



THE LAUNCHING OF NIGERIA BUSINESS COMPOSITE 10

**NiBC10**

POWERED BY



**Company Name:**

**CEO:**

**Founded:**

**Category:**

The Nigerian Stock Exchange

Oscar N. Onyema OON

1960

Financial Services



[www.nse.com.ng](http://www.nse.com.ng)

**DESCRIPTION**

The Nigerian Stock Exchange services the largest economy in Africa and is championing the development of Africa’s financial markets. The NSE, a registered company limited by guarantee, was founded in 1960 and it is licensed under the Investments and Securities Act (ISA) and is regulated by the Securities and Exchange Commission (SEC) of Nigeria. The Exchange offers listing and trading services, licensing services, market data solutions, ancillary technology services and more.

The Nigerian Stock Exchange is committed to adopting the highest levels of international standards. To support this commitment, The NSE belongs to a number of international and regional organizations that promote the development and integration of global best practices across its operations. It is a member of the International Organization of Securities Commissions (IOSCO), the World Federation of Exchanges (WFE), Sustainable Stock Exchanges (SSE) Initiative, the SIIA’s Financial Information Services Division (FISD) and the Intermarket Surveillance Group (ISG). The Exchange is a founding member and executive committee member of the African Securities Exchanges Association (ASEA).

The NSE continues to evolve in order to meet the needs of its valued customers and to achieve the highest level of competitiveness. It is an open, professional and vibrant exchange, connecting Nigeria, Africa and the world.

The Alternative Securities Market (ASeM) is the NSE’s specialized board for emerging businesses – small and mid-sized companies with high growth potential. It gives such companies the opportunity to raise long-term capital from the capital market at relatively low cost, allowing them to grow and institutionalize.



**Company Name:** Ciuci Consulting  
**Founder:** Chukwuka Monye  
**Founded:** 2007  
**Category:** Management Consulting



[www.ciuci.us](http://www.ciuci.us)

---

## DESCRIPTION

Ciuci Consulting is a strategy and consumer intelligence company with strong technical expertise in strategy formulation, research and human capital development. It is founded on the principle that companies in Africa experience tough challenges that require practical and realistic solutions, not just reports. The firm consists of ethically-driven professionals who strongly believe in integrity and partnership as key ingredients for delivering high-quality results to its clients.

Ciuci develops strategic solutions for both private and public organizations in Africa. Having carried out over 200 projects, with 80% of them focused on SMEs, Ciuci has significant intelligence that supports the fact that SMEs are essential to Nigeria's economic development. As such, Ciuci is committed to the continued support of this sector.

Ciuci Consulting won the Stevies Award for Middle East and Africa Category for its contribution to social and economic impact in Nigeria through human capital development and several special interventions. It also won the Stevies Award for Middle East and Africa Category for its innovative solutions for clients.



---

## DESCRIPTION

The Nigeria Business Composite (NiBC) is a group of select businesses Ciuci has worked with to achieve remarkable improvement at different stages. The NiBC 10 was launched by Ciuci Consulting in partnership with the Nigerian Stock Exchange as part of its activities to commemorate 10 years of supporting Nigerian businesses. This campaign aims to promote Nigeria's SMEs as a viable asset class for investors. The NiBC 10 companies are:

- Bestman Games Limited
- DBH Solutions Limited
- Everyday Supermarket
- Healthcare Leadership Academy
- House of Tara International
- Iya Foods
- L'Avyanna
- Massey Street Children's Hospital
- Private Sector Health Alliance of Nigeria
- Ugo Monye Limited



**Company Name:** Bestman Games Limited  
**Founder:** Nimi Akinkugbe  
**Founded:** 2012  
**Category:** Gaming Company

[www.bestmangames.com](http://www.bestmangames.com)

**DESCRIPTION**

Bestman Games, established in 2012, is a leading African games company based in Lagos Nigeria and is the African distributor of customised editions of Hasbro games for 48 African countries. Its flagship product is Hasbro’s world-famous board game, Monopoly. The City of Lagos Edition of Monopoly, the first African City edition was launched in December 2012. Since then the Nigeria Centenary, Cross River, Corona Schools and Accra Editions have been launched. Several city and country editions are in the pipeline.

Bestman Games uses the medium of games to educate, empower and entertain:

- Promotes personal financial literacy from an early age to encourage economic empowerment and entrepreneurship in our communities
- Promotes and encouraging strong ethical values and a sense of integrity amongst players by penalizing negative or dishonest behaviour and rewarding positive behaviour in a symbolic way
- Instils a sense of community amongst, Nigerians both at home and in diaspora by creating a game that they can relate to, including familiar landmarks, streets and heritage sites.
- Reinforces the importance of family values by creating a reason for family members to spend quality time together playing and learning.
- Presents Africa in a positive light, to encourage interest in tourism and foreign direct investment.

Other games in its product suite include a Lekki-Ikoyi Bridge jigsaw puzzle and Top Trumps, the 30 Things to see in Lagos deck of cards.

The first City of Lagos Electronic Banking Edition of Monopoly will be launched later this year along with Bestman Games first proprietary game, which will be available on both digital and board game platforms.

**BRIEF TO CIUCI CONSULTING**

To provide comprehensive business setup services including strategy and business planning and providing execution support which included sales, marketing, logistics and vendor management

**REMARKS BY THE CEO**

“It is great to be able to articulate your vision to a company that gets it, that believes in it, and is able to translate it and bring it to reality. Ciuci Consulting was that company.



**Company Name:** DBH Solutions Limited

**Founder:** Dafydd Bayley-Hay &  
Oswald Osaretin  
Guobadia

**Founded:** 2008

**Category:** Infrastructure

[www.dbhsolutions.com](http://www.dbhsolutions.com)

## DESCRIPTION

DBH is an African infrastructure and information technology company primarily based in Nigeria, West Africa. The company is an industry leader in providing quality infrastructure and technology solutions to a wide range of sectors.

Its infrastructure and IT products cover a number of areas including raised access flooring, structured cabling, internal partitions, IP networking & telephony solutions and business furniture. Also, the company's IT consultancy offers infrastructure & IT advisory and design services to businesses on a strategic and operational level.

The business combines its internal building and information technology products with consulting services to meet clients' goals. Dedicated teams of professional engineers will design and integrate client solutions to the highest standards. Experienced on-site project managers ensure the highest quality of work and services is delivered on schedule and to budget- end to end.

DBH works alongside its clients right from concept stage through to design, installation and integration. It ensures maximization of the full potential of its resources and that of its partners at every stage.

The company delivers on global standard installations based on the quality of its products and people, as they offer the perfect confluence of international expertise and local knowledge in this market.

## BRIEF TO CIUCI CONSULTING

Provide early stage business review with the goal of developing a 1-year road map based on strength of the founders.

## REMARKS BY THE CEO

"Ciuci Consulting provided us a reflective and strategic view of what our strengths were to enable us develop the right products for our market."



**Company Name:** Everyday Supermarket Nigeria Limited

**Founder:** Dr Charles Dimnwaobi

**Founded:** 1994

**Category:** FMCG /Retail

[www.everydaygroups.com](http://www.everydaygroups.com)

DESCRIPTION

Everyday Supermarket chain provides a unique shopping experience for the public. The enterprise started with one store in Port Harcourt, and now has several outlets across the southern, eastern, and central regions of Nigeria. The pursuit of excellence has driven the vision which significantly influences the choice of locations, infrastructure appeal, branding, outlet designs, and customer experience.

Everyday Supermarket is a product of the Everyday Group, focused on increasing its role in its contribution to the Nigerian economy. It prides itself in always adding value to its products and services and also by empowering its workforce.

BRIEF TO CIUCI CONSULTING

Provide a market assessment to validate the position of Everyday Supermarket in its regional market. The result to be used for raising private investment for further expansion.

REMARKS BY THE CEO

“The Ciuci team were absolutely thorough. The field work validated things I had felt in my gut, but had no way to prove. I was overly impressed with their gathering of intelligence.



**Company Name:** Healthcare Leadership Academy

**Founder:** Dr. Kelechi Ohiri

**Founded:** 2015

**Category:** Healthcare Leadership/ Education

[www.hlaafrica.org](http://www.hlaafrica.org)

**DESCRIPTION**

The Healthcare Leadership Academy (HLA) is a homegrown institution providing world-class, context-specific leadership, management and quality improvement training. It serves a broad range of healthcare professionals operating within both the public and private domains of the African health sector.

The HLA seeks to drive transformative changes in healthcare professionals who excel in governance and the provision of quality services. It achieves this by:

- Harnessing and nurturing their leadership potential
- Instituting within them a culture of accountability & continuous quality and
- Equipping them with the skills, tools, and capabilities they require to fully expand into their roles, and catalyse system-wide changes.

Specifically, the HLA serves as a capability building platform for healthcare professionals by providing a selection of carefully curated bespoke programmes to match identified needs. Since inception, it has developed an ever-expanding menu of innovative capability-building options to deliver tailored, theoretically grounded material to clinicians at the frontline of service delivery, senior healthcare executives, administrators, managers, and policymakers who are central to health system governance in Nigeria.

HLA has a global faculty of committed and accomplished professionals who bring a wealth and depth of experience in training healthcare practitioners, policy makers and administrators, and have collaborated with world-renowned local and international institutions to design and deliver training programmes in Nigeria. Amongst these institutions are: Duke University, University of Toronto Rotman School of Management, University of Cambridge Judge Business School, Lagos Business School, and the Institute for Healthcare Improvement.

**BRIEF TO CIUCI CONSULTING**

Provide a go-to-market strategy, supporting with brand awareness, service launch, and market sensitisation.

**REMARKS BY THE CEO**

“I was amazed by the simplicity of the work. Clear, concise, and easy to understand. It was not complicated and was easy to implement.”





**Company Name:** House of Tara International  
**Founder:** Tara Fela-Durotoye  
**Founded:** 1998  
**Category:** Cosmetics



[www.houseoftara.com](http://www.houseoftara.com)

### DESCRIPTION

House of Tara International was founded by Mrs. Tara Fela-Durotoye currently the Chief Executive Officer and the Creative Director. Its vision is to be the globally respected beauty company of African origin.

The company launched the first bridal directory in Nigeria in 1999, established the country’s first make-up school in 2004 and in 2014 held the Makeup in Nigeria Conference (MINC), the first ever gathering of makeup professionals in Nigeria.

House Of Tara has three main lines of business: the Make-up Studio, the Makeup School and the Tara product line comprising a range of professional tool kits (such as make-up boxes, brushes and purses) for make-up artists and a wide range of make-up products in the Tara brand line of color cosmetics. Today the company has a footprint of over 76 outlets including 12 make ups schools, 23 retail studios and channel partner stores. It has over 100 franchises spread across Nigeria, West and East Africa. In 2017 the Company featured in the Bronner Brother Beauty show in Atlanta USA and has since established retail distributions in Hungary and the US via independent distribution and beauty entrepreneurs.

15 years ago the company embarked on a ground breaking drive to re-create the Tara story by raising beauty entrepreneurs across University campuses in Nigeria. This platform ensures a sustainable stream of income for young Nigerians from all works of life. House of Tara has perfected the capacity to genuinely empower a generation, beyond product sales to developing life and corporate skills to ensure a well rounded individual. There are over 10,000 registered beauty entrepreneurs with more than half of those still actively trading and more are being empowered daily.

The focus of the company remains empowerment by creating effective franchise via transferable operational excellence and building enduring micro entrepreneurs.

### BRIEF TO CIUCI CONSULTING

Conduct a perception study, develop a re-invention strategy for the business and support the implementation of the strategy.

### REMARKS BY MANAGEMENT REPRESENTATIVE

“Ciuci Consulting provided real support; working with us to articulate our strategy and hand holding us through the implementation of the strategy. I felt that the value they added went beyond typical consulting services. Our experience with them was transformational”.



**Company Name:** Iya Foods

**Founder:** Toyin Kolawole

**Founded:** 2016

**Category:** Food

[www.iyafoods.com](http://www.iyafoods.com)

---

## DESCRIPTION

Iya Foods is a Nigerian-American owned food business providing authentic African inspired foods. Iya Foods’ vision is to be a leader in how African inspired foods are produced, packaged & consumed. Operations span across Nigeria and the United States. Products include:

- One-Pot Savory Simmer sauces
- Spices & Seasonings
- Flours & Powders

Iya Foods’ mission is to put high-quality African inspired foods on American shelves, by doing this, we portray the best of Africa’s culture & contribute towards strengthening our food community in America & Africa one food item at a time.

Though a relatively new company on the food scene, Iya Foods is making relevant strides in the U.S, most recently as one of top 10 companies selected by Target for its first ever Target Take-off Program focused on Accessible, Affordable, Inclusive & Inspirational Better-For-You Brands.

---

## BRIEF TO CIUCI CONSULTING

Develop a business case for our venture and provide the necessary backend support required.

---

## REMARKS BY THE CEO

“Ciuci brings a remarkable knowledge of local markets; in today’s market, we have to be dynamic and flexible in order to win. Ciuci has supported our ability to respond strategically in a fast-paced consumer market.”



**Company Name:** L'Avyanna  
**Founder:** Dr May Ikeora  
**Founded:** 2015  
**Category:** Cosmetics



[www.lavyanna.com](http://www.lavyanna.com)

---

## DESCRIPTION

L'Avyanna is a fast-growing cosmetics company which started in the United Kingdom, producing organic and natural skin care products for men and women.

The company came into the Nigerian market to produce good quality skin care products accessible and affordable to the Nigerian consumer. Today, L'Avyanna is distributed all over Nigeria and is currently working on expanding its distributions channels across Africa and other continents.

---

## BRIEF TO CIUCI CONSULTING

Audit its business with the aim of articulating the best strategy to expand and attract new investors.

---

## REMARKS BY THE CEO

“Ciuci Consulting helped us discover lucrative aspects of our business that we never realised and actually came up with a winning strategy that currently defines our business identity. They delivered on our investment memorandum, which has attracted investors. All in all, Ciuci Consulting understands the real needs of SMEs like ours and holds you through the process like your success is theirs.”

**Company Name:** Massey Street Children's Hospital

**Founder:** Lagos State Government

**Founded:** 1962

**Category:** Healthcare



DESCRIPTION

Massey Street Children's Hospital (MSCH) created as the children's referral hospital, is owned by the Lagos State government. It has a significant heritage as the birthplace of many prominent Lagosians. MSCH trained the first indigenous pediatricians in Nigeria, and has been providing child services for over 50 years.

MSCH has been a key component of the Lagos State strategy to meet the healthcare needs of children across the state.

BRIEF TO CIUCI CONSULTING

Develop a strategic roadmap for MSCH to become an operationally efficient hospital with a focus on financial sustainability and provision of high quality care with clinical outcomes.

REMARKS BY MANAGEMENT REPRESENTATIVE

"Ciuci Consulting definitely has a stake in this continent and in Nigeria. At the beginning of our relationship, they voluntarily offered their services to MSCH because they had interest to contribute to the improvement of the quality of care that was offered to the children. They supported us for two years pro-bono. Who does that?!!"

Some of the tangible benefits of engaging Ciuci include:

- Relocation of the Emergency room to the ground floor from the first floor
- Acquisition of new equipment
- PPPs have been established with NGOs
- The introduction of a residency programme
- Improvement of the hospital's clinical processes and use of hospital guidelines
- Renovation of parts of the hospital by the Lagos state government

**Company Name:**  
**Founder:**  
**Founded:**  
**Category:**

Private Sector Health Alliance of Nigeria  
Dr Muntaga Umar-Sadiqi  
2012  
Healthcare



www.phn.ng

DESCRIPTION

The Private Sector Health Alliance of Nigeria (PHN) represents the country’s foremost private sector-led platform for driving sustainable improvement in healthcare in Nigeria. PHN is an unprecedented, world-class country owned private sector led coalition launched by Alhaji Aliko Dangote and Mr. Bill Gates that complements Federal and State government’s efforts in accelerating progress in achieving health-related sustainable development goals; by leveraging private sector innovation, capabilities, expertise, advocacy, impact investments and partnerships to support Nigeria’s health goals.

The board comprises Alhaji Aliko Dangote, Mr. Jim Ovia, Mr. Aigboje Aig-Imoukhuede, Mrs. Sola David Borha, Dr. Muhammad Ali Pate, and Dr. Muntaga Umar-Sadiq (CEO). Across 4 main operational pillars, PHN’s growing achievements continue to have a significant impact on the Nigerian healthcare system:

- Innovation: The creation of a Nigerian Health Innovation Marketplace (NHIM) as a convergence platform to spur innovation and connect actors in the innovation ecosystem.
- Partnerships: Forging public-private partnerships with States to pool and leverage private sector capabilities, expertise and resources to contribute to the Saving One Million Lives Initiative.
- Advocacy: Leading high-level advocacy engagements using evidence-based approaches to highlight priorities, support performance management and inspire policy and results based interventions.
- Impact Investments: Facilitating impact investments and market shaping engagements

BRIEF TO CIUCI CONSULTING

Develop a suite of marketing related solutions and collateral including a communication strategy and visual identity.

REMARKS BY THE CEO

“Ciuci Consulting is probably one of the most efficient firms that I have worked with. They delivered superb quality and on time.”



**Company Name:** Ugo Monye Limited

**Founder:** Ugo Monye

**Founded:** 2009

**Category:** Fashion

[www.theugomonye.com](http://www.theugomonye.com)

**DESCRIPTION**

The Ugo Monye Company is a contemporary fashion brand with eight years of resourceful experience. Its team of talented designers and tailors are known to consistently deliver best-in-class and high-quality clothing. It serves a niche upscale market, to both private and commercial customers.

Its success is in its ability to combine rare talent with excellent service and proficient management. It creates both Haute Couture and Ready to Wear garments.

**BRIEF TO CIUCI CONSULTING**

Develop a segmentation strategy and a roadmap for growth.

**REMARKS BY THE CEO**

“The Ciuci team has sound capacity in developing strategies and more importantly, in supporting businesses to implement them. I felt like I was literally all over the place trying to serve everyone that could pay for my products but engaging Ciuci resulted in great clarity of direction for my business”.





...to your future