UKAID, USAID, BRITAM, Equity Bank, Faulu Kenya, Nike Foundation, IRA, KHRC, EABL and KIM.

She continues to enjoy playing an active role in

developing an all round enterprise with great customer service and professional service delivery. She is passionate about research and the transformation borne out of informed data driving positive impacts on corporations.

For the second year running, she authors marketing articles for the Association of Kenya Insurers (AKI) Magazine a journal published twice a year. Edna also speaks in a number of Insurance forums and is an active member of the Marketing, Social Research Association (MSRA) and the European Society for Market Research (ESOMAR).

A Pool of 50 trained Data Clerks and 400 Research Assistants with established supervisory structure across our core markets.

We work with highly experienced consultants in Africa and Beyond in Market & Social Research, Strategy and Training.

Partnerships with reliable and established suppliers across Africa.



Marilyn Comrie

LEAD TRAINING

Marilyn Comrie OBE, is the founder and CEO of Leadergen UK. She was honoured by Her Majesty the Queen with an OBE for her distinguished contribution to developing women's enterprise.

She also got the Kofi Annan African Leadership Excellence Award for her pioneering work in promoting African Private Sector development.

In partnership with Breakthrough Consulting, she has successfully trained more than 200 managers in Kenya and East Africa on Executive Coaching & Mentoring from companies like KIM, Britam, College of Insurance, James Finlays, UAP, Aon, Athi Water, Kenya Tea Development Authority, Eagle Africa Insurance.



Meet the Team

David **Mutonyi** Muturi (Phd) LEAD CONSULTANT

Dr. Muturi holds a Doctorate in Business Administration from the University of Central Nicaragua; a Master of Business Administration in Entrepreneurship from Kenyatta University; and a Bachelor of Education (Business Studies and Economics) from the University of Nairobi.

He is also a Certified Public Accountant (CPAK) as well as a Certified business excellence assessor with the EFQM-European foundation for quality management.

With over 20 years experience, Dr. Muturi has built a successful track record in management and grown exceptional experience. At KCA University, he was the Dean, Faculty of Commerce and Distance Learning and he also headed the Professional Programs. Thereafter, Dr. Muturi ascended to the pinnacle of the Kenya Institute of Management as Executive Director/CEO.

He has cultivated the ability to make positive contributions while delivering on a wide range of demands. During his stint at KIM,

the institution was a recipient of the European Society for Quality Research (ESQR) 2013. Under his leadership, KIM also received a nominee for the Business Excellence Award by the European Business Assembly. He was the Team Leader of KIM's Organizational Performance Index (OPI) project - a performance excellence model tool meant to guide organizations towards global competitiveness and excellence. He also chaired the committee that led to the establishment of the Management University of Africa, a University set up and sponsored by the Kenya Institute of Management.

As a Guest Editor for the TQM journal East African Edition; a Management Columnist in The Daily Nation - East Africa's most respected newspaper; and, the Management Magazine – a monthly premier management magazine in East Africa, Dr. Muturi has carved an enviable niche in the sector.

Dr. Muturi has also undertaken change management responsibilities for top tier corporate organizations, donor funded and government funded projects. These assignments have seen him provide expertise in institutional reviews, restructuring and rationalization as the lead consultant providing oversight and strategy in job audits, job evaluations, HR restructuring and performance improvement frameworks.

He has also been the Kenya Accountants and Secretaries National Examinations Board (KASNEB) examiner and syllabus reviewer. In keeping with change management, Dr. Muturi was the change leader at KCA University and chair of the University transition committee charged with developing and implementing organizational structures, curriculums, liaison with government departments and launch of the University. He was also part of the implementation team for the KCA University's Enterprise Resource Planning (ERP) system and organizational job evaluation exercises.

Dr. Muturi is professionally affiliated to, and a member of, the Kenya Institute of Management (KIM) and the Institute of Certified Public Accountants, Kenya (ICPAK). He also cofounded and is convenor of the Africa Governance, Leadership and Management Convention held annually to discuss African issues.

Dr. Muturi has published and co-authored several publications including; The impact of ISO 9001 implementation on organizational performance in Kenya; Quality Improvement: The East Africa Experience; Economy: The East Africa Story; Organizational Climate and readiness for change to Lean Six Sigma, among others.

He has served as a board member of the Kenya Development Learning Centre (KDLC); a council member and Managing Trustee of the Management University of Africa; and, he is the current chairman of the Board of Management for Icaciri Secondary School.

BREAKTHROUGH SERVICES



1. Market Research

When it comes to market research, we do not subscribe to an off the shelf solution. We design the most efficient approaches that will maximize delivery of the most insightful feedback.

On behalf of brands, we undertake all types of market research tailored to understand consumer behaviour. These include consumer perceptions and attitudes; brand, service and product affinity; and drivers of consumer purchase decisions.

Brands that connect with their customers provide better solutions and excel in the long run. We assist brands to build these relationships.

We provide you with insights on business risks and highlight investment opportunities. We also monitor local and regional markets in order to provide you with current market trends, emerging trends, key developments and regulatory regimes.

BREAKTHROUGH MARKET RESEARCH PRODUCTS

- Customer Satisfaction Surveys
- Brand Audits
- Brand Health Studies
- Brand Communication Studies
- Communication and Product Concept Testing
- Mystery Shoppers
- Employee Satisfaction
- Usage & Attitude Studies
- Customer Experience Surveys

Feasibility Surveys Experience

CLIENT	HOW DID WE ASSIST THEM
	<p>Multiple feasibility Surveys for various real estate projects for the Investments Cooperative Society</p>
	<p>We have assisted NIC Bank in multiple feasibility Surveys for branch opening and expansion projects</p>
	<p>We assisted HF Group in setting up the insurance agency (HFIA) in both feasibility surveys and building a strategy for diversification.</p>
	<p>We have assisted Caritas Micro Finance Bank in feasibility Surveys for branch opening in different Counties in Kenya</p>
	<p>We have guided Githunguri Dairy for over ten years since the brand Fresha was founded through to product development and branding. We support them in carrying our feasibility surveys, brand health research and customer surveys</p>



2. Social Research

Breakthrough's social research revolves around assessment of individual or group initiatives and their impact on the community. It is predominantly a service commissioned by non profit organizations.

Our aim is to support these organizations to connect and effectively engage with their target audiences.

Connecting and effectively engaging with audiences.

BREAKTHROUGH SOCIAL RESEARCH PRODUCTS

- Baseline, Mid line and End line Surveys
- Impact Assessment Surveys
- Feasibility Surveys
- Monitoring and Evaluation Surveys



3. Breakthrough **Training**

Breakthrough Consulting provides Management Training courses with the goal of supporting organizations to empower their human capital and drive employee satisfaction. We provide a wide range of training programs headlined by Executive Coaching & Leadership and Business Presentation Skills.

a) **EXECUTIVE COACHING & LEADERSHIP TRAINING**

Launched in 2012, Executive Coaching is a course targeted at top level executives, senior managers, line managers and supervisors. It focuses on personal development and growth as well as igniting passion with the aim of transforming managers from micro-managers into coaches of their teams. This allows them time for strategic thinking while growing and keeping their teams accountable. It is great for succession planning.

We have partnered with certified coaches both local and international to provide a compelling course that continues to receive critical acclaim for its transformative curriculum. KIM, BRITAM, UAP, ICPAK, GIZ, KICC, Fresha and College of Insurance are among organizations that have benefited from this course.

b) **BUSINESS PRESENTATION SKILLS SEMINAR**

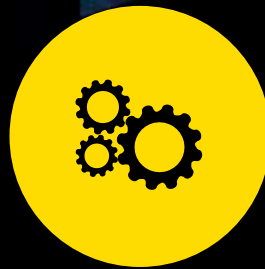
Business Presentation Skills Seminar is a training seminar customized to enrich how executives project ideas and convince board members, investors or partners to buy into ideas and concepts. At this level, your presentation skills will make the difference. It is a revolutionary course tailored to develop an individual's dictum, nuance application, highlighting stress points and delivering punch lines to win your audience.

Other Courses:

- Risk Management
- Customer Service Management
- Sales Management



4. Breakthrough Strategy



Breakthrough Strategy provides brand positioning solutions that identify unique differentiators to propel the development of compelling customer/value propositions for your services and products.

The strategy component works towards optimizing your brand offering through right pricing, innovative product/service features, packaging and other drivers of purchase decisions to grow your market share.

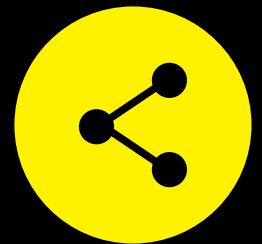
Strategy goes a step further to enable key departments within your enterprise and partners are aligned with the overall organizational strategy and goals.

“ identifying unique differentiators to propel the development of compelling value propositions to optimize your products and services ”

BREAKTHROUGH PRODUCTS

1. Breakthrough Trendz

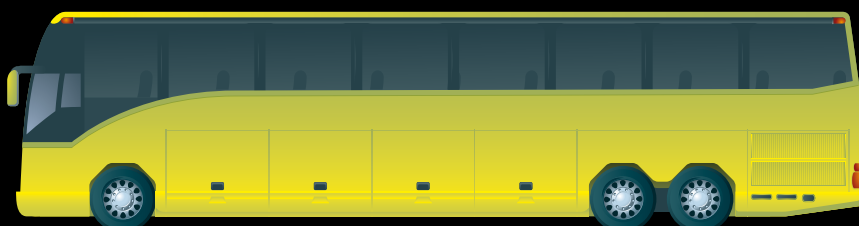
Gain unlimited insights packaged from industry specific markets at one fixed cost with Breakthrough Trendz. It is an affordable, regular and forward thinking industry information portal that provides pertinent insights for the players and allows enterprises to make informed decisions. Breakthrough Trendz affords your enterprise with the predictability of only spending on packages that provide reliable coverage.



2. Breakthrough Omnibus

Maximize on your research budget by purchasing and paying only for the data your enterprise needs. Extract data and analysis from our comprehensive collection of an inclusive research and analysis from multiple markets and across myriad industries and sectors.

Breakthrough Omnibus provides an all inclusive market and social research approach. The gist is to gather research questions from all and sundry, gather the data, analyze it and report back the specific findings to specific individual enterprises. The sample and profile of respondents is critically considered in order to provide specific demographics for age, gender and locale among other parameters when reporting the findings.





Partners

Breakthrough Consulting works in conjunction with a number of local research partners and global information agencies. These collaborations afford us an enviable diversity in expertise and comprehensiveness of our service offering.

- Marilyn Comrie, OBE is a certified Executive Coach and CEO of Leadegern UK. She leads our Executive Coaching & Leadership Seminars in East Africa.
- Cara Carter, ORB International based in Washington DC utilizes our expertise in implementation of surveys in Kenya and Tanzania;
- Robert Foulser and Associates partners with us in various management training seminars such as Frontline Staff Training; Secretarial & Admin Management; Sales & Marketing Management and In-House Consultancy Services.



Quality Control & Assurance

Breakthrough Consulting continues to maintain best practices across all our engagements.

We only work with certified coaches and experienced consultants.

For our Market & Social Research projects, we employ a demanding set of objectives, besides our reliance on the standard quality control procedures.

We have adopted current technologies such as CATI/CAPI to ensure quality in data collection.

We always tailor-make a set of systematic quality control procedures for each project from "brief-to-reporting."

We subscribe and comply to the quality assurance criteria and code of practice of MSRA and ESOMAR.

BREAKTHROUGH R&D

With an active Research & Development department, Breakthrough Consulting is always looking towards developing customized products for different markets. Our R&D is launching packages developed from continuous surveys, experience and lessons learned in the course of project execution for clients in different industries.



Focus Markets

Breakthrough serves the needs of myriad clients and undertakes complex and large scale studies to small and tightly defined projects in the following industries:

- Financial Services
- Insurance
- FMCGs
- NGOs
- SMEs

Professional Affiliations

Breakthrough is a proud member of the Marketing and Social Research Association - Kenya.



We are also proudly affiliated to European Society for Market Research (ESOMAR)



Our Clients



UMOJA WENDANI SACCO LTD
save regularly, borrow wisely & repay promptly

THE NAIROBI HOSPITAL



THE KENYA INSTITUTE OF MANAGEMENT



Client Testimonials

“ This is to thank you for the good work you have done for us in the last three years. It is through your training and consultancy services that the Institute has found itself this far. Your approach in Coaching and Mentoring remains unique and has left remarkable impact to the Institute. We are proud to have put in place a pool of mentors and coaches through your guidance. It was a great pleasure working with you. ”

Augustine Nzioki

Head of Human Capital
KENYA INSTITUTE OF MANAGEMENT

Rosalind Gichuru

Director Marketing
Communication & Citizenship
NIC BANK

“ It is my pleasure to recommend Breakthrough Consulting Ltd, their performance working as a research partner with NIC Bank was invaluable and insightful. We engaged them in the area of culture evaluation across the three markets where we operate and their findings have been instrumental towards this course. I therefore would recommend them to any prospective client. ”

“ Breakthrough Consulting has supported the Fresha brand since inception. Their expertise in Market Research has helped us grow our brand and launch additional products. The team’s passion and energy has inspired our internal team and we look forward to a long lasting partnership ”

John Kilonzo

CEO
FRESH DAIRY PRODUCTS

Lydia Njoroge

Head of Bancassurance
BRITAM

“ Britam has worked with Breakthrough Consulting since 2012 and we have received immense support and strategic advisory services from them. The team is highly energetic, innovative and passionate about brands they work with. Thank you Edna and your team! ”

“ Edna is an exceptional professional and very passionate about helping companies do better. I have worked on a number of consulting projects with her in which I have found her to be a team player who is very detailed in how they execute projects together with her associates, what tools they use whilst always asking the question “how will what we are doing improve the client’s performance? ”

Ken Kariuki

CEO
DIVERGYS



BREAKTHROUGH
CONSULTING

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