

# 1 Missions of ADVAL

ADVAL is a consulting firm that provides a wide range of services to help businesses succeed by improving efficiency and achieving their goals. With offices in Casablanca and Paris, ADVAL combines local and international expertise to offer tailored solutions. Below is an overview of their main missions, which focus on delivering value through innovation, quality, and client-focused support.

- **Certified Accounting and Financial Expertise:** ADVAL offers professional accounting services, including accurate social and tax declarations. Their financial and fiscal advisory helps clients manage resources effectively and make informed decisions.
- **Business Process and IT Outsourcing:** By handling back-office operations (BPO) and IT outsourcing (ITO), ADVAL streamlines business processes. They also develop customized applications to meet specific client needs.
- **Human Resources and Business Training:** ADVAL provides HR consulting to enhance organizational performance and offers specialized training in business management to equip clients with practical skills.
- **Investment and Legal Advisory:** From advising on investments, mergers, and acquisitions to providing legal support in real estate and judicial matters, ADVAL helps clients navigate complex financial and legal landscapes.
- **Project Management and Business Development:** ADVAL conducts feasibility studies, creates bankable business plans, and supports clients in preparing tenders and identifying new business opportunities.
- **Client Fidelization and Performance Optimization:** Through quality control processes and client satisfaction surveys, ADVAL enhances client retention and provides personalized support to optimize business performance.

These missions reflect ADVAL's commitment to helping clients achieve success through professional expertise and tailored solutions.