



SAHAN DEVELOPMENT CONSULTING FIRM STRATEGIC PLAN 2024-2030



December 2024
Jigjiga, Ethiopia



SAHANA DEVELOPMENT
CONSULTING FIRM
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mission

inspire innovative thinking and drive sustainable development through comprehensive solutions across Ethiopia and the region





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Chief Executive Director's Message



Dear Clients and Partners,

Welcome to Sahan Development Consulting Firm, your business, investment, education consulting, and solutions partner. We enable our clients to highlight their pressing problems and their solutions, clearest thinking, and best ideas. Since its founding, Sahan Development

business, investment, management, education, and social affairs consulting to offer the best solutions to meet the various demands of its clients and address the problems they face. The Sahan Company collaborates with all partners, including governmental and non-governmental organizations, to promote community development in the Somali regional state and throughout the nation.

By using our consulting and training philosophy, the entire team has been striving for sustainable growth in the future to achieve our vision in which the need of our clients is the first.

I would like to thank you for your continued confidence in our consulting firm and the service we provide to your organization/business. On behalf of the entire group, I can say that we are motivated and inspired by the opportunities you give us to succeed. Delivering results that exceed your expectations is our top priority.

The firm's strategic planning document (2024-2030) serves as a leading document or guiding concept for our research, consulting, and training operations, enabling our partners to understand our goals and focus areas and collaborate with us on their areas of interest. We look forward to your continued support as we work to accomplish communities' sustainable development through research, consultation, and training.

Sincerely,
Dr. Abdusalam A. Mohamed
Chief Executive Officer (CEO)



EXECUTIVE SUMMARY

Based in Somali Regional State (SRS)-Ethiopia, Sahana Development Consulting Firm (Sahandevcon) Plc is a multidisciplinary consultancy firm that works in the eastern portion of the country as well as the Somali regional state. Helping clients get knowledge and guidance that results in practical, long-lasting solutions to challenges they have identified is the core of our consulting services.

The idea of Sahana Development was first started in 2022 by Dr. Abdisalan Abdulahi as a lone independent consultant with a focus on management and educational consulting. However, in mid-year of 2024, the founder made the decision to register as a consulting firm. It was eventually registered in the Somali Regional State which duly been registered under TIN 0092838468, using Jigjiga as the main office and Addis Ababa and Dire Dawa as satellite offices. In a similar vein, the company has a strategic goal to operate throughout the nation as well as in Horn African countries and other places. The firm's current premises are to independently and rationally offer its clients outstanding and valued services. We provide our staff of full-time and senior consultants with an interesting work environment while also allowing them to maintain a healthy work-life balance.

We have a team of experts that provide professional help, and our clients appreciate the service we offer in a range of areas, including management consulting, business consulting, educational consulting, investment management, and health and social affairs consulting. While our clients provide the functional, technical, and industry knowledge, Sahana Development Consulting Firm and its team provide the required focus and expertise to lead the clients to desire changes and efficiencies. Our client base cuts across many sectors, industries, and functional areas. We pride ourselves on a team of consultants that bring a strong portfolio of both broad organizational experience and a wide range of qualifications that puts them on top of our consulting fields. Sahana Development Consulting Firm relies on a strong team of experts from both academia and those with practical, hands-on experience.

We are engaged in providing comprehensive management consultancy services, training and capacity building services, project monitoring and evaluation, conducting research surveys, recruitment and selection for high-level positions, project evaluations and mid-term or end-of-project evaluations, designing and evaluating strategic plans for organizations, procurement management processes, policy analysis and management, as well as developing organizational manuals and procedures, among others. We create a platform for our clients to fulfill their requirements efficiently and effectively through our highly considered advice.



OUR MISSION

We inspire innovative thinking and drive sustainable socio-economic development through comprehensive research and meaningful collaboration across Ethiopia and the Horn of Africa. We are dedicated to fostering an environment where ideas flourish and communities thrive.

OUR VISSION

At Sahan Development Consulting Firm, we aspire to be the leading private consulting firm in the Somali Regional State of Ethiopia by having a vision:

- To be the premier private consulting firm in the Somali Regional State by 2028, recognized for our excellence in delivering innovative and effective consulting solutions.
- To drive positive socio-economic development through innovative thinking, practical solutions, and strategic partnerships, making a significant impact in Ethiopia and beyond by 2035.

OUR CORE VALUES

Professionalism: We uphold the highest standards of professionalism in all our interactions and services.

Honesty: Transparency and honesty are at the heart of our operations, fostering trust with our clients and partners.

Integrity: We are committed to ethical practices and maintaining integrity in every aspect of unruliness.

Community Trust: Building trust within the communities we serve is essential to our mission and success.

Merit-Based Excellence: We strive for excellence by recognizing and rewarding merit in our team and our clients.

Social Responsibility: We embrace our responsibility to contribute positively to society and support sustainable practices.

Passion: Our passion for development drives us to go above and beyond for our clients and the communities we impact

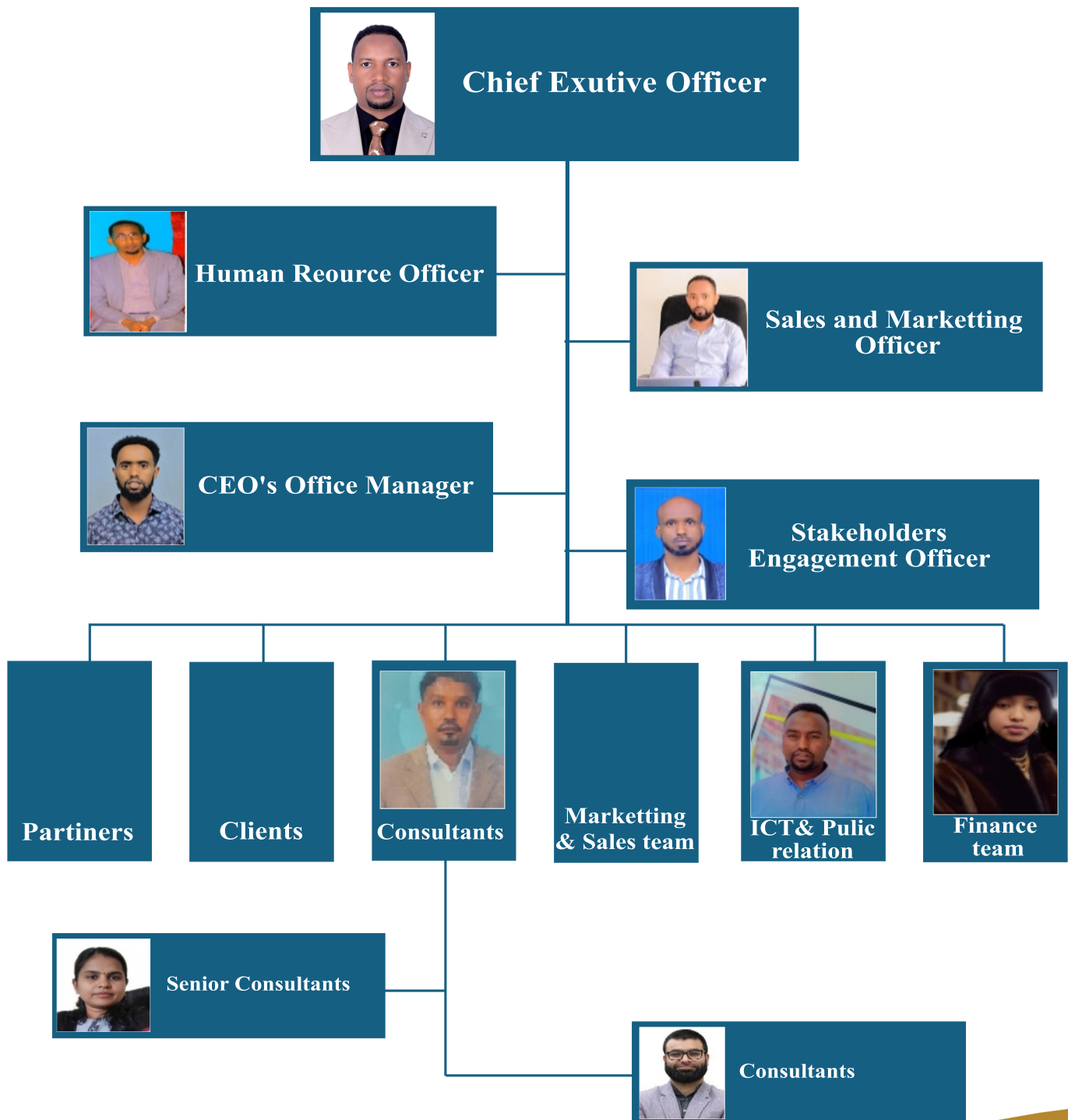
Global Outlook: We maintain a global perspective, staying informed of international trends and best practices to enhance our services.

Teamwork: We work collaboratively with clients, partners and team members to reach a common goal.

Excellence: We deliver what we promise and add value that goes beyond what is expected. We achieve Excellence through Innovation, Learning and Alertness.



ORGINIZATIONAL STRUCTURE





OUR EXPERTISES

At **Sahan Development Consulting Firm**, our expertise is built on a foundation of deep industry knowledge and practical experience across management, education, business, and social development. With a team of seasoned professionals, we deliver innovative, tailored solutions that address the unique needs of each client.

We excel in areas such as **organizational development, business growth, educational consulting, Social Affairs**, and investment management, combining strategic thinking with hands-on implementation for lasting results. Our approach blends local insights with global best practices, ensuring sustainable, impactful outcomes for clients navigating complex challenges.

With a focus on excellence, innovation, and measurable results, we are your trusted partner for long-term success and growth. Therefore, Sahan Development Consulting Firm focus on the following expertise:-

Organizational Development

We help organizations enhance their overall effectiveness through strategic improvements in structure, processes, and culture. Our services include leadership training, team building, and change management, ensuring that your organization is well-positioned to achieve its goals and adapt to evolving challenges

Business Development

Our business development services focus on helping companies grow and thrive in competitive markets. We provide expertise in identifying new opportunities, crafting strategic partnerships, expanding into new markets, and optimizing existing operations to increase profitability and long-term sustainability



Educational Development



committed to advancing education through curriculum design, teacher training, and educational policy consulting. Our aim is to improve the quality of education by helping institutions and educators adopt modern practices that foster better learning outcomes and long-term academic success.

Research in Rural and Urban Development

We conduct comprehensive research to address the unique challenges faced by both rural and urban communities. Our studies focus on socioeconomic factors, infrastructure, resource management, and policy recommendations that contribute to balanced development and improved quality of life in these areas



SAHAN DEVELOPMENT CONSULTING FOCUS ON BALANCED URBAN-RURAL DEVELOPMENT GOAL

Investment Management

Our investment management services guide individuals and organizations through the complexities of managing and growing their investments. We offer strategic advice on portfolio management, risk analysis, and financial planning to help clients achieve long-term financial stability and growth.



Climate Change and Sustainable Development

We provide consulting services that address the pressing issues of climate change and promote sustainable development. Our approach focuses on creating strategies for environmental protection, resource efficiency, and resilience, ensuring that businesses and communities can thrive while minimizing their ecological footprint.





STRATEGIC OBJECTIVES AND ACTIONS

OBJECTIVE 1:

To become the leading firm in the Business, Investment, Management, Educational, and Social Affairs Consultancy areas through developing, implementing and maintaining high standards of consultancy firm practice. This goal will be achieved through the following actions:

- a) Arrive at a consensus as to what constitutes a professional consultancy practice, and develop a credentialing process
- b) Attracting highly qualified and experienced senior associate consultants within the areas of our core business
- c) Developing a common body of knowledge and educational delivery system to support our firm practice
- d) Develop incentives for all staff involved in the consultancy assignments of the firm
- e) Develop a multi-disciplinary register of experts across Africa
- f) Appoint a firm advisory council to work the code of ethics and professional conduct for all consultants and management staff deployed by the firm.
- g) Revise governance, organizational processes and structures to create opportunities for more members to become involved
- h) Comply with the legal and tax requirements of the governments where our services are offered

OBJECTIVE 2:

To expand our partnership potential with regional and international consulting firms through:

- Using contacts made during the over 3 years of Sahan Dev Consulting Firm's existence and doing audit research to identify potential partners.
- Launch a regular email, and telephone chain of firms and individuals in a similar or related business with whom we can partner to increase synergy
- Develop a strategy for following up on implementation of recommendations suggested to our clients through different assignments
- Conduct regular customer and client satisfaction surveys to get feedback on the quality of our services



OBJECTIVE 3:

To ensure profitability and expand growth of the firm's areas of operations through:-

- Develop a targeted niche-based marketing campaign to raise client awareness of the value of our services that adheres to professional industry standards
- Conduct a broad educational campaign and dialog with potential clients' firms to fine tune the expected culture of consulting
- Determine the minimum size and minimum billings required on various assignments undertaken by Sahana Development Consulting Firm
- Determine the most promising areas for peer interaction based on firm core values and professional capacity
- Join professional consultancy associations
- Establish an effective two-way communications process with our clients and staff on various assignments

OBJECTIVE 4:

To ensure sustainability of the firm's core consultancy business through:-

- Helping our clients to positively identify emerging trends and to address them successfully.
- Promote firm eligibility through ensuring registration of the firm in various associations and compliance with tax and regulatory obligations.
- Review existing and additional market research to determine what consultancy services will sell through a segment approach
- Implement a strategy to broaden the core business areas of our consultancy firm through innovative processes and product approaches.
- Recruiting high profile senior consultants in the areas of business, management, investment, education and social affairs
- Expanding our consulting business via collaboration and partnership development
- Build a permanent home or headquarter office for Sahana Development Consulting Firm at Jigjiga city



Sahan Development Consulting Team

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CROSS-CUTTING CAPABILITIES

Operations: We have managed successful projects delivering high-quality technical assistance services as well as advisory services to institutional bodies and public administrations both at the local and national level. The consultants have in-depth experience in technical and management of large-scale programs and plans and a deep knowledge of operational and contract procedures of many national authorities, bilateral programs, and international donors.

Project management: We ensure sound project management principles and practices through deploying project management teams and providing continuous support from the firm's office to field operations. Backstopping services include organizational development, investment management, educational consultancy, social affairs, and poverty reduction projects.

Ability to mobilize high-level expertise: The consultants' human resources teams are able to quickly mobilize highly qualified experts in a wide range of disciplines through a number of sources, including a wide roster of consultants as well as through networks of relevant institutions and international partnerships.

Participatory approach: Ensuring participation in planning and development is one of the key elements of successful delivery of technical assistance. The consultants can design and implement participatory actions, including public workshops, socioeconomic surveys, and meetings, aiming at encouraging stakeholders' participation and raising public awareness. The participatory process is carried out in strict coordination with the client and is based on detailed stakeholders' analyses.

Institutional strengthening and capacity building: The need to enhance institutional capacities is a recurring issue of development projects. Our firm has sound experience in designing project components aimed at improving the capacities of the public sector in planning and organizational management.



OUR FOCUS AREAS

1. Research and Development

- 1.1. Building the next generation for research and development
- 1.2. Innovation and Entrepreneurships
- 1.3. Climate Change
- 1.4. Urban and Rural Development
- 1.5. Poverty and Food Security
- 1.6. Sustainable Development Goals (SDGs)
- 1.7. Educational Development
- 1.8. Business Advancement and Investment
- 1.9. Tourism and Hotel Management

2. Capacity Building and Empowerment

- 2.1. Capacity building training for unemployed youth
- 2.2. Women empowerment and business development
- 2.3. Leadership and Management Training
- 2.4. Business Development workshops and seminars
- 2.5. Empowering and Advocacy for Disciple people
- 2.6. Training for Business Owners and managers
- 2.7. Training in data collection and data management
- 2.8. Training in digital skills of young generations
- 2.9. Supporting students for local and international competitive scholarships

3. Industry Linkage and Revenue Generation

- 3.1. Consultancy service commercialization
- 3.2. Revenue generation and sustainable income
- 3.3. Networking and Partnership
- 3.4. Internationalization

4. Business Branding

- 4.1. Effective use of social media
- 4.2. Website Branding
- 4.3. Focus on Target Customer
- 4.4. Building Trust of our partners



KEY PERFORMANCE INDICATORS (KPIs)

SI	Activities	Measurement	2024	2025	2026	2027	2028
			Target	Target	Target	Target	Target
1	Renewal of Business License	Yealy based	✓		✓	✓	✓
2	Research projects	Number	6	15	35	40	50
3	Consultancy projects	Number	4	20	40	50	60
4	Youth Development Training	Number (youth)	50	200	350	400	560
5	Women empowerment/train	Number	15	65	100	250	300
6	Leadership training	Number-leader	-	15	25	40	60
7	Business Development workshops	Number	-	5	8	12	16
8	Supporting People with discipline	Number	-	8	15	20	25
9	Training business manager	Number	-	45	60	80	>120
10	Data collection and Analysis Training	Number -train	-	2	4	5	>10
11	Youth Digital Training	Number	80	150	250	300	>350
12	Supporting students Scholarship -local and international	Number -stud	-	8	10	50	80
13	Commercialization of consultancy projects	Number	5	20	30	35	>40
14	Increasing Firm Revenue - income	Percent	-	3%	5%	8%	10%
15	Networking and Partnership (MoU)	Number	8	25	35	50	>60
16	Internationalization -trip	Number	1	2	3	5	>5
17	School supporting	Number	-	2	2	4	>4
18	Educational Advocay program	Number	-	3	5	5	8
19	Community Based projects	Number	2	2	2	4	4



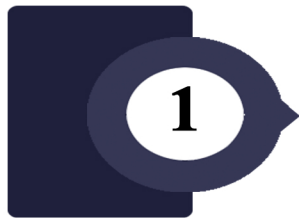






20	Linking unemployed youth to the potential market	Number	15	60	80	150	>200
21	Developing Regional-SRS Investment roadmap and Potential document	Number	-	1	1	1	1
22	Training University's Fresh Graduate Students	Number	180	350	400	600	800
23	Capacity Building for Firm Staff members	Number	6	9	15	20	20
24	Attracting High Profile Consultant Personals	Number	20	25	30	40	>50
25	Business start-up training	Number	3	9	12	15	20

Special Note:

In all the activities mentioned above, the Sahar Development Consulting Firm strives for its implementation in collaboration with partners and public and non-governmental organizations and will prepare all the necessary action plans to get the right and reliable funding.

This plan can be revised from time to time considering the situation and the executive power of the firm. Activities can be added and removed. All the annual plans of the company will be based on the above activities.

Expected Outcomes

- An enhanced quality education landscape in Ethiopia, specifically in the Somali Regional State, characterized by strategically formulated, evidence-based research and consulting quality enhancement programs.
- Enhanced youth digital skills and promote youth employability focus on metropolitan areas or cities to remote rural areas in the Somali regional state.
- Enhanced business sustainability and profitability; improved leadership skills of business managers.
- Realized women's empowerment in terms of decision-making, leadership role participation, and guaranteeing their socioeconomic advantages.
- Enhanced business start-ups basically for the disadvantaged, including women and fresh graduate students.
- Increasing firm profit via enhancement of commercializing in consultancy and research projects.
- Having reliable and trusted partners who promise realizing the firm's vision and mission.





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