Guulwave
SOLUTIONS

BUSINESS CONSULTING & PROFESSIONAL SERVICES

Clarity. Capability. Progress.

Business consulting.
Organisational growth.
Practical delivery.

Waves of success.



COMPANY PROFILE

Guulwave
SOLUTIONS

WHO WE ARE

ESTABLISHED 2017. BASED IN MOGADISHU.

A consulting partner for every stage of growth.

Guulwave Solutions is a multidisciplinary consulting and professional services company serving businesses, startups, NGOs and public institutions. We help clients build strategy, strengthen people and operations, understand markets, adopt technology and deliver projects - from a focused assignment to ongoing advisory support.

OUR PURPOSE

Help organisations build capability, improve performance and create lasting value.



LOCAL UNDERSTANDING. PRACTICAL SOLUTIONS.

A wider view.
A broader range of solutions.

STRATEGY. PEOPLE. PERFORMANCE. INNOVATION. DELIVERY.

01 Business strategy & growth

02 Policies, manuals & SOPs

03 People & HR advisory

04 Finance & operations

05 Research & market insight

06 Projects & programmes

07 Digital & innovation

08 Brand & commercial advisory

09 Risk, quality & governance

10 Learning & change

11 Investment readiness

12 Procurement & delivery

COMMERCIAL DIRECTION. MARKET POSITION. GROWTH.

Build the business. Shape the next move.

We help entrepreneurs, SMEs and established organisations choose a direction, sharpen their business model and translate ambition into practical priorities and measurable plans.

Strategy & planning

Corporate and SME strategies, business plans, priorities and action plans.

Market entry & expansion

Market opportunities, competitive positioning, growth routes and launch plans.

Business models

Value propositions, revenue models, customer segments and service portfolios.

Performance & execution

Objectives, scorecards, operating priorities and strategy review tools.

CORPORATE POLICIES. PUBLIC POLICIES. PRACTICAL GUIDANCE.

Direction that stands up in practice.

We develop corporate, organisational and public policies grounded in evidence, shaped by consultation and supported by clear responsibilities and practical implementation plans.

- Policy research, drafting and review
- Corporate and organisational policy sets
- Consultation and validation workshops
- Implementation and results frameworks



ILLUSTRATIVE DELIVERABLES

THE OPERATING TOOLS OF AN ORGANISATION

Manuals people can use.

We draft, review and harmonise policies, manuals and standard operating procedures, supported by clear workflows, forms and approval steps.

HR & people

HR policies, staff handbooks and workplace procedures.

Finance & controls

Budgeting, payments, assets and internal control manuals.

Procurement & logistics

Sourcing, supplier, fleet, inventory and logistics SOPs.

Governance & admin

Board charters, committee mandates and delegated authority.

Projects & programmes

Project cycle, grants, monitoring, evaluation and learning guidance.

Risk & conduct

Risk, safeguarding, complaints and data governance policies.

POLICIES / PROCEDURES / WORKFLOWS / FORMS

Guulwave
SOLUTIONS

WORKFORCE. CULTURE. PERFORMANCE.

People. Culture. Performance.

We help organisations build people systems that support growth, clarify expectations and improve the employee experience.

Workforce & structure

Workforce plans, organograms, role profiles and job descriptions.

HR systems & policies

HR frameworks, staff handbooks, onboarding and people procedures.

Performance & reward

Performance frameworks, appraisal tools, job grading and reward structures.

Recruitment & retention

Recruitment processes, talent development, employee engagement and retention plans.

Financial clarity. Operational discipline.

We help clients understand costs, plan resources, strengthen controls and improve how work gets done - connecting financial information with operational decisions.

Finance & decision support

Budgets and cash-flow forecasts
Financial models and business cases
Costing, pricing and scenario analysis
Management reports and dashboards
Internal controls and asset processes

Operations & performance

Operating model and workflow reviews
Process mapping and improvement
Inventory and resource planning
Service standards and performance
Implementation plans and trackers

Guulwave
SOLUTIONS

CUSTOMERS. MARKETS. EVIDENCE. DECISIONS.

Understand your market. Decide better.

We turn business questions, customer feedback and programme data into evidence that helps clients assess opportunities, improve performance and make informed choices.

01 **Market & customer insight**

Market sizing, competitor reviews, customer studies and demand assessments.

02 **Feasibility & business research**

Commercial, sector, product, operational and organisational studies.

03 **Surveys & data**

Research design, interviews, surveys, fieldwork and data analysis.

04 **Evaluation & learning**

Monitoring frameworks, evaluations, dashboards and learning for organisations.

BUSINESS LAUNCHES. CHANGE PROJECTS. DEVELOPMENT PROGRAMMES.

Turn ambition into organised delivery.

We support business launches, expansion projects, organisational change and development programmes with project design, funding documents, budgets, schedules, risk management and delivery tools.

01 02 03 04 05

Define

Clarify the need, objectives and intended results.

Design

Develop plans, proposals and results frameworks.

Resource

Prepare budgets, staffing and partnership documentation.

Deliver

Coordinate schedules, risks, procurement and reporting.

Learn

Review progress, capture lessons and support handover.

Improve how work flows. Build what comes next.

Align processes, data and technology with business goals - from digital roadmaps and product concepts to workflow systems, automation and implementation.

Transformation & systems

Digital roadmaps and business analysis
MIS, ERP, CRM and workflow systems
Process automation and integration
Data architecture and dashboards
Cloud, cybersecurity and ICT advisory

Digital products & innovation

Product concepts and feasibility
Web, mobile and customer platforms
User journeys and service design
Prototypes and requirements
Rollout, adoption and user support

POSITIONING. MARKETING. SALES. CUSTOMER EXPERIENCE.

Build relevance.
Earn customer confidence.

We help organisations define their value, understand their customers and improve how they reach, serve and retain them - connecting brand strategy with commercial action.

Position

Brand positioning, messaging, value propositions and service portfolios.

Reach

Go-to-market plans, channel choices and marketing priorities.

Convert

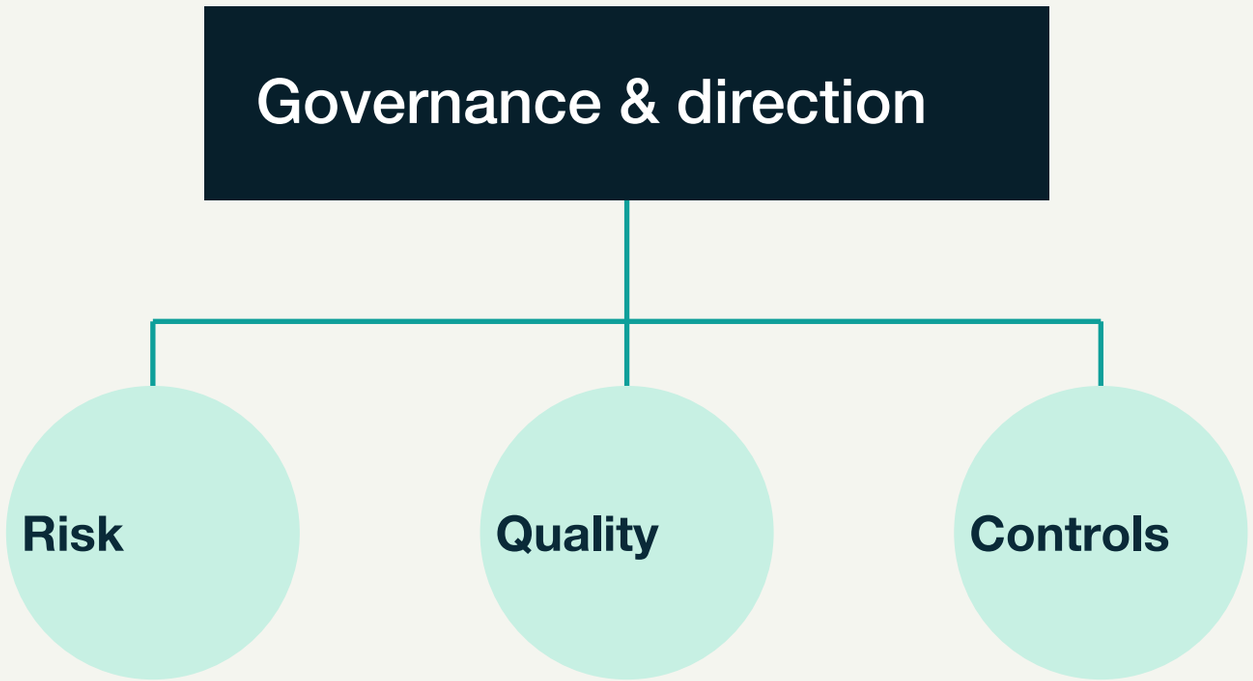
Sales processes, customer journeys and business development tools.

Retain

Customer experience, feedback systems and service improvement.

Confidence. Consistency. Accountability.

We help organisations strengthen governance, manage risk, improve quality and prepare for disruption with clear controls and workable procedures.



CLARITY AT EVERY LEVEL

Risk registers	Quality frameworks	Business continuity	Governance reviews

Guulwave
SOLUTIONS

Knowledge that becomes capability.

Practical learning in leadership, business management, HR, customer service, projects and digital skills - linked to the work people need to do.

Assess & plan

Identify capacity gaps and agree practical learning priorities.

Design & facilitate

Create tailored workshops, exercises and reusable training resources.

Equip & transfer

Build skills in strategy, sales, operations, projects and digital tools.

Coach & reinforce

Support adoption through coaching, change plans and follow-up.

BUSINESS CASES. FUNDING MATERIALS. PARTNERSHIPS.

Prepare the opportunity. Build the case.

We help entrepreneurs, growing companies and nonprofit organisations articulate an opportunity, organise the evidence and prepare credible materials for funders, investors and potential partners.

Business cases & feasibility

Commercial logic, market evidence, investment needs and financial projections.

Pitch & funding materials

Pitch decks, investor briefs, proposals and partnership packs.

Readiness & documentation

Document checklists, business information and management responses.

Partnership development

Partner mapping, opportunity assessment and collaboration frameworks.

Source well.
Keep delivery moving.

From supplier reviews and procurement procedures to logistics planning and field coordination, we help clients organise the resources behind reliable delivery.

Procurement & supply chain

Procurement plans and tender documents
Supplier sourcing and assessment
Purchasing and vendor processes
Inventory, warehousing and fleet systems
Logistics and distribution planning

Delivery & technical support

Field coordination and operational setup
Equipment supply and installation
ICT, connectivity and security systems
Technical and facilities coordination
Implementation and handover support

From brief to results.

A shared process, clear review points and a practical handover.

01 Scope & align

Agree the challenge, deliverables, responsibilities and work plan.

02 Review & listen

Examine existing materials, gather evidence and consult stakeholders.

03 Analyse & design

Shape an approach that fits the organisation, its goals and its people.

04 Develop & deliver

Prepare strategies, documents, systems and practical solutions.

05 Validate & refine

Resolve comments and prepare final outputs for client approval.

06 Embed & hand over

Transfer editable files, orient teams and agree follow-up support.

Different organisations. One practical partner.

Businesses & SMEs

Growth, operations, people, finance, digital transformation and commercial performance.

Startups & founders

Business models, market validation, launch plans, pitch decks and funding readiness.

NGOs & development

Programme design, organisational systems, funding proposals, research and MEL.

Public institutions

Policy, strategy, governance, operating procedures and public service improvement.

Education & health

Strategy, quality systems, operating manuals, people and service improvement.

Associations & firms

Governance, member services, business planning, administration and digital tools.

The standard behind every assignment.

Relevant

Fit the objectives, resources and operating reality of the client.

Evidence-led

Make findings, assumptions and recommendations clear and traceable.

Owned together

Agree responsibilities, decision points and approval routes.

Handled with care

Respect confidentiality and agreed arrangements for information use.

Made to be used

Provide practical tools, clear guidance and support for adoption.

Handed over clearly

Transfer final documents, editable files and supporting materials.

Guulwave
SOLUTIONS

STRATEGY. PEOPLE. PERFORMANCE. GROWTH.

Your next chapter. Built with Guulwave.

EMAIL

admin@guulwave.com

WEBSITE

www.guulwave.com

OFFICE

Mogadishu, Somalia

Waves of success.