



CIUCI AT 15

THE JOURNEY SO FAR

Our extensive global experience applied with an in-depth local focus enables us deliver valuable solutions to often complex problems.

www.ciuci.us

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ABOUT CIUCI



Since 2007, Ciuci (pronounced see-u-see) Consulting has provided strategic solutions for private, public and government organizations within and outside Africa.

We have a diverse client base in sectors such as telecoms, financial services, agriculture, FMCG, media, retail and healthcare. Today, Ciuci Consulting is one of the fastest growing operations management consulting firms in Africa. We have successfully undertaken over 400 projects with significant social and economic impact.

We have published over **170 market research articles and reports** on various industries.

We have strong competences in research, analytics, strategy formulation, capacity building and operations management, making us one of the leading execution focused management consulting firms.

WHO WE ARE

We specialize in the optimization of business operations through innovative strategies and consumer intelligence with a focus on socioeconomic impact.

Our firm consists of ethically-driven professionals who strongly believe in integrity and partnership as key ingredients for delivering high-quality results to our clients.

We are a multiple award-winning firm founded on the principle that companies in Africa experience tough challenges that require practical and realistic solutions, not just reports. We won 2 Stevies Awards for our innovative solutions for clients and our contribution to social and economic impact in Nigeria through human capital development and several special interventions.

CORE VALUES



Professionalism
in all we do



Integrity
in what we do



Partnership
in our teams
and with our
clients



Excellence
in the quality of
our work

ESSENCE



Innovative
in our approach



Thought Leader
in our ideology



Tenacious
in our will

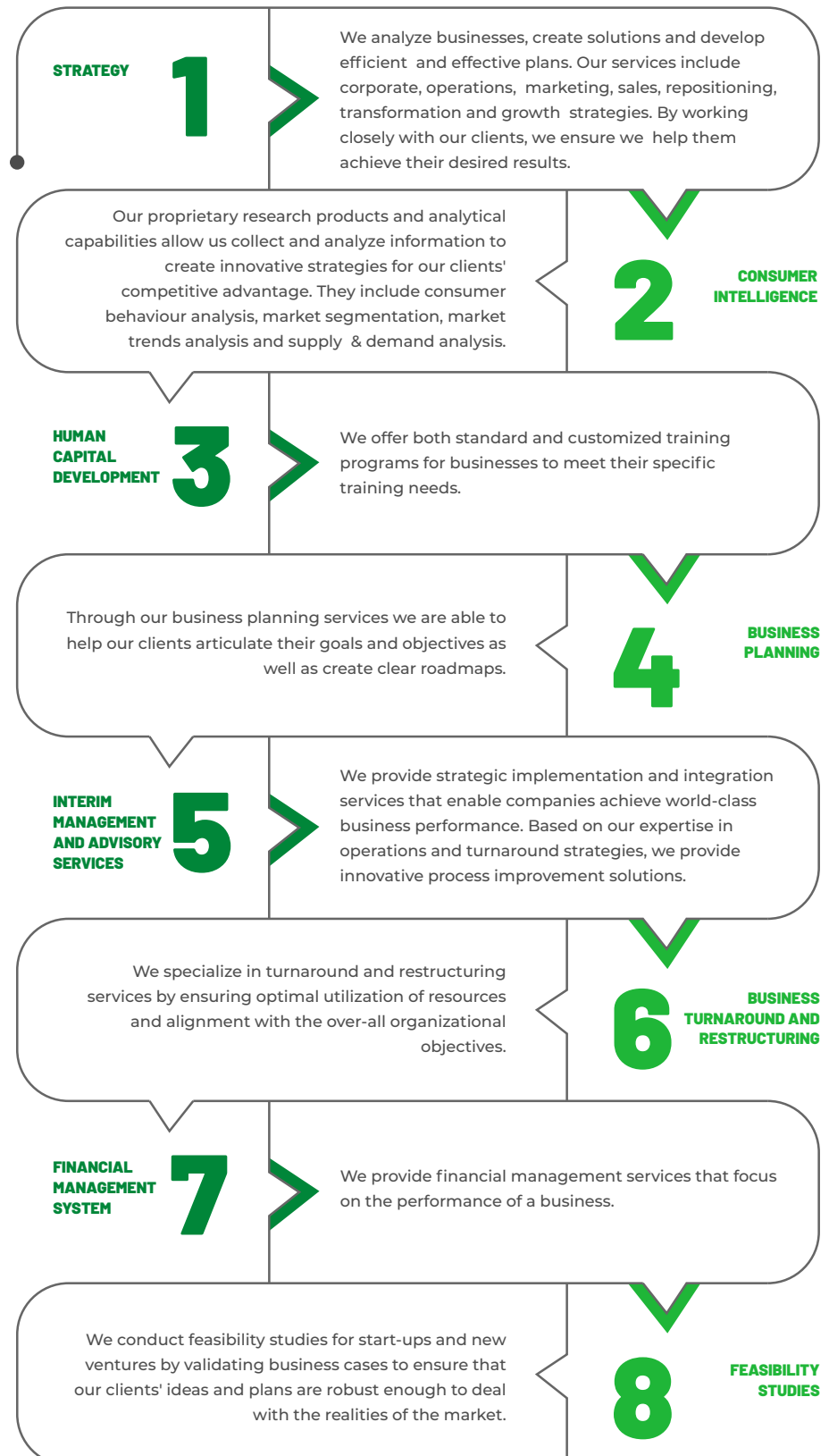


Youthful
in our spirit



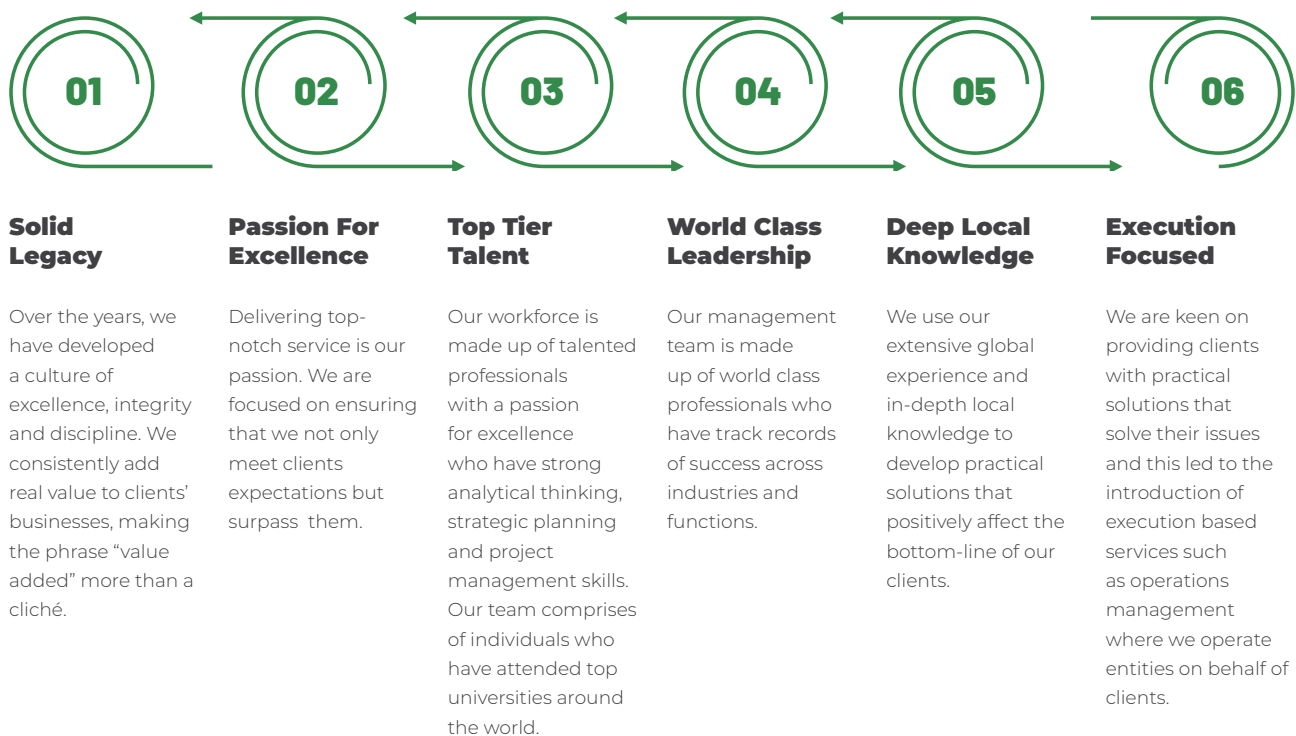
SERVICE OFFERINGS

As solution providers with a global outlook, we offer a range of services that cater to the unique needs of businesses across industries and regions.



VALUE PROPOSITION

As solution providers with a global outlook, we offer a range of services that cater to the unique needs of businesses across industries and regions.



GLOBAL PRESENCE

We are proud of the solid global network that we have established in 15 years, with a view to expand further in the next few years.



AWARDS AND RECOGNITIONS

With a strong presence and measurable impact, we have been recognized both locally and globally.



Recognized as one of the "10 most innovative companies to watch out for" by Jobberman – a top job placement website in sub-Saharan Africa.



Award for Best performing state-owned institution 2019 in Edo State, Nigeria.



Stevie's Award in the Middle East and Africa Category for innovative solutions for clients



MEA Business Award for Best Strategy & Consumer Intelligence Company – Africa 2021



Award by Corporate Vision as the best business operations management consultancy 2020– Africa

MANAGING PARTNER'S MESSAGE



CHUKWUKA MONYE

Managing Partner

As we commemorate the 15th Anniversary of Ciuci Consulting, our journey would have been impossible without these categories of people to whom we remain sincerely appreciative.

Our clients, for your trust and confidence in our ability to meet your business needs.

Our partners across Africa and beyond, sharing knowledge, experience, and collaborating with you, have been of immense value through our 15-year journey.

All staff of Ciuci Consulting and our alumni who have carried the brand far and wide through their diligence and dedication to professional excellence, thank you!

As Ciuci evolves and we deepen our footprints across the African continent, we are excited about the future and remain committed to impacting businesses and impacting lives.

Happy 15th Anniversary. The journey continues

PREFACE

Africa sits at the nexus of a transition from a history of economic stasis and hardship to one of abundant prosperity and boundless opportunities. However, attaining this potential requires an inside-out approach where Africans develop and adopt practical solutions that best fit our unique challenges.

15 years ago, Ciuci Consulting was birthed and has continued to show dedication and commitment to this African transition. We are founded on the principle that companies in Africa experience tough challenges that require practical and realistic solutions, not just reports. Thus, we stayed committed to adopting an execution-focused approach that ensures that our clients can use our recommendations – taking targeted steps that lead to the desired outcomes.

In commemoration of our **15th anniversary**, this digital magazine chronicles some of our impacts in 15 selected areas, which in turn highlights our contribution to the realization of the African vision. In the last 15 years, we have successfully executed over 400 projects and published over 150 reports and articles in sectors such as Telecommunications, Banking and Financial Services, Media, Retail/FMCG, Agriculture, Energy, Education, and Healthcare. Our footprint is well entrenched in Nigeria with an established presence in Lagos, Benin, and Asaba; across Africa in Accra, Johannesburg, Kampala, and Nairobi; and in other locations like San Francisco, London, and New York.

Bound by a commitment to attaining high value in business, our team of industry experts consistently apply their extensive global experience, with an in-depth local focus, to deliver valuable solutions to often complex problems.

This digital magazine is relevant to both individuals and corporate entities desirous of learning about Africa and Nigeria in particular; with specific thoughts on the economic landscape, the challenges, and opportunities that abound. To ensure ease in navigating this resource, the first section highlights a few of our impacts in selected areas alongside our top articles/reports in those areas. A detailed list of all our publications and their respective web links have been provided.

Enjoy!

Ciuci Consulting



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FOCUS 1: TELECOMMUNICATIONS

Ciuci Consulting has a deep wealth of experience in telecommunications with a proven track record of standout excellence working with clients in this sector.

For instance, Ciuci Consulting was responsible for the commercial rollout of the Mobile Virtual Network Operator (MVNO) across Nigeria through a market assessment study and go-to-market plan which was developed on behalf of the client.

Furthermore, in 2007, Ciuci provided strategic support to a multinational telecom services provider in Nigeria seeking to gain a presence in the Nigerian market. Ciuci conducted a market study to identify the possible areas the company can play in; the commercial benefits of playing in the market; and the identification of the best possible approach to consider for market entry into this sector. More recently, Ciuci has expanded its telecom service into East African markets in a major move to stamp its feet as a leading consulting firm of African origin. Adding to this, Ciuci has also distinguished itself as a thought leader in the industry through its well-researched publications and articles.

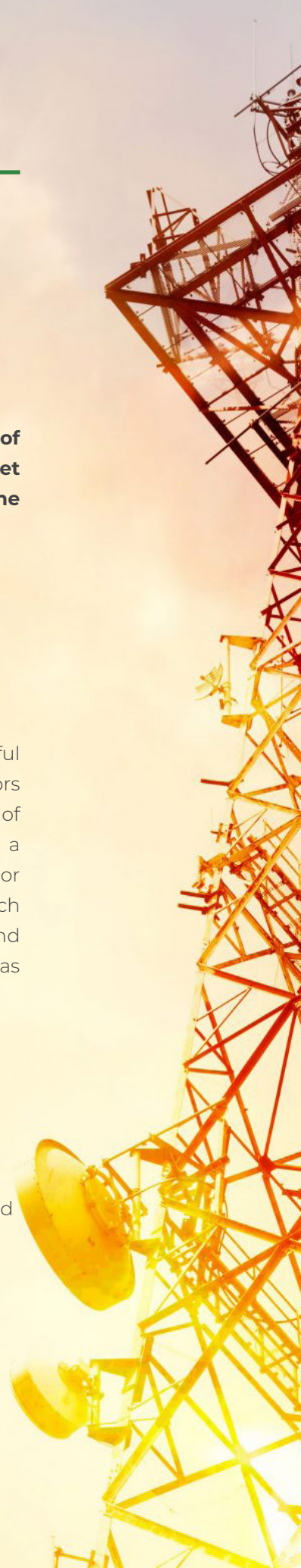
Some of these published articles include:

How Telecom Subscribers in Lagos Select Their Network Providers.

This article gave a very insightful breakdown of key factors that influence the choice of customers when selecting a network provider for voice or data services. The research identified loyalty, cost, and quality of network connection as top considerations.

Factors Influencing Mobile Network Porting in Nigeria.

This article evaluated the reasons why customers port from one telecom provider to another. The research identified poor network service, freebies from other network providers, and poor customer service as some of the top reasons.



What Nigerians do with their smartphones.

Telecommunication tools have evolved from simple communication devices for voice calls to complex tools that support voice and data services over long distances. Understanding the way users interact with their mobile phones unlocks new opportunities for telcos. Ciuci discovered that interaction has evolved due to high-speed internet redefining the way mobile users interact and communicate.

The Telecommunications Industry In Kenya: Key Consumer Trends.

This article explores key consumer trends in the Kenyan telecoms sector. Growth drivers, contribution to GDP, changing consumer patterns are some of the key themes discussed.

Other articles from Ciuci on telecommunications

- [Mobile Marketing and Telecoms Consumer Protection Rights](#)
- [Factors Influencing Mobile Network Porting in Nigeria](#)
- [Opportunities in the N170 billion Nigeria Mobile Application Market](#)
- [How Telecoms Subscribers in Lagos Select their Network Providers](#)
- [The Telecommunications Industry in Kenya: Key Consumer Trends](#)
- [What Nigerians do with their Smartphones.](#)

FOCUS 2: MINING

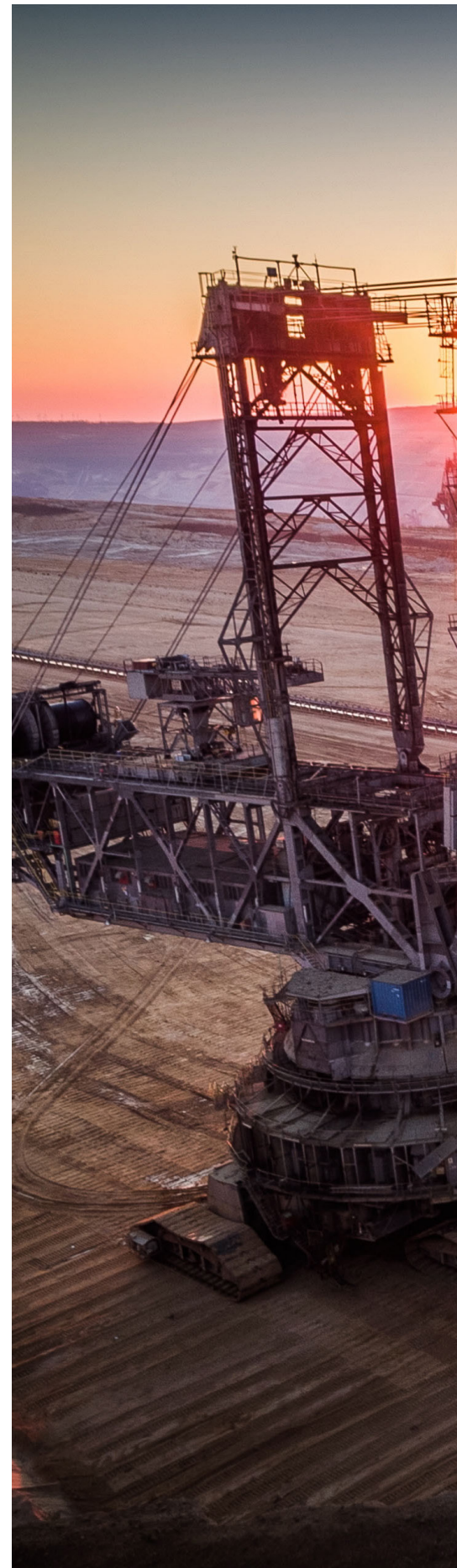
Nigeria is endowed with vast solid minerals. Regardless, these resources have been underutilized.

Over the years, we have supported mining firms to review their business operations, design more efficient operating models, and develop new strategies that help them open new markets locally and internationally.

For example, we supported a client conduct a global and local market assessment for silica sand. In addition, we also supported the company in developing its set-up and operational strategy. Furthermore, we strive to make intellectual contributions to the existing body of knowledge. Notable among some of our articles is the “ **Harnessing the Potential of the Nigerian Passive Mining Sector**” The article explored the different opportunities that the mining sector presents and the roles the government and private sector can play to help the sector reach its full potentials.

Other Related Articles

- [Harnessing the Potential of the Nigerian Passive Mining Sector](#)





FOCUS 3: CONSUMER INTELLIGENCE

Ciuci Consulting specializes in the optimization of business operations through innovative strategies and consumer intelligence with a focus on socio-economic impact.



We have developed significant research and analytical capabilities which we leverage to address topical issues in key industries.

Our proprietary research products enable us to stay at the cutting edge of changes in the local business environment. In 15 years, we have executed over 400 projects and won several industry awards. These fits underscore our leading position in consumer intelligence and strategy consulting.

Across various industries, we have blazed the trail in providing timely consumer research. In 2017, we published a top-ranking article, titled “**Are the Youth Responding to Wema Bank**”.



The article was in response to a sudden jump in the perception ranking of Wema Bank among 18 to 23-year-olds. Amidst the frenzy, the article identified the bank’s move to modify its savings, web transfer, and deposit options as a point of attraction for the youth.

What Nigeria’s Banking Customers Want: An Assessment of Retail and SME Banking Preferences.

The publication explored the lifestyles, behaviors, and preferences of bank customers, interviewing over 3100 respondents.



Beverages: What the Next Generation of FMCG Customers Want”.

This article featured over 226 respondents and explored future trends that will shape the industry following the new normal created by the pandemic.

Some of our other articles on consumer intelligence include:

- [Are the Youth Responding to Wema Bank](#)
- [Customer experience: The Tale of Nigerian Ride-hailing Users](#)
- [What Nigeria's Banking Customers Want: An Assessment of Retail and SME Banking Preferences](#)
- [Beverages: What the Next Generation of FMCG Customers Want](#)
- [How Telecom Subscribers in Lagos Select Their Network Providers](#)
- [GTBank, Zenith, Access, First Bank, UBA get some Love on Valentine's Day](#)



FOCUS 4: INDUSTRY ANALYSIS

At Ciuci Consulting, we help our clients define and grow their businesses, ensuring that their products and services achieve the targeted outcomes.

We also help our clients understand their competitive positioning relative to other companies that produce similar products or services. We executed an industry analysis for a geotextile brand where we helped the client to identify key demand and supply clusters in Nigeria; including market trends, product and sales, customer preferences, social factors, regulations, competition, profitability, and cost to serve in each of these clusters. Ciuci has published many articles on industry analysis.



Hospitality Sector Report: The Nigerian Healthy Food QSR Industry – Non-consumer Perceptions.

The Nigerian healthy food QSR is an emerging market that comprises players offering a wide range of healthy meal options. Ciuci surveyed over 500 customers across three regions to understand their perceptions, key buying patterns, customers' and other market drivers. The survey revealed that customers' buying pattern is shaped by brand awareness, brand perception, and product value.

Our articles on industry analysis include, but are not limited to:

- Rebasings the Economy (GDP)- Implications and Expectations
- Critical Success Factors for Nigeria's Privatized Power (I)
- Outbound Medical Tourism: Result of a Poor Healthcare System
- Winning in Africa
- The African Enterprise
- Towards achieving Nigeria's Health-Based Millennium Development Goals by 2015: How far have we gone? (I)
- Bridging Nigeria's \$2.9trillion Infrastructure Gap – Overview of Viable Investment and Financing Options (I)
- Harnessing the Potential of the Nigerian Passive Mining Sector
- Buying Decision Drivers of Detergent Users in Nigeria
- Carving a Niche in The Nigerian Makeup Industry
- Unlocking the Potential of Agriculture in Nigeria
- Breaking Through the Uncertainties of Investing in Nigeria's Booming Consumer Market
- Much Ado About Nigerian FinTechs?
- Nigerians and E-Commerce
- Nigeria's Small Businesses Need to Become More Than Potential
- Growing Your Business: Systems
- Street Hawkers – Marvel's Next Superheroes?
- Healthcare Delivery Report: Edo State
- How to Conduct Business Reviews
- An Analysis of the Approved 2020 Budget and its impact
- COVID-19: Nigeria Industry Analysis
- The NSE and COVID-19
- Hospitality Sector Report: The Nigerian Healthy Food QSR Industry – Non-consumer Perceptions
- Winning in Africa: An Investor's Guide to the Nigerian FMCG Market

These articles have helped a lot of companies in the industry to identify their strengths, weaknesses, opportunities, and threats. Some of these articles include:

"Carving a Niche in The Nigerian Makeup Industry".

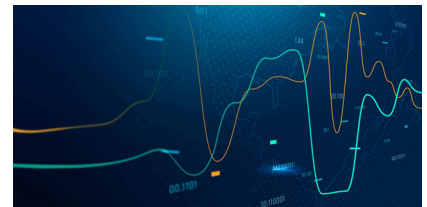
This article explored the state of the Nigerian makeup industry, local competition drivers, the impact of digital media in the industry, partnerships, and opportunities for research and development.

FOCUS 5: FINANCE AND BANKING

We bring in a combined repertoire of industry knowledge and expert perspectives to help our clients gain new insights into their industry and markets.

Over the years, we have provided services in corporate strategy, market intelligence, IT audit, financial training, financial management systems, financial advisory, and market analysis support to financial services institutions, multi-national and mid-tier banks. On one of our projects, we helped a tier-one commercial bank that wanted to merge and acquire another tier 2 commercial bank to identify key opportunities for synergy in the merger. In addition to the client

projects we executed, we published several industry reports that provided insights into the industry. One of such reports is titled **“Bank Love Challenge: GT Bank, Zenith Bank, Access, First, UBA Get Some Love on Valentine’s Day”**. This article explored the love and hate relationship that existed between banks and their customers to commemorate the Valentine’s Day celebration. Over 1,023 customers across Nigeria were surveyed, amongst other things, the report revealed strong



ties between the age range of the customer and their likes or dislikes for certain banks. The annual report is subscribed to and purchased by many commercial banks in Nigeria.

Other top articles from Ciuci on finance and banking

- What Nigeria’s Banking Customers Want: An Assessment of Retail and SME Banking Preferences.
- Banking Millennials - Understanding the Digital Generation.
- Perception Ranking of Nigerian Banks by Tiers.
- Analysis of Profitable Customer Behaviors for Nigerian Retail Banks.
- Much Ado About Nigerian FinTechs?
- A Look at Retail Banking, Where the Customer is the Kingdom.



FOCUS 6: HUMAN CAPITAL DEVELOPMENT AND PEOPLE



We are very big on human capital development. Thus, we design and execute impactful training programs for corporates across different areas of competency.

Our renowned annual Analyst Training Program (ATP), which is a 6-month in-house capacity-building program that provides entry-level analysts with knowledge, exposure, analytical & strategic thinking, and problem-solving skills, provides the professional services industry with competent talents who can add value to organizations. Aside from the interim management training that



we provide to our clients, we also provide training and coaching programs for business executives. Beyond the corporate training space, we launched a training lab known as “The Classroom”. This business workshop targets a general audience and is not specifically customized for our corporate clients. This enables individuals to enroll and benefit from training programs that meet their interests. The need for individuals to explore training options is highlighted in our article titled **“Preparing the Nigerian Youth for the World Work”**. It explored key issues relating to the unpreparedness of young people for the world of work and how this gap can be closed.

Other top articles on Human Capital Development and People

- [Striking a Balance in Employee Motivation.](#)
- [Creating an Effective Organization Through an Employee Leadership Approach.](#)
- [Emotional Intelligence in the Work Place.](#)

FOCUS 7: POWER



We consider the development of the power sector critical to the development of the Nigerian economy.

Thus, we engage with stakeholders within this sector to refine their strategies and operational models to deliver value to the market while upholding sustainability principles.

Our engagement in this sector is also supported by the quality of intellectual contributions we have made through well-researched articles and publications.

One of such is an article titled **“Critical Success Factors for the Nigerian Privatized Power Sector”**. The article

explored the challenges facing the private ownership of electric power in Nigeria, and also provided key recommendations on ways to improve the current state.

Some of Our Publication on Power

- Critical Success Factors for the Nigerian Privatized Sector
- The Growing Need for an Energy management strategy. How businesses can get more from limited power supplies
- Bridging Nigeria's \$2.9 trillion infrastructure gap

FOCUS 8: SMEs

Ciuci has demonstrated keen support for sustainable business development. The need to support SMEs in Nigeria became more obvious as a result of the ravaging impact of the Covid-19 pandemic on business operations

We have worked with SMEs across various industries to improve their business operations. On one such occasion, we provided product development and market entry support to an SME to launch the Lagos version of the Monopoly Game. Adding to this, we have published a plethora of reports on SMEs.

Some of them include:

The Missing Middle: Innovative Solutions to Financing SMEs in Nigeria.

This article provides innovative ways by which SMEs can obtain finance to scale up their businesses with a seamless payback system.

Winning in Africa: An Investor's Guide to the Nigerian FMCG Market.

The article served to open Africa to more Foreign Direct Investments. It explored key growth trends in the African market which companies can begin to exploit.



Some of Our Publication on SMEs

- How SME Customers Rank Nigerian Banks – Excerpts from Ciuci Consulting's 2014 Banking Report.
- What Nigeria's Bank Customers Want: An Assessment of Retail and SME Banking Preferences (2015).
- Unlocking Nigeria's SME Value and Productivity Through Science and Technology Parks
- MSMEs, the CBN Fund & the Winning Factor.
- COVID-19: Nigeria Industry Analysis
- The Missing Middle.



FOCUS 9: EDUCATION

We share in the view of
Malcolm X that



**Education is the passport
to the future, for tomorrow
belongs to those who
prepare for it today.**

Thus, we have provided expert opinions to stakeholders in the education sector. As such, we conducted a study to ascertain the practicability of a nationwide educational portal in Nigeria as well as developed an implementation plan for the project. Through our reports and articles, we have provided deep insights that address gaps in the sector.



Bridging The Educational Gap in Africa.

There is no gainsaying that education in Africa is in a poor state when compared to the West. Given the enormity of this gap, Ciuci explored effective measures to bridge this gap. The article highlighted these measures.

What Does the Future Hold for Nigeria's Education Sector?

The Teachers and Head Teachers Speak. The first series of this article highlighted the students' and parents' views about the effects of the COVID-19 pandemic on the Nigerian education system. Reportedly, the closure of schools harmed 83% of the parents interviewed, while 45% of students showed dissatisfaction with learning from home.

Other articles in this category include:

- [Implementing Innovative Strategies to Improve Education in Nigeria](#)
- [What Does the Future Hold for Nigeria's Education Sector? The Teachers and Head Teachers Speak](#)
- [What Does the Future Hold for Nigeria's Education Sector? The Parents and Students Speak](#)
- [Bridging The Educational Gap in Africa](#)



Some of our top articles include:

Implementing Innovative Strategies To Improve Education In Nigeria.

The article explored key challenges and gaps in the Nigerian educational system and suggested key innovative strategies to help improve the sector. Suggestions explored dimensions such as technology, teacher development, and more.



FOCUS 10: MEDIA AND ENTERTAINMENT



Nigeria's media and the entertainment business are some of the fastest-growing industries in the world.

We have strategically supported media and entertainment houses through ongoing strategic support, interim management, and business outsourcing. We conducted a study to determine the viability of establishing a children-focused television station for a local media house. We also conducted market research to learn more about consumer purchase habits, customer satisfaction/loyalty levels, and distribution/communication channels. The

information acquired was utilized to create workable solutions to help the company expand its multimedia customer base and increase its wallet-share by increasing the number of items subscribed to.

Some of our media and entertainment articles include:

Wizkid, Davido, and Simi Top in Asaba Music Survey.

This survey was conducted in 2019 in Asaba, Delta State. It showed that feelings/mood is a major driver of why people listen to music.

A Brand, a Story, a Connection.

This article was published on March 4, 2019. It explains the different terms and highlights the relationship between them. It was established that customers sometimes make purchase decisions based on the story attached to the brand. As a result, the story told around a brand is critical to its success.



FOCUS 11: FMCG

We have carried out comprehensive researches across various segments within the FMCG sector. This includes beauty and personal care, food and beverages, etc. Across each of these segments, we assessed consumer demand and buyer behavior patterns that will help our clients to maintain competitiveness in the face of evolving consumer needs. We always ensure that we uphold our value of “Partnership”. Given this, we helped a leading make-up brand seeking to reposition its business to develop and implement a carefully planned out strategy.

Our publications in this area include:

Winning in Africa: An Investor's Guide to the Nigerian FMCG Market.

Many economies in Africa are joining the league of emerging economies. As a result, the continent presents opportunities for potential investors. Nonetheless, due to the poor ease of doing business, investing presents significant risk. This article provides investors with a practical guide on how to navigate investing in the Nigerian FMCG sector to leverage the large population size of Nigeria.

Understanding Nigeria's FMCG Market.

This publication gives a breakdown of the Nigeria

FMCG market, how to leverage the opportunity to make maximum profit, and have a positive environmental impact.

Five Things to Know About the Nigerian Consumer.

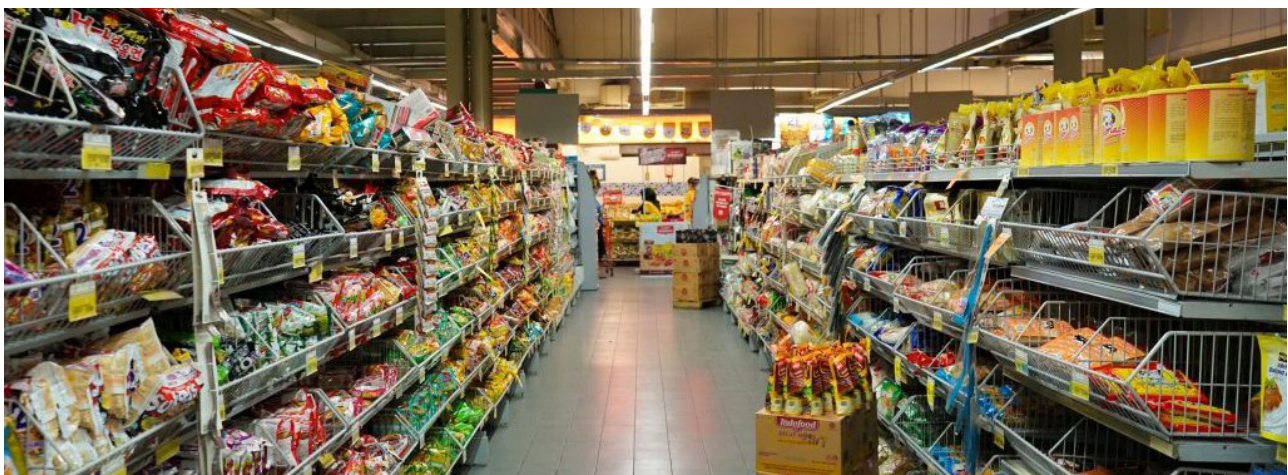
This publication breaks down consumer behavior into five solid points to help businesses better understand their customers.

Beverages: What the next generation of FMCG customers wants.

This publication discusses the required strategies that companies need to adapt to stay in business and connect with a new generation of consumers whose needs and behaviors differ significantly from the generation before them.

Additional Publications on FMCG

- [Winning in Africa: An Investor's Guide to the Nigerian FMCG Market](#)
- [Understanding Nigeria's FMCG Market.](#)
- [Five Things to Know About the Nigerian Consumer](#)
- [What do Nigerian Retail Customers Want?](#)
- [Beverages: What the Next Generation of FMCG Customers Want](#)
- [How Top Beverage Companies Attained Brand Loyalty in Nigeria](#)



FOCUS 12: HEALTH

Our work spans the healthcare sector where we have supported both private, and public health care facilities through business reviews, financial sustainability projects, and operations management.

For instance, we helped a private tertiary health care facility that was delisted from the Nigeria Stock Exchange and faced operational issues to write off some of its debt and launch back on the part of financial growth. Subsequently, the hospital was listed again on the stock exchange. In addition, we undertook an operations management engagement with the 200-bed tertiary hospital in Nigeria. During this time, we helped the hospital to expand revenue by over 1000% in less than three years.

Some of our health publications include;

Digital Transformation: Nigerian Healthcare Businesses In Perspective.

This article explored the role digital technology play in improving the quality of healthcare delivery. It strengthens the interaction between patients and health care providers, improving patient outcomes, streamlining medical practitioners' work, optimizing



operations and systems, reducing medical errors, and lowering costs.

Brain-drain in the Health Care Industry.

This publication showed the impact of brain drain and how it can be managed.

The Second Wave of COVID-19 in Nigeria – Public Perception and its Likely Impact on the Healthcare System.

This publication highlighted the impact and Nigeria's preparedness for a second wave of the covid-19 pandemic. In addition, the report outlined innovative solutions that regulators can leverage to ensure

the public is kept safe during these challenging times.

Other Health Publication

- Healthcare Delivery Report: Edo State
- Digital Transformation: Nigerian Healthcare Businesses in Perspective
- Brain-drain in the Health Care Industry
- The Second Wave of COVID-19 in Nigeria_ Public Perception and its Likely Impact on the Healthcare System
- Nigeria's Health Care Delivery: The Missing Links
- Guidelines for Performance Management in Hospitals
- Healthcare Funding in Nigeria

FOCUS 13: OPERATIONAL MANAGEMENT

Ciuci Consulting specializes in the optimization of business operations through innovative strategies and consumer intelligence with a focus on socio-economic impact.

We believe in building systems that work efficiently. As a management consulting firm that is focused on operations management, we have managed the operations of both public and private enterprises. In each case, we achieved stellar results within a short period. Some of our engagements in this area include an operations management contract for a 200-bed government hospital in Edo state, where we operationalized the facility, increased monthly revenue by over 1000% and earned the state recognition as the most performing institution in Edo State, Nigeria. Through our articles and reports, we have



contributed to shaping the conduct of operations management in Nigeria. For example, we published an article titled **"Operations Management Overview"**. This article explains operations management in simple terms. It defines operations management as the management of processes that change inputs into goods and services that provide value for the consumer.

Other articles on Operations Management

- [Operations Management Overview](#)
- [Strategic Planning Guide](#)
- [The African Enterprise](#)
- [Improving Business Processes](#)
- [A Way to Increase Organizational Efficiency](#)
- [Creating Effective Organizations Through an Employee Leadership Approach](#)
- [The Growing Need of an Energy Management Strategy. How Businesses can get More From Limited Power Supplies](#)
- [Operating in a Risk-free Bank](#)



FOCUS 14: BUSINESS SUSTAINABILITY

We believe that business should be conducted in a way and manner that ensures the continued survival of the business and the preservation of the community in which the business operates.

As such, we deploy innovative strategies that take sustainability into considerations. Over the years, we have worked on projects that promote company sustainability for both ourselves and our clients. We are currently working on an alternative cooking fuel that will have a lower environmental impact in terms of greenhouse gas emissions and will boost afforestation. This is because we have learned that if the environment, economy, and people aren't performing at their best, it will be difficult for businesses to grow sustainably. In this line, our team of experts condensed their years of experience in helping businesses grow sustainably into a unique framework which we call the "Ciuci IDEAL AIDS Framework". It serves as a guide for sustainability leaders to create systems that help their businesses to grow.

Other articles in this area include:

How Can Social Innovation Work?

This publication discusses how the cost of acquiring goods and services has escalated due to high exchange rates, and how businesses with high foreign exchange exposure are facing challenges in meeting foreign obligations to suppliers and partners.

Jumpstart Your Business.

This article discusses the challenges associated with starting a new business venture, strategies for jumpstarting new and existing businesses, market entry strategies, and lots more.

Rethinking Sustainability for Nigerian SMEs.

The article explores the contribution of SMEs to Nigeria's economy and the challenges Nigerian SMEs face.

Some of Our Publication on Business Sustainability

- [The Growing Need for an Energy Management Strategy: How Businesses can get More From Limited Power Supplies](#)
- [5 Things Nigerian Businesses Must do to Survive in 2016](#)
- [How Can Social Innovation Work?](#)
- [Jumpstart Your Business](#)
- [Rethinking Sustainability for Nigerian SME's](#)

FOCUS 15: EAST AFRICA

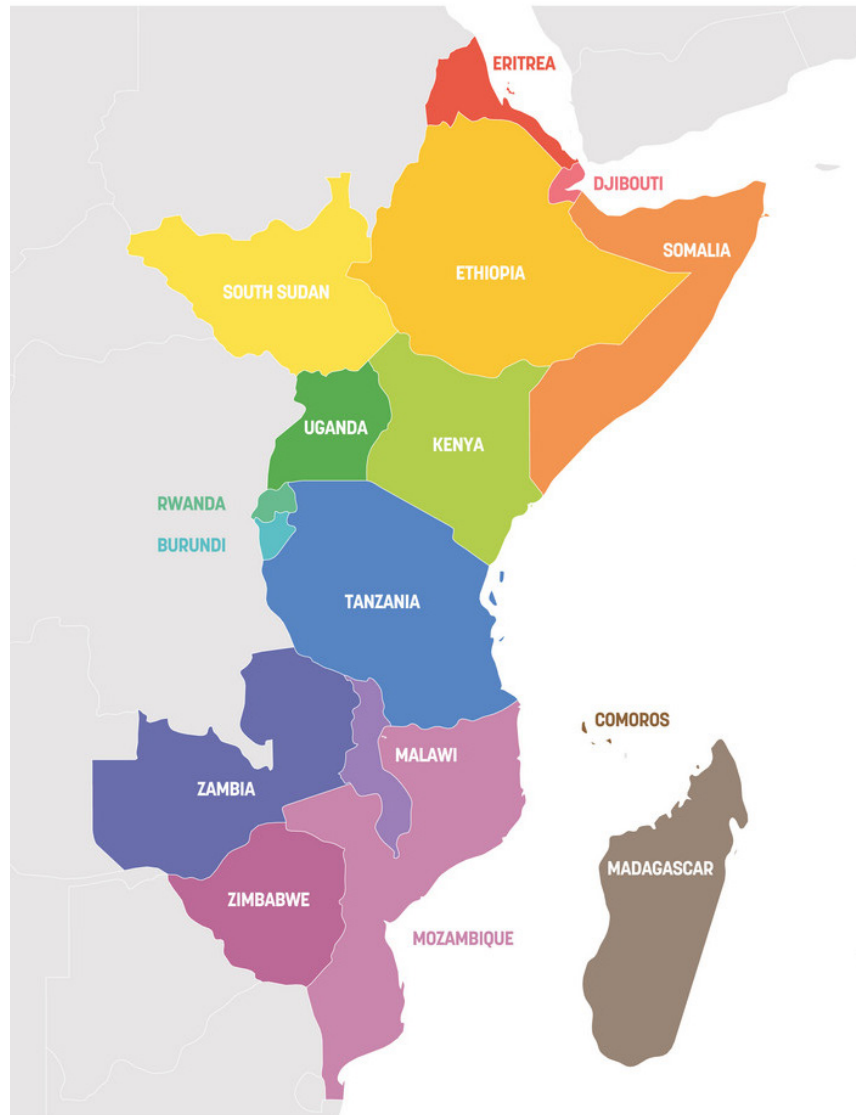
Over the years, we have expanded our tentacles into other African countries to demonstrate our Pan-Africanism and in pursuit of our vision of being the leading consulting company of African origin. We established offices in Kenya, Uganda, Ghana, and South Africa. Through these offices, we have developed impactful projects in the telecommunications, health care, and agricultural sector. Furthermore, our insights into these markets have proven to be a veritable source of information for investors planning to venture into these markets. Some of the articles published include:

An Overview of Kenya's Economy:

How the Startup Ecosystem Adds Value. This article evaluates the impact startups have had on the Kenyan economy. Startups added about 190 million dollars in the past five years to the Kenyan GDP, this figure is projected to grow by 5.7% annually.

The Telecommunications Industry in Kenya.

Key Consumer Trends. The article explored key consumer trends in the Kenyan telecoms sector. Growth drivers, contribution to GDP, changing consumer patterns are some of



the key themes discussed.

Uganda and Agriculture.

The article discusses the contributions of agriculture to the Ugandan economy, and other key market segments such as crop farming, livestock, fishery industry, and the challenges faced in the Agri sector.

Top articles on East Africa

- [An Overview of Kenya's Economy: The Startup Ecosystem Adds Value](#)
- [The Telecommunication Industry in Kenya: Key Consumer Trends](#)
- [Uganda and Agriculture](#)

NOTABLE MEDIA MENTIONS

With a strong presence and measurable impact, we have been recognized by several media houses both locally and globally.



Stevie's award for Middle East and Africa Category for innovative solutions for clients



Ciuci's Sustainable Business Growth Framework



Banking the Future: Transforming digital customer experience



Tayvanie Nagendran joins Ciuci Consulting



Microsoft and Ciuci Consulting award iQube winners



Business InnovationX Talk show



Nigerian Stock Exchange partners Ciuci Consulting to encourage small medium-sized enterprise listing



Ciuci Consulting's UK business outlook positive in 2020



Referenced our publication on Nigerian airline woes



Rapid growth in the mobile segment is driving the sector forward



Developing Nigeria's small medium-sized enterprises



What Nigerian mobile telecom users want



Oxford Africa Business Forum hosted Chukwuika Monye



Stevie's award for Middle East and Africa Category for innovative solutions for clients

LEGACY AND SOCIAL IMPACT

As a leading indigenous African consulting firm, we initiate ground-breaking ideas and spearhead new concepts to create socio-economic impact both locally and globally.



CCM

A mentoring platform for business owners and young entrepreneurs that focuses on innovation, strategy and leadership.



Analyst Training Programme

An annual 6-month in-house capacity building program that provides entry-level analysts with knowledge and exposure to be equipped with analytical, strategic thinking and problem-solving skills.



Transformation of a state owned-paediatric hospital

Transformed a non-operationally efficient hospital with poor quality care on a pro bono basis. The hospital achieved rapid organizational growth within 6 months of supporting implementation.



AGCare Foundation

Focused on healthcare, social care and education for vulnerable indigenes in the society. The initiatives include AGCare home, outreach programs and skill acquisition drive.

LIST OF CIUCI PUBLICATIONS

TOP 15 ARTICLES

Telecommunications	How Telecom Subscribers in Lagos Select Their Network Providers	https://ciuci.us/2019/05/27/how-telecom-subscribers-in-lagos-select-their-network-providers/
Mining	Harnessing the Power of the Nigerian Passive Mining Sector	
Consumer Intelligence	Are the Youth responding to Wema Bank?	https://ciuci.us/2017/08/17/are-the-youth-responding-to-wema-bank/
Industry Analysis	Carving a Niche in The Nigerian Makeup Industry	https://ciuci.us/2015/01/27/carving-a-niche-in-the-nigerian-makeup-industry/
Finance/ Banking	Bank Love Challenge: GT Bank, Zenith Bank, UBA Get Some Love On Valentine's Day	https://ciuci.us/2020/02/14/gtbank-zenith-access-first-bank-uba-get-some-love-on-valentines-day/
Human Capital Development/ People	Preparing Nigerian Youths for the world of work	https://ciuci.us/2021/02/09/preparing-nigerian-youths-for-the-world-of-work/
Power	Critical Success Factors for Nigeria's Privatised Power	
SMEs	The Missing Middle': Providing Innovative Solutions to Financing SMEs in Nigeria	https://ciuci.us/2016/10/17/the-missing-middle-providing-innovative-solutions-to-financing-smes-in-nigeria/
Education	Implementing Innovative Strategies to Improve Education in Nigeria	https://ciuci.us/2020/03/03/implementing-innovative-strategies-to-improve-education-in-nigeria/
Media and Entertainment	Wizkid, Davido and Simi Top in Asaba Music Survey	https://ciuci.us/2018/08/07/wizkid-davido-and-simi-top-in-asaba-music-survey/
FMCG Sector	Winning in Africa: An Investor's Guide to the Nigerian FMCG Market	
Healthcare Sector	Digital Transformation: Nigerian Healthcare Businesses in Perspective	https://ciuci.us/2020/09/17/digital-transformation-nigerian-healthcare-businesses-in-perspective/
Operations Management	Operations Management Overview	https://ciuci.us/2019/09/19/operations-management-overview/
Business Sustainability	Ciuci Ideal Aids Business Sustainability Framework	https://ciuci.us/2021/07/28/ciucis-ideal-aids-framework/
Pan Africanism (East Africa)	An overview of Kenya's economy: How the startup ecosystem adds value	https://ciuci.us/2021/09/13/an-overview-of-kenyas-economy-how-the-startup-ecosystem-adds-value/

CIUCI@15 ARTICLE GROUPING BASED ON THEIR FOCUS AREA



Telecommunication

Mobile Marketing and Telecom Consumer Protection Rights

Factors Influencing mobile network porting in Nigeria (1)

Possible \$111m opportunity in the mobile virtual network operations(MVNO) in Nigeria

Factors Influencing Mobile Network Porting in Nigeria

What Nigerians do with their Smartphones

How Telecom Subscribers in Lagos Select Their Network Providers

Market Research

The Telecommunications Industry In Kenya: Key Consumer Trends

Assessing the opportunities in the Nigerian Biofuel Industry

Critical Success Factors for Nigeria's Privatised Power (1)

Online passengers in the Offline World: What Nigerian airline operators can do with the potential 67.2 billion Naira

Buying Decision Drivers of Cubed Seasoning in Nigeria

Retail Insurance in Nigeria (2): Assessing Fundamental Consumer perspective

Secure vs Vulnerable: Nigeria's Cashless policy scorecard. Excerpts from ciuci consulting 2013 banking report

Bridging Nigeria's \$2.9trillion infrastructure gap- overview of viable investment and financing options(1)

Bank Love Challenge: Which Bank is your Boo

From Sugarcane to Sugar: Capturing the Sweet Opportunities in Backward Integration

Buying Decision Drivers of Detergent Users in Nigeria

Carving a Niche in The Nigerian Makeup Industry

Harnessing the potential of Nigeria's N86Billion Sesame seed market

Opportunities in the N170BILLION Nigerian Mobile Applications Market

Unlocking the Potential of Agriculture in Nigeria

Unlocking Nigeria's SME Value and Productivity through science and technology parks

Breaking through the uncertainties of investing in Nigeria's booming consumer Market

The Growing need of an Energy management strategy. How businesses can get more from limited power supplies

What Nigeria's Bank Customers Want: An Assessment of Retail and SME Banking Preferences (2015)
Analysis on profitable customer behaviours for Nigerian retail banks in 2015
2016 Banking report: What Nigeria's banking customers want
Hospitality Sector Report: The Nigerian Healthy Food QSR Industry – Non-consumer Perceptions
An overview of Kenya's economy: How the startup ecosystem adds value
Crashing Cost: Is Downsizing the Solution to High Operating Costs in the Nigerian Banking Sector?
Street Hawkers-Marvel's Next Superheroes?
The Glowing Black Star: A Review of Ghana's Economy
Consumer Intelligence
Online passengers in the Offline World: What Nigerian airline operators can do with the potential 67.2 billion Naira
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How Retail Customers Rank Nigerian Banks . Excerpts from ciuci consulting 2013 banking report
What Nigerian Retail Customers Want
Retail Assurance In Nigeria: Assesing Fundamental Consumer Perspective
What Nigeria's Banking Customers Want: An Assessment of Retail and SME Banking Preferences
Buying Decision Drivers of Detergent Users in Nigeria
Banking Women - Women want more from their banks - Excerpts from Ciuci banking report
Banking Millenials - Understanding the Digital Generation
Retail Bank Customer Preferences -Excerpts of Ciuci Banking report 2014
Consumer Trends in Nigeria's Quick Service Restaurants Industry
Five Things to Know About the Nigerian Consumer
How SME Customers Rank Nigerian Banks . Excerpts from ciuci consulting 2014 banking report
Critical Success Factors for an effective customer loyalty program
2014 Banking report: What Nigeria's banking customers want

What Nigeria's Bank Customers Want: An Assessment of Retail and SME Banking Preferences (2015)
Analysis on profitable customer behaviours for Nigerian retail banks in 2015
Are the Youth responding to Wema Bank?
A look at retail banking, where the customer is the kingdom
2016 Banking report: What Nigeria's banking customers want
How Telecom Subscribers in Lagos Select Their Network Providers
Wizkid, Davido and Simi Top in Asaba Music Survey
What Nigeria's Banking Customers Want: An Assessment of Retail and SME Banking Preferences
The Second Wave of COVID-19 in Nigeria_ Public Perception and its Likely Impact on the Healthcare System
The Telecommunications Industry In Kenya: Key Consumer Trends
Customer experience: The tale of Nigerian ride-hailing users
Industry Analysis
Rebasing the Economy (GDP)- Implications and expectations
Critical Success Factors for Nigeria's Privatised Power (I)
Winning in Africa
The African Enterprise
Harnessing the potential of the Nigerian Passive Mining Sector
Bridging Nigeria's \$2.9 trillion infrastructure gap
Buying Decision Drivers of Detergent Users in Nigeria
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How to Conduct a Business Reviews

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COVID-19: Nigeria Industry Analysis
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Hospitality Sector Report: The Nigerian Healthy Food QSR Industry – Non-consumer Perceptions
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Banking Millenials - Understanding the Digital Generation
Perception Ranking of Nigerian Banks by Tiers
Retail Bank Customer Preferences -Excerpts of Ciuci Banking report 2014
How SME Customers Rank Nigerian Banks . Excerpts from ciuci consulting 2014 banking report
The need to improve Nigeria's Tax-to - GDP Ratio
2014 Banking report: What Nigeria's banking customers want
What Nigeria's Bank Customers Want: An Assessment of Retail and SME Banking Preferences (2015)
Banking for Millenials (2)
Analysis on profitable customer behaviours for Nigerian retail banks in 2015
2016 Banking report: What Nigeria's banking customers want
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What Exactly is Finance?
Impending Global Recession

MSMEs, the CBN Fund & the Winning Factor
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Basel 0.01: Getting the basics right in risk management for banks in developing countries
Crashing Cost: Is Downsizing the Solution to High Operating Costs in the Nigerian Banking Sector?
Operating in a Risk-free Bank
Possibilities of Mobile Banking in Nigeria
What Nigerian Banks should Become
Human Capital Development/People
Striking a Balance in Employee motivation
Creating Effective organisation through employee leadership approach
Nigeria's Small Businesses Need To Become More Than Potential
Growing Your Business: Systems
Preparing Nigerian Youths for the world of work
Political and Economic Analysis / Public Sector
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Ban on Rice imports: Are we ready
Towards achieving Nigerias Health Based Millennium Development Goals by 2015: How far have we gone? (1)
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