



RESEARCH. STRATEGY. ADVISORY. TRAINING.

COMPANY PROFILE

2023



WHO
WE ARE

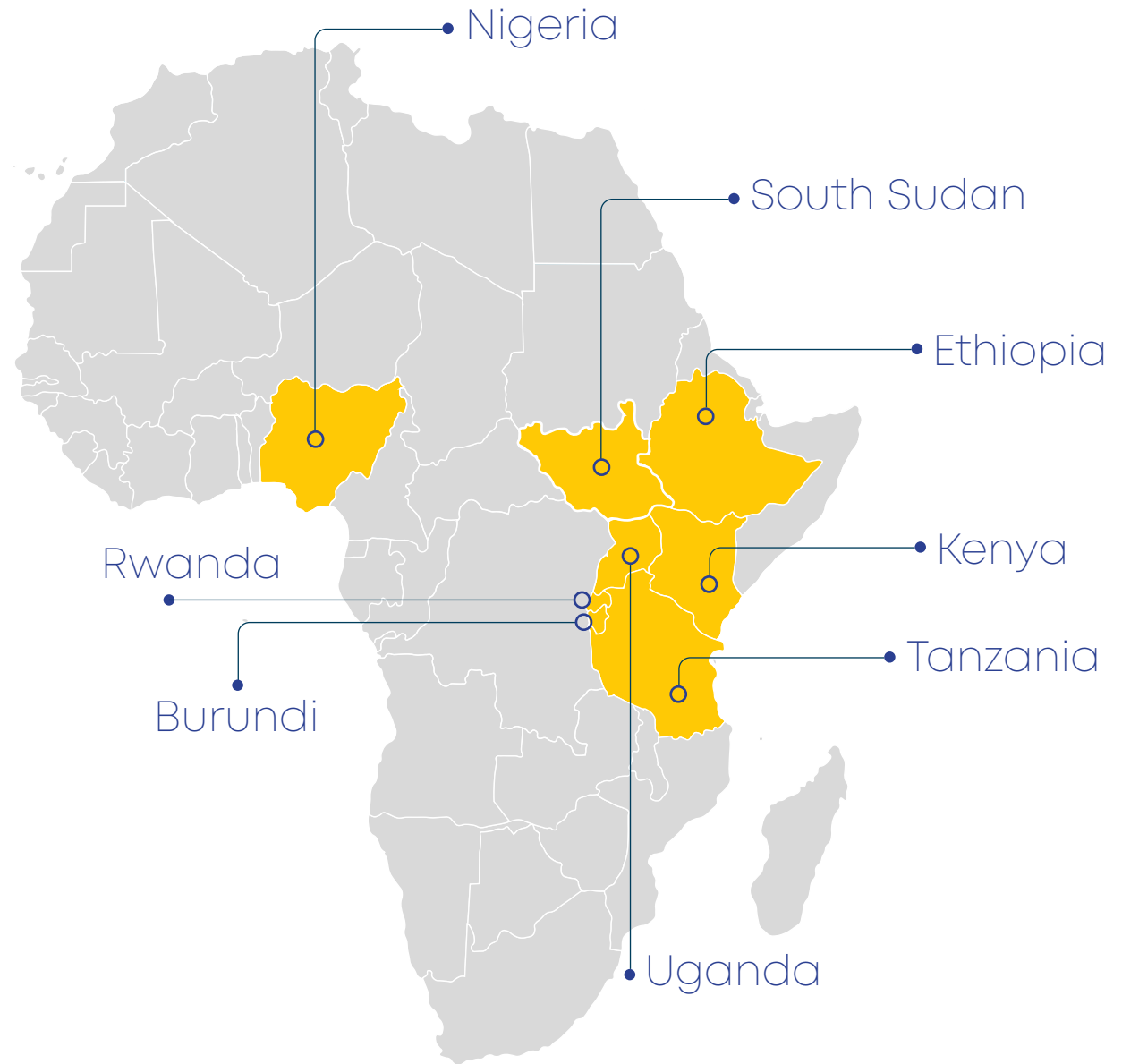
WHO WE ARE

BTC Group is a full service consulting firm specializing in Market and Social Research, Training, Strategy and Advisory services.

We are driving performance and growing brands by empowering enterprises to make mission critical decisions through our reliable data and deep insights.

We apply the best science, expertise, and our passion for consumer insights in every assignment we undertake. Over the years, we have learnt that our clients need our support beyond data and insights, so we go beyond research and help our clients in strategy formulation and implementation across their business. We hand hold our clients until the results are realized.

With a presence in Kenya, Uganda, Tanzania, Rwanda, Burundi, Ethiopia, South Sudan and Nigeria, industry leaders in both the private and public sector continue to trust our expertise in markets, brands, people, products, investment decisions, growth and assessment of the impact of social investments.



our **values** **passion** for research
 trust operations **Honesty** and integrity
agile and **culture** deliver
 above & beyond professionalism within **budget**
 commitment **relationships**
 value addition above board

Vision

We deliver with passion.

Mission

We help our clients to build profitable businesses by providing Market and Social Research, Training and Strategy and Advisory Services.

Values & Culture

- We are passionate about our clients' successes
- We go beyond the brief
- We are agile

WHY US

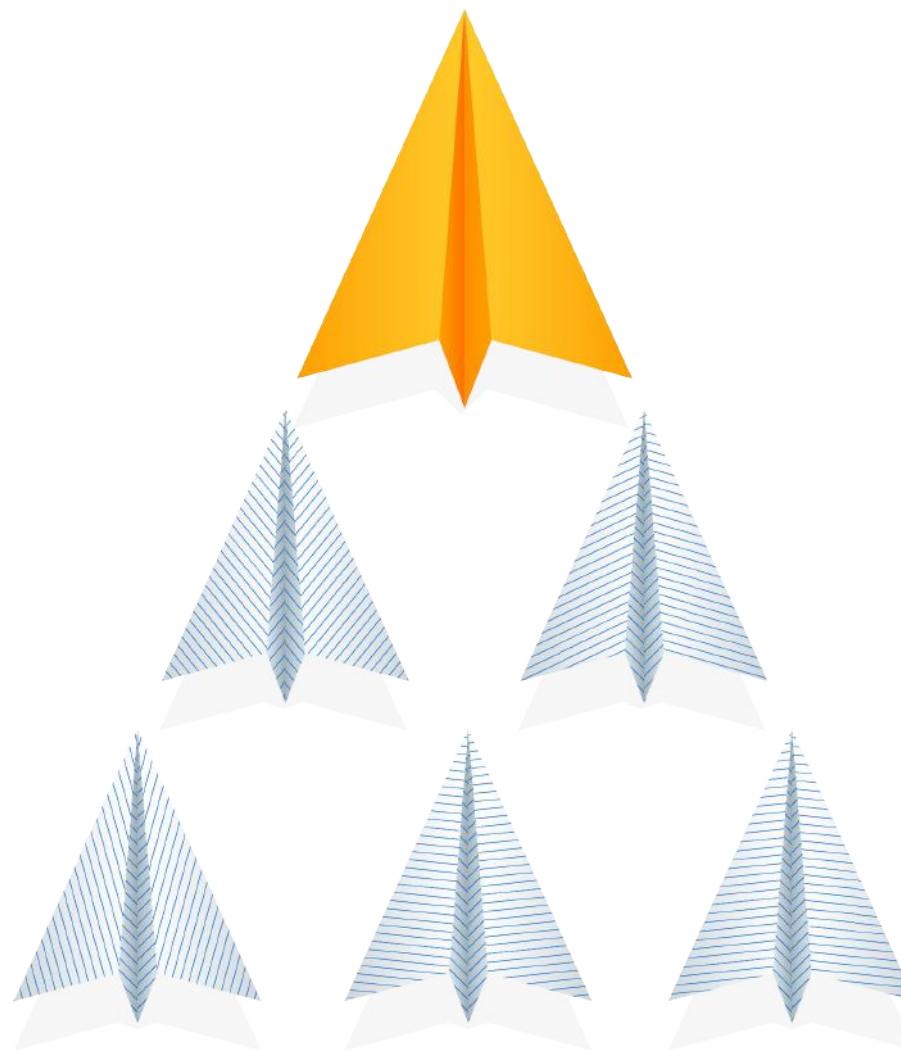
We are Agile and we turn around projects with speed to ensure our clients act on time in this fast moving environment. BTC Group brings the consumers voice into the boardroom to ensure business decisions are consumer driven. Our proven track record in providing reliable business intelligence that is unbiased and nonpartisan affords you an enviable position for informed strategic and operational decision-making. In addition:

- We work with specialized and experienced consultants to afford you a holistic view and analysis of key areas in your industry and markets.
- We employ the best science, know-how and expertise in every assignment.
- We ensure our processes subscribe and comply with the quality assurance criteria and code of practice of MSRA and ESOMAR
- We follow up and walk with our clients throughout their journeys.



KEY DIFFERENTIATORS

- We are passionate for client's success.
- We offer very personalized service... beyond the brief.
- We provide competitive pricing.
- We focus and give more time to breakthrough (uncommon) insights generation and implementation.
- We follow up and remain with clients through the implementation process.
- We are interested in the outcomes of insights we generate beyond delivering the report.
- We are agile.



A graphic design featuring a white background with a grid of puzzle pieces. One piece is missing, revealing a yellow background. The text 'MEET THE TEAM' is positioned to the left of the missing piece. The word 'MEET THE' is in a thin, black, sans-serif font, and 'TEAM' is in a bold, black, sans-serif font. A solid yellow vertical bar is on the far left.

MEET THE
TEAM

MEET THE TEAM



Edna Thiong'o
BTC Group CEO

With extensive experience, Edna has facilitated hundreds of workshops on a wide range of topics from marketing, branding and culture change. She has conducted over 1000 interviews with top executives and overseen multiple projects for leading brands in the areas of market / social research, advisory, brand strategy, marketing and communications.



Brian Omengo
Training and Advisory Specialist

Brian is a dedicated and purpose-driven leader with over 13 years of experience in the Consumer Packaged Goods and Strategy, Training & Consultancy industries. Throughout his career, he has excelled in a wide range of roles at both local and multinational organizations. Brian has consistently delivered exceptional value across key functions, including Trade Marketing/Customer Development, Retail & Shopper Marketing, Brand Management, and Product Development.



Rehemah Leilah
Social and Market Research Expert

Rehemah has over 8 years' experience in Social and Market Research, acquiring invaluable skills in research processes, project, and team management. She has handled several market and social research projects for both local and global firms working with various brands such as: DFID, USAID, World Vision, AGRA, GAIN, Coca Cola, Nation Media Group, PSK, Marie Stopes Kenya, Fresha, Mwalimu National, Unaitas, Caritas, Clinton Health Access Initiative (CHAI), and Pathfinder International among others.



Lola Mlola
Communications & Marketing Specialist

Enthusiastic communications practitioner with a keen interest in building strong customer experience journeys through cross-functional proficiency in public relations, customer service, administration, branding and marketing.



Augustine Nzioki
Human Resources Specialist & Consultant

Is a seasoned Organization Development and Human Resources Consultant with almost two decades of concrete experience in strategic planning, Human Resources Management and Leadership & organizational development.



Milcah Asamba
Qualitative Researcher

Milcah has over 18 years of marketing and social research experience. As a former Associate Director in the Qualitative Team at Kantar East Africa covering Kenya, Uganda, Tanzania and Ethiopia, she has worked with key global accounts and start-ups in the finance and energy sectors. These include Safaricom, DSTV, NCBA, Sanlam, Coca Cola, Unilever, Bajaj amongst others.

MEET THE TEAM



Shiru Wanyoike

Communications Consultant & Partner

Corporate Communications and Marketing specialist with over 10 years of experience. She has worked closely with brands and corporates, non-governmental organisations, large, medium and small enterprises to develop unique and compelling corporate communications, brand building and marketing strategies for commercial success. Shiru thrives on passion and creativity and can light any dull room with her infectious smile and personality.



William Mushivochi

Creative Consultant & Partner

Will is a content generator and concept design developer who gives faces to brand identities, themed campaigns and promotions for start-ups, Small and Middle-Sized Enterprises, Corporate Organizations, State Corporations, Banks, MFIs, County Governments, NGOs and IGOs. He assists organizations in grasping the concept of information architecture complimented with aesthetics and functionality.



Ken Kariuki

Strategy Consultant & Partner

Ken is a curator of winning strategies for businesses and brands with over 20 years of professional experience. He has had extensive responsibility and success for sales, market share and profitability performance of major brands in Kenya and the East African markets, and has been privileged to champion growth in some of the leading multinational companies.



Julia Midland

Research Program Consultant & Partner

With almost 20 years of experience in foreign policy, analysis, and project design and evaluation, her expertise lies in leading complex program evaluations, completing problem-driven analysis, and providing capacity building and fieldwork management. She has managed programs and trained field teams in over 20 countries, including fragile states and challenging environments such as Afghanistan, Somalia, South Sudan, Syria, and DRC.



Augustine Omondi

Research Consultant & Partner

Passionate about growing businesses through the analytics and branding lens, his focus is to create, build and reinvigorate that which the world would miss if we fail to implement it. In this context, brands that make a positive impact on the world. Find and experience Augustine at the intersection of Mathematics, Branding, and Analytics



Chrispin Njuku

Market Research Consultant & Partner

Over 12 years of proven experience in market research and analysis with a strong history of leading deep market and trend analyses to drive business development and revenue increases. Proficient in statistical techniques, survey programming, survey hosting, data analysis and reporting,

MEET THE TEAM



Daniel Gikonyo

Social and Market Research Consultant & Partner

Daniel Gikonyo with over 20 years of experience in the market research industry, has moderated over 500 focus groups, dozens of interviews with top executives and overseen multiple projects in Brand development, Market & Social research and Strategic Planning. He is passionate about client support and is a support researcher with many research agencies from Europe and South Africa.



Anthony Silard

Leadership Consultant & Partner

Tony Silard, Ph.D., is a professor of leadership and the Director of the Center for Sustainable Leadership at Luiss Business School in Rome. He is also the CEO of The Global Leadership Institute and the President of The Center for Social Leadership. His leadership programs have helped thousands of people in over 40 countries to create positive, breakthrough personal and social change in their lives and the lives of others.



Oghenekome Umuerr

Business & Finance Consultant & Partner

Business and Finance professional with over a decades experience helping financial institutions to make investment decisions, assisting small businesses in raising growth capital and heading business & organizational development efforts in small & large companies while living and working in Africa and Europe.



Alice Eposo Nanga - Mola

Research Consultant & Partner

Research Specialist with over 22 years professional research experience managing research and media related consultancies for developmental agencies and private enterprises. She has managed projects in over 10+ African countries with a wide portfolio of marketing and development issues resulting to good understanding of the environment brands operate in; the African consumer and brands' competitive landscape in addition to social, economic and political issues affecting Africa.



Duncan Juma Simiyu

Corporate Trainer, Team Building & Experiential Training Consultant & Partner

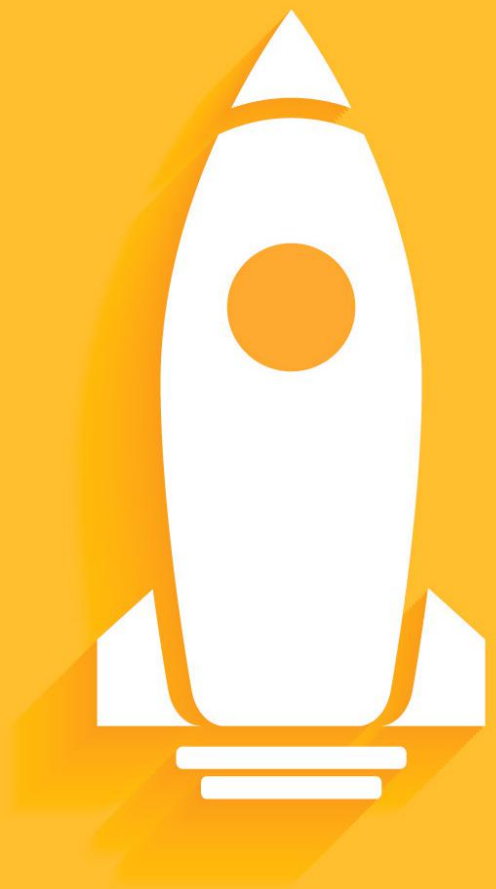
Soft skills training & employee engagement guru, with over 10years extensive experience in team building, customer experience, sales, corporate culture change /culture creation, Growth and leadership coaching, and, Strategy facilitation.



Joseph Jamwaka

Risk Management Consultant & Partner

Joseph is a resourceful and initiative driven leader in insurance, pensions, risk management, management, consultancy and Training. He has successfully held many senior management positions over the last fifteen years with extensive experience in strategy; training and research.



OUR
SERVICES

OUR SERVICES

Market Research

When it comes to market research, we do not subscribe to an off the shelf solution. We design the most efficient approaches that will maximize delivery of the most insightful feedback.

On behalf of brands, we undertake all types of market research tailored to understand consumer behaviour. These include consumer perceptions and attitudes; brand, service and product affinity; and drivers of consumer purchase decisions.

Brands that connect with their customers provide better solutions and excel in the long run. We assist brands to build these relationships.

We provide you with insights on business risks and highlight investment opportunities. We also monitor local and regional markets in order to provide you with current market trends, emerging trends, key developments and regulatory regimes.

MARKET RESEARCH PRODUCTS

- **Customer Satisfaction Surveys**
- **Brand Audits**
- **Brand Health Studies**
- **Brand Communication Studies**
- **Communication and Product Concept Testing**
- **Mystery Shoppers**
- **Employee Satisfaction**
- **Usage & Attitude Studies**
- **Customer Experience Surveys**



OUR SERVICES

Social Research

Social research revolves around assessment of individual or group initiatives and their impact on the community. It is predominantly a service commissioned by non profit organizations.

Our aim is to support these organizations to connect and effectively engage with their target audiences.



SOCIAL RESEARCH PRODUCTS

- Baseline, Mid line and End line Surveys**
- Impact Assessment Surveys**
- Feasibility Surveys**
- Monitoring and Evaluation Surveys**
- Culture Audit Surveys**

Breakthrough Omnibus

Maximize on your research budget by purchasing and paying only for the data your enterprise needs. Extract data and analysis from our comprehensive collection of an inclusive research and analysis from multiple markets and across myriad industries and sectors.

Breakthrough Omnibus provides an all inclusive market and social research approach. The gist is to gather research questions from all and sundry, gather the data, analyze it and report back the specific findings to specific individual enterprises. The sample and profile of respondents is critically considered in order to provide specific demographics for age, gender and locale among other parameters when reporting the findings.

Breakthrough Trendz

Gain unlimited insights packaged from industry specific markets at one fixed cost with Breakthrough Trendz. It is an affordable, regular and forward thinking industry information portal that provides pertinent insights for the players and allows enterprises to make informed decisions. Breakthrough Trendz affords your enterprise with the predictability of only spending on packages that provide reliable coverage.

OUR SERVICES

Training

We provide Management Training courses with the goal of supporting organizations to empower their human capital and drive employee satisfaction. We provide a wide range of training programs for public and private organisations.



Our Courses:

- **Fundamentals of Enterprise Risk Management (ERM)**
- **Executive Coaching & Mentoring**
- **Built to Last:** Business Continuity, Disaster Recovery & Crisis Management
- **Building the Right Risk Culture and Maturity**
- **SME Accelerator**
- **HR for Non-HR Managers**
- **Inventory Management & Purchasing Skills**
- **Fundamentals of Enterprise Risk Management**
- **Essential Skills Training for Office Assistants**
- **Understanding Financial Management for Non-Finance Managers**
- **Mastering Spreadsheets Making the Best Out of MS Excel**
- **Disaster Recovery (DR) and Business Continuity Planning (BCP)**
- **Executive PAs**
- **Putting Customers First:** Superior Customer Experience for Business Success
- **Risk Governance and Appetite Setting**
- **Developing New Managers:** Building Skills for Newly Promoted Managers
- **Building Personal and Organizational Resilience:** Thriving through a Disaster & Beyond
- **Understanding Financial Management for Non-Finance Managers**
- **Mastering Spreadsheets:** Making the Best Out of MS Excel
- **Disaster Recovery (DR) and Business Continuity Planning (BCP)**
- **Workplace Wellbeing:** Nurturing wellbeing at work
- **Essential Skills Training for Office Assistants**
- **Delivering Result Through People:** Leadership skills for Experienced Managers
- **Inventory Management & Purchasing Skills**
- **HR for Non-HR Managers**
- **Lego Serious Play**
- **Putting Customers First:** Superior Customer Experience for Business Success
- **Risk Governance and Appetite Setting**
- **Developing New Managers:** Building Skills for Newly Promoted Managers
- **Own the Stage:** Business Presentation and Public Speaking Skills
- **Management Development Program Catalyzing Change across the Organization**
- **Authentic Leadership:** New Ways of Leading in Ambiguity
- **Retiring with Dignity:** Excelling in Post Active work life
- **Budgeting & Finance Planning**
- **Behavioral Emotional Intelligence**
- **Managing Records in a Digital World:** E-Records and Information Management
- **Effective Risk Assessment:** The How
- **Beyond the Wheel:** Protocol, Etiquette & Diplomacy for Drivers

OUR SERVICES

Training

- **Awaken the Giant in You:**
Transforming performance management for increased productivity
- **Development of a Tailor-Made Risk Appetite Framework & Rating Matrix**
- **Personal Branding**
Boost your Confidence
- **Development of ERM Tools Level 1:** Risk Registers
RM Training
- **Development of ERM Tools Level 2:** Key Risk Indicators and Key Control Indicators
- **Development of ERM Tools Level 3:** Stress Testing and Financial Modelling
- **Operational Risk Management: Frameworks and Strategies**
- **Risk Management for Internal Auditors: The Missing Link**
- **Cyber Security and IT Risk Management:**
A bird's Eye View
- **Warehouse and Supply Chain Risk Management**
- **Introduction to Compliance Risk Management**



OUR SERVICES

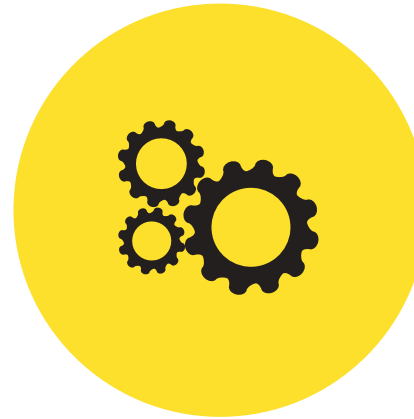
Strategy and Human Resource Services

BTC Group provides Brand Strategy, Branding & Rebranding Services.

Our brand positioning solutions identify unique differentiators to propel the development of compelling customer/value propositions for your services and products.

The strategy component works towards optimizing your brand offering through right pricing, innovative product/service features, packaging and other drivers of purchase decisions to grow your market share.

Strategy goes a step further to enable key departments within your enterprise and partners are aligned with the overall organizational strategy and goals.



HUMAN RESOURCE SERVICES

We work with highly experienced HR experts across the globe to deliver cutting edge HR services to organisations including among others:

- **Recruitment**
- **Talent Search / Head hunting**
- **Competency Assessment tests**
- **Human Resource Administration**
- **Culture change / alignment**
- **Salary Surveys**
- **Job Evaluation**



TRACK
RECORD

Our Clients



Our Clients



FINANCIAL SERVICES



HAPPY CLIENTS

“ This is to thank you for the good work you have done for us in the last three years. It is through your training and consultancy services that the Institute has found itself this far. Your approach in Coaching and Mentoring remains unique and has left remarkable impact to the Institute. We are proud to have put in place a pool of mentors and coaches through your guidance. It was a great pleasure working with you. ”

Augustine Nzioki

Head of Human Capital
KENYA INSTITUTE OF MANAGEMENT

“ BTC Group has supported the Fresha brand since inception. Their expertise in Market Research has helped us grow our brand and launch additional products. The team’s passion and energy has inspired our internal team and we look forward to a long lasting partnership. ”

John Kilonzo

Chief Executive Officer
FRESH DAIRY PRODUCTS

“ BTC Group is an exceptional service provider. They are very passionate about helping companies do better. I have worked with BTC Group on a number of consulting projects them I have found them to be team players who are very detailed in how they execute projects together with their associates, what tools they use whilst always asking the question “how will what we are doing improve the client’s performance? ”

Ken Kariuki

Chief Executive Officer
DIVERGYS

“ It is my pleasure to recommend BTC Group, their performance working as a research partner with NIC Bank was invaluable and insightful. We engaged them in the area of culture evaluation across the three markets where we operate and their findings have been instrumental towards this course. I therefore would recommend them to any prospective client. ”

Rosalind Gichuru

Director Marketing
COMMUNICATION & CITIZENSHIP - NIC BANK

“ Britam has worked with BTC Group since 2012 and we have received immense support and strategic advisory services from them. The team is highly energetic, innovative and passionate about brands they work with. Thank you Edna and your team! ”

Lydia Njoroge

Head of Bancassurance
BRITAM

PROFESSIONAL **AFFILIATIONS**



A member of the Marketing and Social Research Association - Kenya.



Affiliated to European Society for Market Research (ESOMAR)



Affiliated to Women in Research



RESEARCH. STRATEGY. ADVISORY. TRAINING.

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