

A person in a dark suit is holding a glowing lightbulb in their hands. The lightbulb is illuminated from within, casting a warm glow. A string of small, warm-toned lights is visible in the background, adding to the overall atmosphere of innovation and sustainability.

OPTIMISE VALUE . BUILD SUSTAINABILITY

Carthena Advisory

We are a financial and management consulting firm focused on optimising the client's supply and value chains. Our unique approach focuses across all operations and support functions to build competitive advantage and sustainable margins respectively - this serves as the cornerstone of our approach to each engagement - usually enhanced by an understanding of each client's brand and "the why" of their existence.

Set up in December 2008 as a financial and management consulting firm, Carthena Advisory commenced with a core focus on training and development programmes - to help staff with skills that can help in generating adequate revenues/margins, whilst simultaneously creating competitive advantage for them and their organisations. Today, our training services are offered on a bespoke basis to suit specific needs - across staffing levels and within our focus sectors.

Our sector focus includes Information Technology, Public Sector, Education, NGOs, Agriculture, Retail, E-Commerce, FMCG, Power, Solid Minerals, Financial Services and the Health Sector.



Our Purpose

We firmly believe in helping organisations define their success indicators and working with them to achieve those indicators via:

- Sourcing **Knowledge**
- Creating **Awareness**
- Developing **Insights**
- Practicing **Mindfulness**

Our Services

Business Planning and Feasibility Studies

Our approach ensures we test the business feasibility, understand the market and industry potentials (micro and macro), develop entry strategies, conduct risk/regulatory assessments and prepare detailed financial projections. Our approach allows businesses to start achieving their immediate breakthrough in the market, whilst also ensuring that tomorrow's potentials are recognised and planned for - a proven 'disruption proof' methodology!

Funds Sourcing for Startup Projects and Business Expansion

We help our clients via transaction advisory and financing options across multiple industries. Our work cuts across various asset classes, industries and currencies to advise, arrange and provide funding across the whole capital structure for our clients.

We employ a wide variety of funding sources, although the final option depends on the nature of the client and their immediate/future growth plans. Key sources are through loans, equity, angel investors, grants and private institutional finance.

Our Services

Process Reviews and Optimisation

Every organisation relies on the accuracy of its repetitive tasks to accomplish its 'big picture goals'. Optimising a business process requires more effort than simply purchasing new software. It requires taking a critical look at an organisation's operations and optimising the resources required to get things done. Our approach involves listing out all key components of the process, extracting potential areas of improvement and automating/optimising all essential components.

Mergers and Acquisitions

Achieving 'real' business synergy that mergers and/or acquisition offers is our main goal via planning, analysis and execution monitoring of critical decisions. We ensure our approach is tailored towards achieving the synergy of cost savings, economies of scale, improved market reach/visibility and the right cultural fit to propel the new entity.

Our main objectives during these engagements are primarily as follows:

- Analyse attractiveness and sustainability of the target/merged business model
- Evaluate future cash flows and financial forecasts of the target/merged entities
- Identify and flag potential risks to increase the success rate of the merger or acquisition

Our Services

Supply Chain Configuration and Management

Companies need to be effective at designing products/services, forecasting, acquiring resources and delivering products/services to their customers - at a lower cost, year in, year out!

We help clients to build efficiencies, eliminate waste and generate measurable ROI in their supply chain processes.

We focus on supply chain optimisation goals by addressing the following key elements: Value, Distribution, Logistics, Information, Inventory and Cashflows.

Optimisation occurs when all the elements are generating increased profits, operating optimally with minimal working capital and doing these at shorter lead times.

Management Development Training Programmes

For our training programmes, our tools are the resources we make available to students. Each programme comes with full resources to support learning and career development - student manuals, pre assignment guides, quick reference guides, practice questions, templates, case studies, certificates of completion etc. are some of the materials each participant will receive and work with.

We understand that learning is dynamic and each organisation has varying development needs. At Carthena Advisory, we typically engage all clients in a 'training needs analysis' session, to help us better understand specific needs of potential participants and how the management development training sessions will help each client achieve their growth and development objectives.

Our Services

Developing Institutional Strengthening Initiatives within the Public Sector

Institutional strengthening is the use of existing human/systems infrastructure at the various levels of government and philanthropic/private capital to support federal and state institutions' who intend to achieve measurable social, economic and environmental outcomes.

Our work is mainly with state governments/agencies and NGOs/IDAs to achieve the needed social/economic impact across the populace and/or desired groups.

An example was the engagement targeted at MSMEs and the rural disadvantaged populations (in the agricultural sector of Benue and Kogi States) - where through the process of accountability, ownership, inclusion and mindset cultivation, we were able to create access to capital, capabilities and markets for these beneficiary populations. Additional details of this work can be found via the header - developing institutional strengthening initiatives.

Core Team



Wole Ogundare
Managing Partner

Currently the Managing Partner/CEO at Carthena Advisory – he has spent the last 25 years as an enterprise expert focused on business building, market expansion strategies, governance and financial intermediation for current and potential investors in sub-Saharan Africa. He has a varied experience portfolio around the following sectors: IDA funds, retail, public sector, maritime, IT Services, marketing communications, telecoms, FMCG, power, solid minerals, financial services, health and agriculture.

He's a graduate of the University of Lagos and a Fellow of the Institute of Chartered Accountants of Nigeria. He's also a certified practitioner and trainer of Thomas International, UK and an alumnus of the London Business School.

Core Team



Bayo Ogunnusi
Partner

Bayo is an MSME expert with over 20 years experience in financial and management advisory engagements. He has an MBA from the London Business School and is the workaholic in the team. Some of Bayo's engagements over the last few years includes the following:

- Prepared the business plan to source funds for the development of Office suites in Victoria Island (\$32m) - Beachway Properties Limited;
- Advised MS Limited and secured funding for the construction of 5 MW captive power project in Ondo State (\$10m);
- Advised Fedkot and secured funding for the Commercialization of Agriculture (mechanized) through joint venture with VAADCO (Vietnamese based Agric Experts) and the Ondo State Government in Akunu, Ondo State (\$15m);
- Prepared the strategic business plan to recapitalize Union Ventures Petroleum Plc;
- Led the team that successfully migrated the financial data during the merger of legacy Platinum and Habib bank;
- Part of the team that successfully reconciled the inter-branch accounts from about N4b to less than N50m after the merger

Core Team



Obinna Udeagha
Partner

Obinna is a certified Kaizen Workshop facilitator and member of Project Management Institute, American Society of Quality and Society of Petroleum Engineers. He has over the last 20 years developed capabilities in Market Research, Feasibility Studies, Business Transformation, Business Process Improvement, Strategy Development & Execution Management, Human Performance Management and Operational Excellence. He has been facilitating trainings in Strategic Management, Project Management and Business Process Re-engineering.

- Led the civil service transformation and enhancement project of Edo State Government for 14 MDAs
- Identified new and viable opportunities and drove business model transformation and operational efficiency of the largest media and creative agency in Nigeria.
- Led the Sub-Saharan Africa divisional consulting delivery team of Mastercard to deliver projects, ensure quality management, build capability, develop talents and manage overall project pipelines.
- Business Process Design team for an International Finance Organization
- Conducting market research / business review and developing the marketing strategy for a fuel ethanol program for a National Oil Company

What Our Customers Are Saying

“Carthena Advisory worked with us to redefine our purpose and strategic outlook. Our accelerated growth and expansion across the SSA markets following this engagement - has been phenomenal!”

Yele Okeremi
CEO



Precise
Financial
Systems

Some of our major clients



Contact Us



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