



PG Consulting

CORPORATE PROFILE



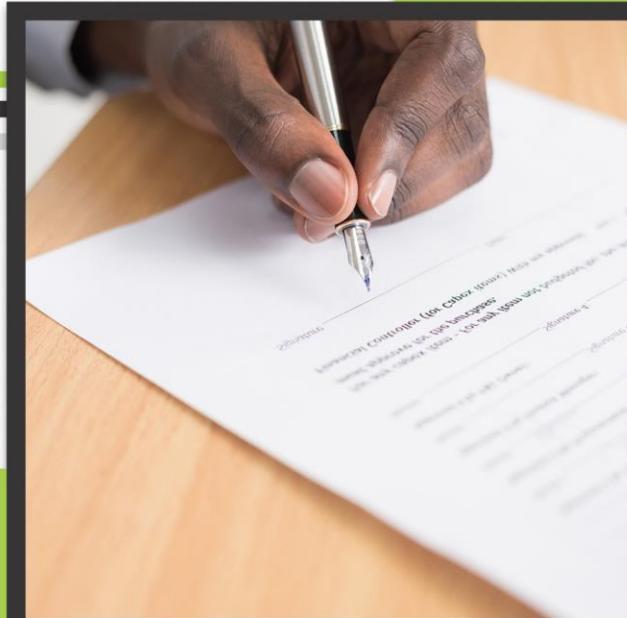
About us

PG Consulting Limited is a multisector Consulting firm with extensive practice in the field of Human Capital Development, Business Consulting and Communications. We provide our clients across different industries with cutting-edge business consulting services, superior human capital and high-quality trainings to help them drive organizational growth, multiply productivity, gain appropriate market positioning and maximize profit.

Over the course of 20 years of our existence, we have served various organizations, many of which are strong indigenous and multinational brands.

We partner with our clients to building strong brands and support business growth across industries. Thereby making their organizations internally effective and more profitable.

As we grow into the future, the core of our operations is to **with you, all the way, from People to Profit.**



Our Services

- ✓ **Business Consulting**
- ✓ **Human Capital Development**
- ✓ **Recruitment**
- ✓ **HR Outsourcing**



Our expertise and successes over the years is rooted in our specialist knowledge and experience in identifying and securing for our clients the best solutions to their business challenges in order to achieve their desired goals.

We provide clients with solutions that can be easily integrated with our **Recruitment** and **Human Capital Development** offerings, backed by a broad range of complementary services - marketing, research, branding etc.

At every point in time, we provide the best strategies that will bring you success in the marketplace, we will work with you to improve the productivity of your people and build a profitable brand that will reinforce your growth plan.

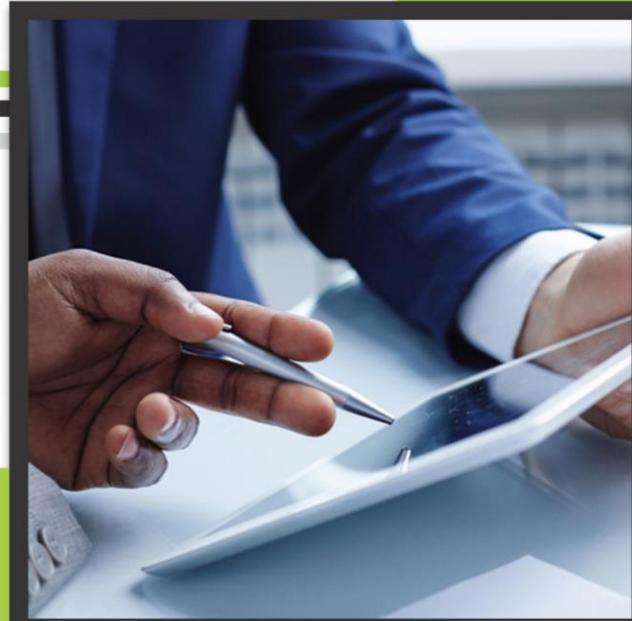
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Our Service Offerings



Business Consulting



Our Business Consulting Division provide solutions focused on the key elements of every organization, from the development of detailed business plans, feasibility reports, advisory on project financing, and ultimately developing strategies for organizational success through the following key areas

- Business Strategy and Planning
- Business / Company Restructuring
- Turn Around Management (and Advisory)
- Feasibility and Viability Studies
- Demand Analysis
- Business Funding and Financial Advisory – (*Equity Fund Raising; Product / Project Finance; Loan Facilitation;*)
- Mergers & Acquisitions, Bankruptcy & Insolvency Solutions





Branding

We help in creating new **Corporate Brands** or revitalizing an existing one in order to create distinction from the crowd and in the market. Product (or company) differentiation determines the premium that the market places on a product or service and businesses either die or survive based on their brand quality.

To support the branding mechanism, we conceptualize and implement ideas and strategies to help show you to the world through an effective advertising campaign. We also monitor your brand in the market to see how effective the solution tools have been, and also the perception of the market about your products or services.

Turnaround Management

For companies that require customized turnaround services, we provide practical solutions to their business challenges. Our goal is to ensure sustainable profitability.

As your Consultants, We will develop a bespoke turnaround plan for your business and help you implement it.

Our turnaround consulting offering covers

- Turnaround Situation Assessment
- Outsourced Process Reengineering
- Company Restructuring.



Human Capital Development

Our human capital development solutions are designed on the fundamental principle that the critical prerequisite for increasing productivity is performance evaluation.

We help organizations set and measure criteria for evaluating employee performance, while also availing various critical **Employee Learning and Development solutions** to enhance and enable employees' performance and productivity. The target learning and development interventions will equip employees with updated knowledge and improved expertise targeted towards conducive environment and superior workforce



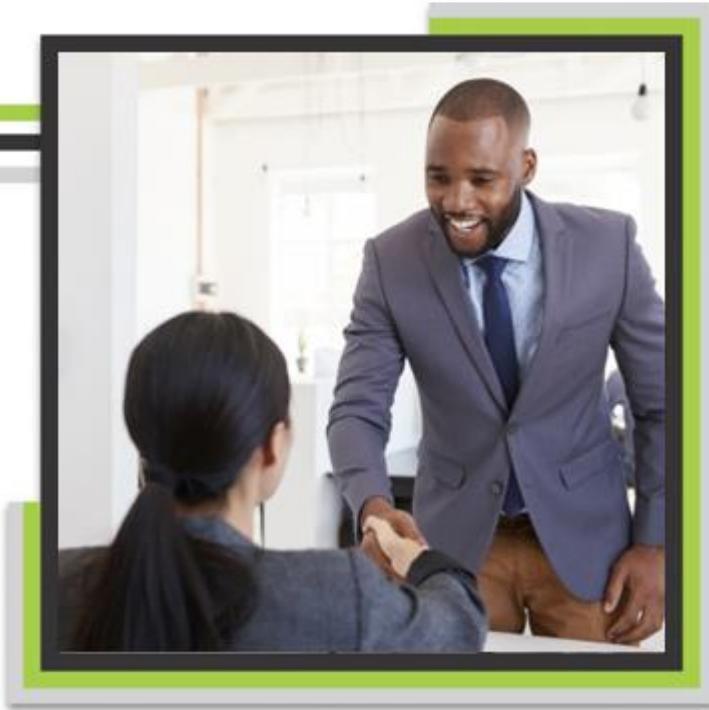
Recruitment

We understand that to excel, businesses need the best people they can find within a reasonable budget taking into consideration the market rate, leveraging technology in finding the right fit for the job roles.

We invest our expertise in ensuring that our clients are able to get the best when they come to us.

We provide the following through our bespoke recruitment solutions

- a. **Direct Recruitment:** Hiring of qualified and competent staff based on the specification of the client for all levels of an employee except top management.
- b. **Executive Search/ Headhunting:** Specialized and Exclusive recruitment of Top Level Executives.
- c. **Temporary/Contract:** Recruitment for your short term needs.



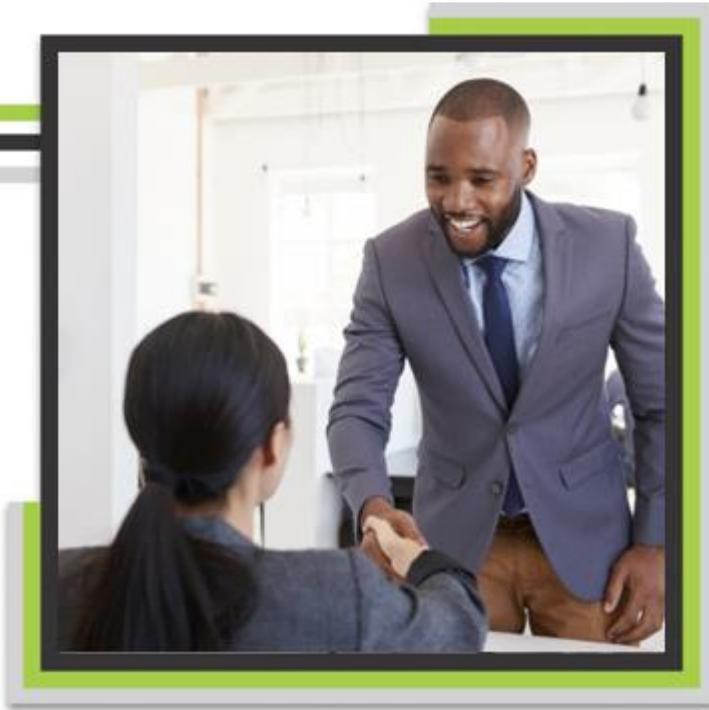
*** Refer to our recruitment service for Full details.*



HR Outsourcing

Our HR Outsourcing services enables you reduce your administration time and allow you to focus on growing your business.

We manage a whole range of human resources functions that you might otherwise outsource to multiple providers - these functions include everything from recruitment, performance management, payroll processing, benefit/compensation management and administration to training and more. With one provider to take responsibility for a range of HR functions, you'll not only spend less time on administration, but less time managing vendor relationships as well.



HR Overhauling

The major stumbling block to attaining the highest level of staff and company productivity is a dysfunctional HR System.

Aligning the HR structure with business strategy is very critical in achieving corporate goals.

We understand the challenges with the internal efficiency of any business, and have expertise in diagnosing the problems and prescribing a bespoke HR solutions to address such issues.



Our Process

1. **Appraisal of Current Structure**
2. **Performance Appraisal**
3. **Identification of key requisite elements for HR Overhauling:**
4. **Recommendations**
5. **Implementation.**





Market Advisory

We will help you understand your market - market size, market share distribution amongst major players; your existing and potential customers; and gaps in demand to curate an **on-field strategy approach** for market entry, market share appropriation and market dominance (whichever your goals are).

Within the overall strategy approach, we will provide solutions to allow you meet the goals you have set over a defined period.

Target Market Identification and Market Reach is the cornerstone of any retail-oriented business. Our well established market intelligence resources will make available to our clients the major indices, statistics and qualitative information required to outsmart the market, beat competitors and acquire larger market share. In addition, our advisory expertise comes with the expertise to deploy for execution.

Thus, from advisory to execution, we can help you plan and run the marketing department of your company as a consultant in order to increase the success rate of your company and its products, expand your distributorship line and manage them for maximum impact, effectiveness and productivity.

- a. Marketing and Sales Planning
- b. Market Entry and Penetration
- c. Product / Market Research & Market Penetration
- d. Demographic / Consumer / Customer Survey & Analysis
- e. Integrated Marketing Communications
 - i. Brand Conceptualization, Designing and Activation
 - ii. Advertisements – Concepts, Campaigns and Implementation



Our Past Clients



CONTACT US



St. Francis House, 37,
Bode Thomas Street
Surulere, Lagos, Nigeria.



0817 214 1063



info@pgconsultingng.com



www.pgconsultingng.com
