



3. TECHNICAL ASSISTANCE

JOINING YOU TO COMPLETE THE TASK AT HAND

NKWAIN JOHN PAUL SAM
(B.PHIL – ROME; MBA – INDIA)
FOUNDER AND DIRECTOR OF OPERATIONS



When it comes to Technical Assistance, We thrive on adding Value to our client's business Operations by improving productivity at reduced Costs.

TECHNICAL ASSISTANCE

We do provide expert support to our clients by accompanying them accomplish certain periodic tasks.





**With Technical Assistance,
we Provide help to
individuals and
Organizations**

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On the corporate scale, our technical assistance is a backbone strategy aimed at strengthening the organizations by

- Finding and building efficient relationships with foreign business partners, distributors, other professionals;
- Organizing Business Meetings and Biz Trips, B2B Contact Fairs, Support on participation in International Exhibitions & Fairs;
- Fully and in details checking the reliability and up-to-date reputation of your potential partner / company / person – Due Diligence / Bio Note;
- Becoming your partner in the implementation of Feasibility Studies, Public Procurement Management, Market Researches or in other Competitive Intelligence solutions;

These could be further split into

- Baseline formulation; Feasibility Studies and/or Contextual Analysis.
- Financing and financial implementation of projects and programmes
- Implementing fast, PR, meetings and deliberation services.
- Management and running of project management units
- Intermediate and final evaluation and monitoring
- Identification of programmes and projects
- Company Formation and taxation policies.
- Executive Search and Staffing Solutions
- Designing of programmes and projects.
- Trade Name & Trade License Services.
- Evaluation and selection of tenders
- Intermediate evaluation
- Debt Relief/Mediators
- Observers/Jury
- Final evaluation



DRAWING BUSINESS PLANS

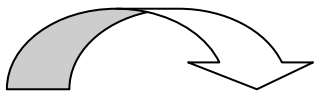
In line with our business slogan, “breaking boundaries”, we break the financial boundaries hindering company growth, enabling the company to explore and reach out to their widest visions.

We do this by technically assist you in coming up with business plans.

Our resource management consultants and project management team are greatly versed with business development and investment projects. We can either prepare business plans for our customers for different investment sources of an identified project as well as we do help with looking for the appropriate investors or development banks that are interested.

Sometimes, some financial institutions as well as banks make calls on special type of projects and we seize the opportunity and prepare project proposals based on such announced calls and tenders. It may be a call from a Local Credit Union right up to international institutions – World Bank, inter-developmental banks or even the United Nations.

We use the business model generation tool method to examine your business and help you come up with a business model canvass which will go a long way to help you identify your key partners, key suppliers as well as increase your revenue streams among other great benefits as you will get to know and master what you do. We are also go for corporate marketing and lobbying (outsourcing funds) anywhere in the world when there is need.



We also give you



BUSINESS DEVELOPMENT/REDESIGNING



Our experienced designers will study your business and either technically assist you to modify it or help you to totally redesign it.

For example, we have experienced designers so we assure you we can redesigning your business structure, heal its past of any bad reputation, (re)design your website with a new logo, new sliding banner, header footer set up properly, smooth navigation to all the pages, proper mobile responsive and also after designing work we can help you to place your website in top of the major search engine like Google, yahoo, bing. We actually have marketers and community managers who can introduce and help you carve a market niche in the appropriate area.

Meet us for technical assistance in the domain if you want. We will help to make your business fit in the industry as well as measure up with fellow competitors. If it means making your business attractive and fundable, then yes.

On this very note, we are proud to have mentored and keep mentoring start ups in Cameroon and in most cases it is for free.

MARKET GROWTH and MARKET RESEARCH

We first of all identify your core business. This is because the process of identifying profitable growth opportunities most often begins with the *Core Business*. That is, the products, services, customers, channels and geographic areas that generate the largest proportion of revenue and profits.

We support our clients to design strategies to transform the customer-facing operations approach and strategies to service. We analyze market behaviour, value chains, distribution channels, design lean processes and recommend best Client Relationship Management (CRM) practices.

We help companies identify where to compete in emerging market and support them as they design and execute market entry strategies to capture those growth opportunities. We analyze opportunities in growth industries, such as high tech, infrastructure, energy and agri-business for our clients providing them with fresh market insights.

Using our market insights and experience, we help our clients “de-average” their view of markets and develop a more detailed and granular, perspective on investment trends, future growth rates, and market structures.

Further, we support our clients as they execute their growth strategies linking them with the right network and providing them with market data. We help our clients define the capabilities they need to win, create business plans, allocate resources, mobilize talent, and track their progress.

We help them to tailor their services to cultural needs, market demands and beyond customers expectations, while achieving business aims regarding cost and profitability. Working closely with clients at all levels is the only way to lay the foundation for continuous service development and improvement.

We support our clients to implement customer focused culture, systems and strategies to address management infrastructure and employees’ attitudes and behaviour, thereby ensuring the client’s ability to lead change independently.

Furthermore, we work with our clients to build and improve after sales services, covering the delivery to improvement through the entire lifecycle.

Our approach combines experience and insights on the factors crucial for successful expansion with a detailed understanding of local markets to help clients worldwide make choices about expanding into Sub-Saharan Africa, understand and operate successfully in new markets, and expand their business networks.

We work with our clients, providing them with support in:

- Analyzing new market for growth
- Developing market entry and expansion strategies
- Profiling new clients and market segmentation
- Conducting industry competitiveness analysis
- Identifying growth opportunities

TRANSLATION

Our team translates from English to French and from French to English. We have certified translators and do translate any texts in accordance with the international standards.

Be it an urgent or just normal work, we are always there to intervene and assist if it is about translation. Our staffs don't mind putting it a translation into some African/Local Languages too.



WRITING, RESEARCH AND EDITING



We have an extensive range of technical assistance services for students, researcher and teachers,

- ✓ Poems
- ✓ Speeches
- ✓ Essay Writing
- ✓ Speeches, Analysis
- ✓ Dissertation Writing
- ✓ Assignment Writing
- ✓ Thesis writing service
- ✓ Literary review service
- ✓ Report Writing Service
- ✓ Marking and Proofreading
- ✓ Course work writing service
- ✓ Research and Fact Finding Reports.



Our dissertation writing services offer the highest possible levels of quality and accuracy. Each piece of work that we produce is rigorously quality checked to ensure that it meets your every expectation.

Our writers pride themselves on having exacting levels of attention to detail backed up by years of experience in academic writing.

We achieve these quality standards through our three core principles; our quality guidelines, our guarantees and our fair use policy.

CONTEXTUAL ANALYSIS; RESEARCH AND DATA COLLECTION

We go to villages, towns, collaborate with CBOs, INGOs and NGOs to get data. This also surfaces on our CSR. We have able personnel to assist you dig into any African Village for the same.

INTERNATIONAL EDUCATION

We provide expert and customized services to our clients regarding

- ✓ Local Education
- ✓ Abroad Education
- ✓ Foreign internships
- ✓ Educational Climate

It is true that the internet has increased travel and heightened global awareness, creating huge opportunities for students everywhere. However, the information overload often leads to confusion rather than clarity.

Everyone presents rosy pictures of their own institutions or services.

Consequently, students often land up in countries or institutions that may not best deliver the students' course or students may not have the faculty, infrastructure and support parameters needed to achieve their career goals.

This turns dreams sour and/or waste of time and money.

To solve this, Genero and her team thus come in to give advice and guidance on selecting the most suitable courses, school and destination.

Technically; we carry out academic assessment to ensure students select courses suited to their abilities. We have TOEFL, TESOL, and lots of other consultants to do this.

In addition, we make special arrangements with educational institutions to ensure fast and efficient response to an application for a course.

Then we help students with visa application, including form filling, advice and documentation to support the application and mock visa interviews to ensure students are properly prepared.

JOB HUNT ASSISTANCE



We help Professionals Climb the Ladder.

If you are however a job seeker, then:

Provide us with information so we can effectively standardize your curriculum vitae.

More to that, we do guide you on how to write a cover letter, interview skills and professional ethics

Our target job search is not limited to Cameroon nor Africa but the entire universe. We have a medium where information is shared about job vacancies, calls for papers/panels, application for NGO and governmental grants, networking with peers and institutions, micro-credit, labor market integration, business start up consulting and planning, training, psycho-social guidance and re-integration.

TECHNICAL ASSISTANCE

- **Career Guidance**
- **CV Writing**
- **Cover Letter**
- **Interview Skills**



Ever heard of interview coaching? Don't lose the opportunity to get an interview coaching after we must have come out with an excellent CV for you to suite the particular job you want.

Additionally we can arrange for temporary work placement (within and/or out of Cameroon) and inform our job seekers registered with us.

We pride ourselves with a strong network of job sites and job opportunities with our partner organizations around the globe, and by so doing we help our clients in numerous manners.

MONITORING AND EVALUATION

From the indicators, to definitions, baseline, target, data source, frequency, responsibility and reporting, we are there to assist you monitor and evaluate.



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3. TECHNICAL ASSISTANCE SERVICES

MONITORING AND EVALUATION



**OUR EXPERTS ARE VERY OBJECTIVE
WHEN IT COMES TO M & E**



Our experts are impartial & objective when it comes to M & E. Meet us for technical assistance – www.genero.cm



**Technical Assistance
Services**



**There is
NO
MANAGEMENT
without
MONITORING**

DON'T GET WORKED OUT
 **Meet us for Technical
Assistance**
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