



STRATEGIC PLAN FOR DEVELOPMENT

FROM 01/01/22
TO 31/12/23



SECTION 1: PRESENTATION OF B-CONSULTING





I: OUR ORGANIZATION

CEO: promote brands and services; organize and lead B-COs; to preside over the codir and the comex.

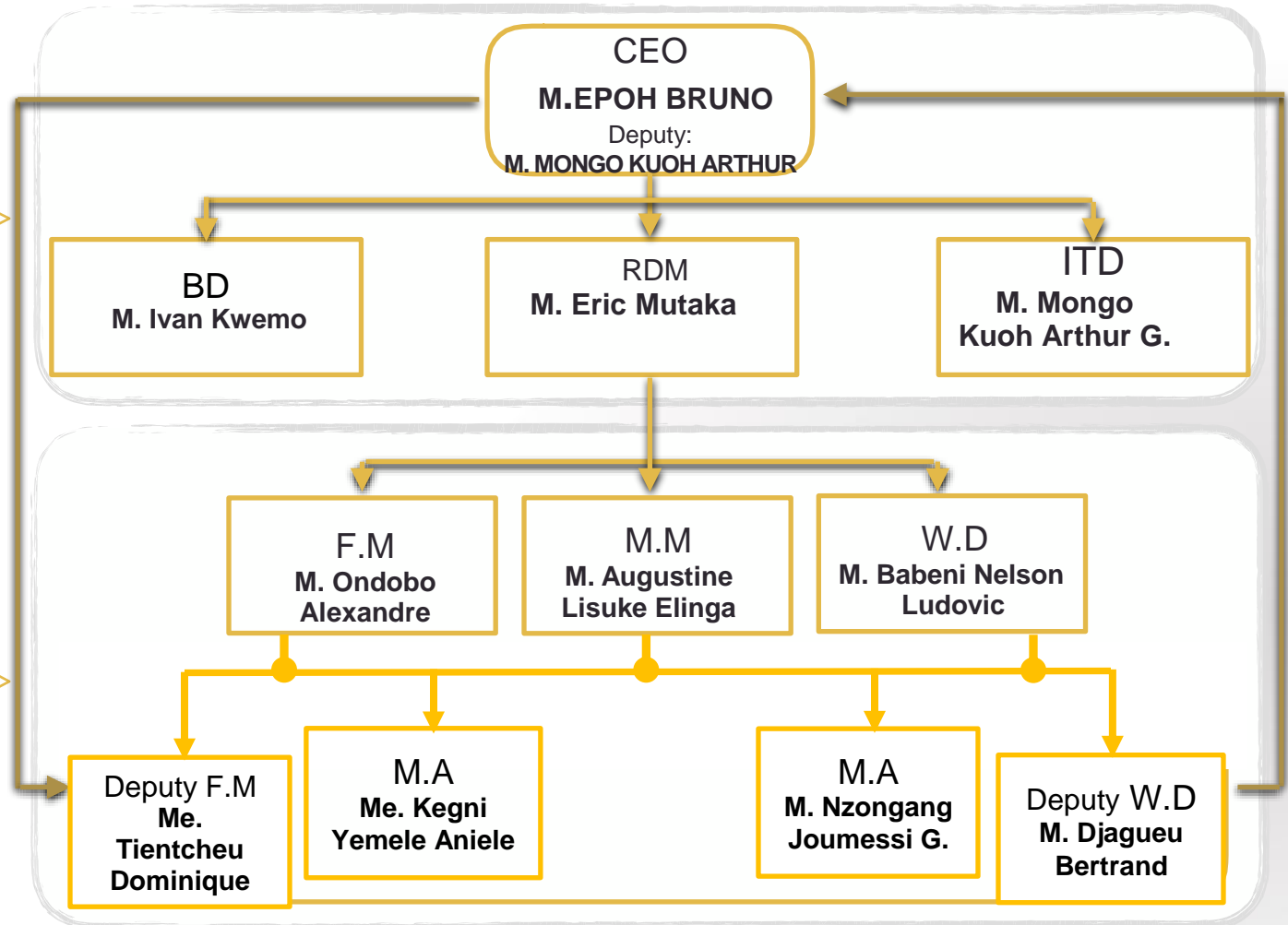
FM: organize, control and analyze information; structure finance.

ITD: design, code and optimize tools; suggest development proposals

RDM: organize and assist MMs, recruit and manage company staff, manage invoicing.

MM: promote the brand's products; organize customer feedback and then suggest improvements; define the brand service system and ensure the quality of B-CO operations; explore new territories for B-COs

BD: define and promote service offers, animate the field and sell products of all brands and service offers; support all customers run partnerships; Suggest improvements and opportunities.





II: OUR STORY

BE-CONSULTING was born from the unification of the entrepreneurial initiatives of its CEO, in the field of ENTREPRENEURIAL CONSULTANCY after several years spent in Small and Medium Enterprises (including schools), the company has demonstrated a solid expertise for the mission support (strategic, organizational and commercial). Monitoring management tools designed for;

FIRST ; Face-to-face internships in partner companies

NEXT ; Provide an incubator in schools, to support and complete the academic training of students with more practical aspects such as personal development, company visits and intellectual discoveries.

Today, BE CONSULTING pursues its missions around three main pillars of development: schools, African companies, young African graduates (including from the diaspora).

It has as Director Mr. BRUNO EPOH and his dynamic staff made up of business developers across Cameroon. B Consulting has therefore implemented specific measures with physical face-to-face internship tools as well as an incubation and professional integration mechanism.



III : OUR ACTIVITIES

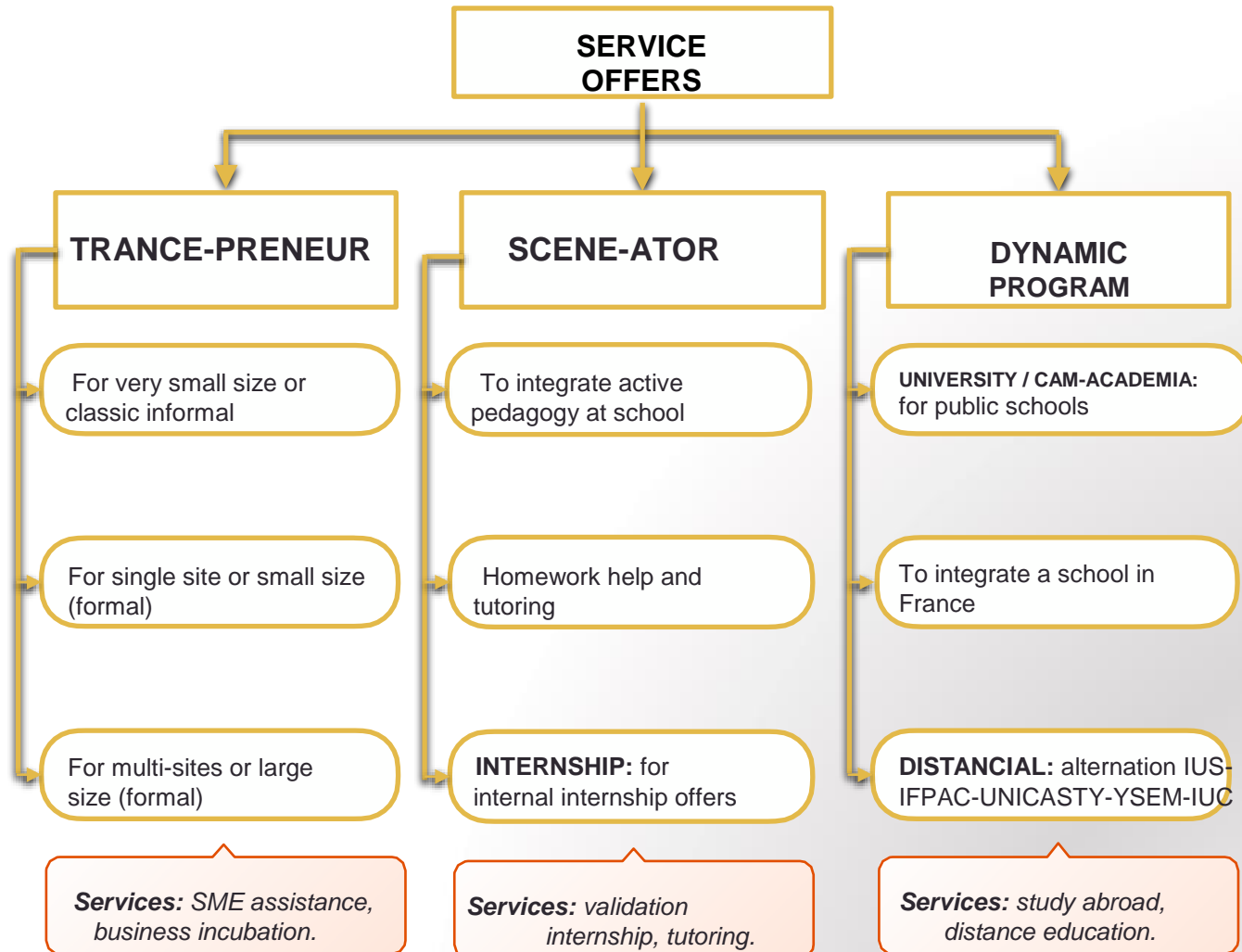
As part of its mission of advising VSEs and SMEs, B-CONSULTING, through is doubly approved as an "SME support structure"

All of the VSEs and SMEs supported are connected to our business network. These companies agree to host trainees and tele-trainees, on behalf of the completion of an academic, professional or advanced training.

SECTION 2: PRESENTATION OF ACTIVITIES



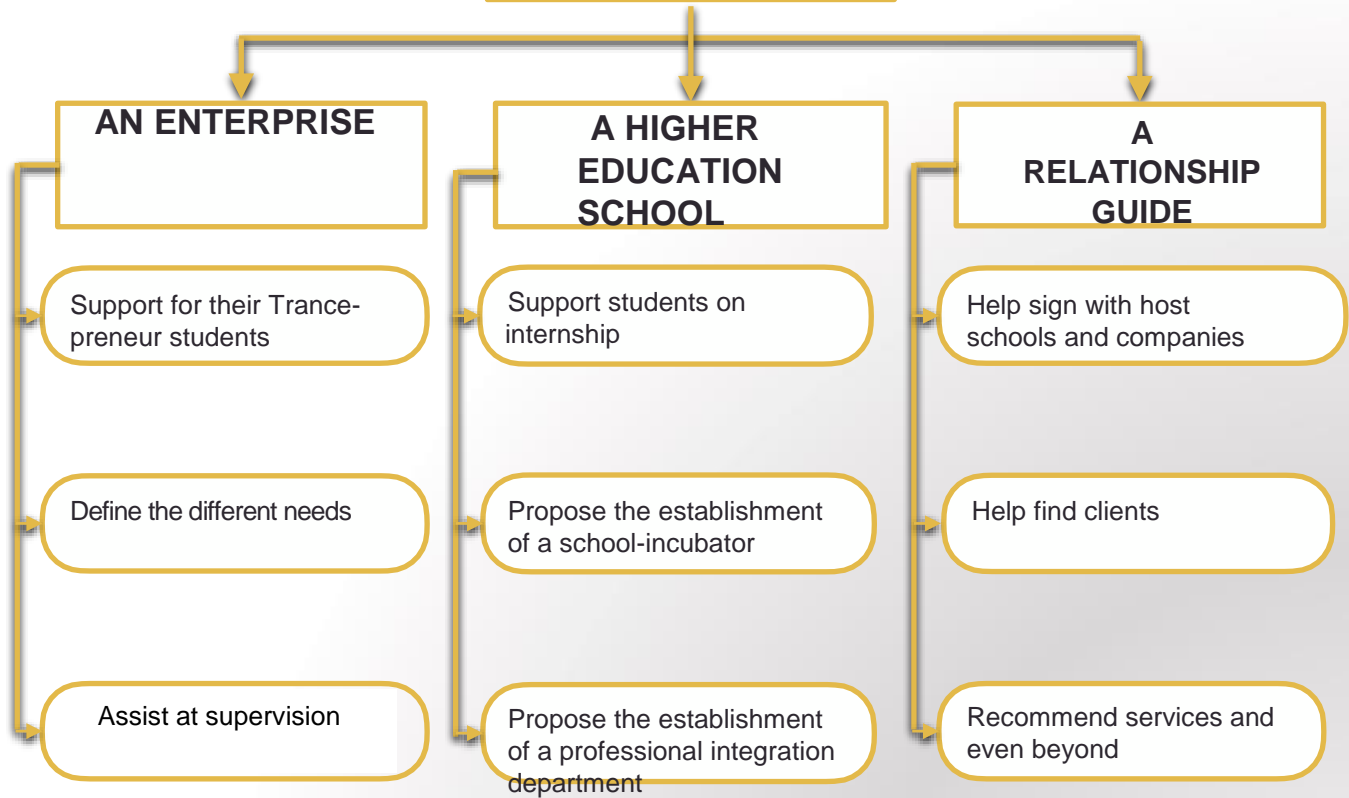
IV: OUR PRODUCTS



V: OUR KEY PARTNERS [B-CO]

B-CO [B-C OFFICE]

The creation of a B-C Office requires the signature of two partnerships out of the three. This legitimizes the opening of the BCO and guarantees entries for its operation.



EACH B-CO MUST MAKE AN ESTIMATE OF ITS OBJECTIVES PER PRODUCT AND SERVICE

SECTION 3: OVERVIEW OF DAILY TASKS





VI: ZOOM ON SCENE-ATOR

In a B-C Office, the daily management actions of internship are:

1/ the management of new interns or applicants:

- contact new registrants on the platform and schedule an appointment within 72 hours;
- organize interviews, conduct the choice of offers, and help with the application;
- modify the status of the last started and assign them.

2/ management of former interns:

- check the attendance of the day before and contact those absent without justification;
- check the work carried out and find out about the difficulties and tasks of the day;

3/ the management of trainees who have completed:

- change the status and check the availability of their end documents;
- check the availability of the theme, the report and a supervising professor.



VII : ZOOM ON TRANCE-PRENEUR (R.A.P)

In a B-C Office, the daily actions of managing the support networks for the assistance of **SMEs/SMIs** are:

1/ the management of new or prospected companies:

- convince prospects to validate the service, then to sign the contracts;
- organize interviews, lead the choice of software and configuration;
- designate an intern to take charge of the data;

2/ former business partner management:

- check the subscription, the work carried out, and find out about the difficulties encountered;
- find out from the company manager about the difficulties of collaboration;

3/ weekend and monthly management:

- prepare the documentary check and a meeting with the company manager;
- check the management report.



VIII: ZOOM ON DYNAMIC PROGRAM

In an Office B-C, the daily actions of academic management are:

1/ management of new candidates or prospects:

- contact new registrants and schedule an appointment;
- organize interviews, conduct the choice of offers, and help with the application;
- modify the status of the last started and plan the preparation for the tests;

2/ the management of former candidates:

- check the attendance of the day before and contact those absent without justification;
- check the work carried out and find out about the difficulties of the process;

3/ the management of admitted candidates:

- contact the parents and follow up for the installments, then follow the file;
- prepare the visa file by checking the nature of the documents available from the guarantors.

SECTION 4: ORGANISATION OF THE MANAGEMENT COMMITTEES





IX: ZOOM ON THE COMEX

The Committee meets every week to analyze Operations, around the following points:

1/ management of Committee sessions:

- It meets every Monday from 10 a.m. to 12 p.m. GMT collectively;
- It brings together all the BD, MA, is chaired by the CEO, and is executed by the RDM;
- It deals with all B-C Office subjects and explores ways to improve offers;
- The RDM guarantees the application of decisions and reports on them at each session.

2/ staff and office management:

- The BD offers the personnel of its B-CO to the RDM, which maintains and recruits them;
- The MM authorizes absences then informs the RDM, which responds to the COMEX;
- The MM is responsible for the B-CO and reports on commercial and administrative missions;
- The RDM is responsible for operations and reports on the successful completion of the missions;
- RDM reports attendance and performance of personnel performing B-COs.



X: ZOOM ON THE CODIR

The Committee meets every month to analyze the Departments, around the following points:

1/ management of Committee sessions:

- It meets every first Tuesday of the month from 10 a.m. to 12 p.m. GMT collectively;
- It brings together the BD, the RDM, and the ITD, is chaired by the CEO and executed by the Deputy CEO;
- It deals with all the subjects of the Departments, analyzes the strategies in place, and suggests adjustments;
- The Deputy CEO guarantees the application of decisions and reports on them at each session.

2/ Directorate management:

- The BD analyzes the management control system put in place and proposes adjustments;
- The BD carries out an internal control by activity and makes suggestions for improvement;
- The RDM presents the problems faced by the Offices and suggests solutions;
- The RDM reports on the overall invoicing of the Offices and suggests financing plans;
- The ITD/WD reports on changes to the information system and pending work.



XI: ZOOM ON THE CB

The Committee meets every six months to analyze the evolution of the Budget, around the following points:

1/ management of Committee sessions:

- It meets collectively every first Wednesday of the semester from 10 a.m. to 12 p.m. GMT;
- It brings together the COMEX and the CODIR, is chaired by the CEO and executed by a designated clerk;
- It analyzes the global sources of financing and their effectiveness;
- The Clerk guarantees the application of decisions and reports on them at the following session.

2/ the management of budget items:

- The FM analyzes the company's financial statements and KPIs;
- The FM analyzes the consumption of the Budget and proposes adjustments to the cash flow plan;
- The designated clerk criticizes the operation and suggests possible pooling points;
- The FM gives its assessment of the budgetary changes to be implemented.

ABBREVIATIONS AND FULL MEANINGS

1	CEO	CHIEF EXECUTIVE OFFICER
2	BD	BUSINESS DEVELOPER
3	RDM	RESEARCH AND DEVELOPMENT MANAGER
4	ITD	INFORMATION TECHNOLOGY SYSTEMS DEVELOPER
5	FM	FINANCE MANAGER
6	MM	MARKETING MANAGER
7	WD	WEB DEVELOPER
8	MA	MARKETING AGENT
9	SME	SMALL AND MEDIUM ENTERPRISES
10	VSE	VERY SMALL ENTERPRISE
11	KPI	KEY PERFORMANCE INDICATOR
12	IFPAC	INTERNATIONAL INSTITUTE FOR VOCATIONAL TRAINING IN CENTRAL AFRICA
13	IUC	INSTITUT UNIVERSITAIRE DE LA COTE
14	SMI	SMALL AND MEDIUM INDUSTRIES
15	IUS	INSTITUT UNIVERSITAIRE SIANTOU
16	B-CO	B-CONSULTING OFFICE
17	COMEX	EXECUTIVE COMMITTEE/COMITE EXECUTIF
18	CODIR	MANAGEMENT COMMITTEE/COMITE DE DIRECTION
19	CB	BUDGETING COMMITTEE/COMITE BUDGETAIRE