



MECK DORAMEN & ASSOCIATES

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CHARTERED ACCOUNTANTS

# **MECK DORAMEN & ASSOCIATES**

## *Firm Profile*

**Meck Emmanuel ACA, Principal Partner  
Created in 2018**

# **Executive Summary**

## **Product**

Meck Doramen & Associates also referred to as MD Associates, provides financial consultation services to small- and medium-sized companies. Our services include financial advisory, audit & assurance, tax, corporate trainings and business process reengineering to aid strategic decision- making, improve efficiency and overall reduce administrative costs.

## **Clients**

The target audience for Meck Doramen & Associates is business owners, finance directors, business managers, government agencies and parastatals, or CEOs with 5 to 800 employees who want to increase productivity and reduce frivolous costs. Specifically, we specialize in consulting white collar executives on accounting and finance processes such as product- line contributory analysis, production overhaul, tax planning, getting the most out of meetings, financial leadership, adopting the best financial practices, and other needs relevant to potential clients who serve in a management role within small or large organizations that may be bogged down by processes, bureaucracy, or financial experts with little leadership experience.

## **Future of the Firm**

Although the consulting business is a fast-paced, evolving industry and highly competitive, we believe that there is a place for high-quality, attractive, durable, and affordable service. Our goal is to build and market consults that are client specific and stand the test of time.

# Firm Description

## Vision

To be the leading provider of innovative financial solutions.

## Mission Statement

To provide quality services to our clients that will help their companies prosper and grow.

## Core values

We create an environment where we deliver bespoke solutions that meet our clients' needs

## Principal Members

Meck Emmanuel, ACA	— Principal partner/ consultant
Adedotun Saka, FCA	— Partner
Shuaib Adeadebayo, FCA	— Senior consultant
Osedebamen Ihimekpen, ACCA	— Senior consultant
Elendu Lilian, ACA	— Business manager/sales
Mando Kyonne, (Esq)	— Legal counsel

## Contact Us

Suite C6, Silverline Plaza, Off Muhammadu Buhari Way, Garki 2- Abuja  
+234 (0) 811 228 7018; +234 (0) 813 532 6860

## Legal Structure

Meck Doramen & Associates is a registered Business Name with the Corporate Affairs Commission of the Federal Republic of Nigeria with business number: 2663950

# Market Research

## Industry

Meck Doramen & Associates is in the financial advisory and business process improvement consulting industry. Generally, larger consulting firms, such as PricewaterhouseCoopers (PwC), work with international corporations while smaller consulting firms work with both large corporations and smaller organizations, usually closer to home. Consulting firms structured like ours also have a history of working with local, state, and federal government agencies. The consulting industry is still recovering from the economic recession. It was hit hardest in 2016 when the industry shrank by 9.1%. However, as the economy recovers, the industry is showing signs of growth. A recent study stated that financial and investment consulting is projected to grow by 5.1% per year for the next several years.

## Detailed Description of Clients

The target audience for Meck Doramen & Associates is business owners, finance directors, business managers, government agencies and parastatals, or CEOs with 5 to 800 employees who want to increase productivity and reduce frivolous costs. Specifically, we specialize in consulting white collar executives on accounting and finance processes such as product- line contributory analysis, production overhaul, tax planning, getting the most out of meetings, financial leadership, adopting the best financial practices, and other needs relevant to potential clients who serve in a management role within small or large organizations that may be bogged down by processes, bureaucracy, or financial experts with little leadership experience.

To capitalize on opportunities that are geographically close as we grow our business, Meck Doramen & Associates specifically targets growth- driven Organisations. This allows us to take advantage of the firm's close proximity to the Federal Capital Territory.

## Firm Advantages

Because Meck Doramen & Associates provides services, as opposed to a product, our advantages are only as strong as our consultants. Aside from ensuring our team is flexible, fast, can provide expert advice and can work on short deadlines, we are taking the following steps to support consulting services:

- All our partners and principal members are either associates or fellows of ICAN and

ACCA with aggregate experience of over 35 years in the industry.

- Maintain only Certified Auditors in concerned jurisdiction as affiliates.
- Maintain only PMP-certified project managers
- Ensure account team members use our proprietary planning and reporting process to stay in touch with clients and keep them updated on projects
- Provide public speaking training for all consultants
- Develop close relationships with associates who can support us in areas such as joint auditing services, PR and marketing, to ensure materials and presentations are always clear and maintain a consistent brand.
- All our staff members have at least a four-year degree, with 20% having an advanced degree.
- We are a virtual firm without a lot of overhead costs or strict corporate rules, which saves time, money and creates a flexible workplace for getting things done

## **Regulations**

Meck Doramen & Associates must meet all Federal and state regulations concerning business consulting. Specifically, the Professional code of Conduct as released by the Institute of Chartered Accountants of Nigeria Act No. 15 of 1965 and Company and Allied Matters Act 1990

# Service Line

## Product/Service

Services Include:

- Financial Advisory
- Audit and Assurance
- Tax consulting
- Business Advisory
- Real Estate Advisory
- Corporate Training
- Debt Reconciliation
- Debt Recovery
- Loan or Mortgage Advisory
- Risk Management

## Pricing Structure

Meck Doramen & Associates offers its services at an hourly rate using the following labor categories and rates:

- Principal,
- Account Executive,
- Project Manager,
- Project Coordinator,
- Business Analyst,
- Process Analyst,
- Financial Analyst,
- Technologist,

## Product Lifecycle

All services are readily available to clients, pending approval of engagement/ contracts.

## Intellectual Property Rights

Meck Doramen & Associates is a trademarked name in the Federal Republic of Nigeria, and we

have filed for protection of our proprietary processes and other intellectual property, such as our logo. We have also registered our domain name and parked relevant social media accounts for future use and to prevent the likelihood of someone impersonating one of our consultants.

## **Research and Development**

The firm conducts the following research and development:

- Create a custom technology solution to aid quick response to clientele and further reduce the bureaucracy and red flags in communication.
- Include a feedback mechanism on the website for ideas, suggestions, and improvements
- Constantly research bespoke solution to bridge the inherent industry- knowledge gaps between the experts and the end users through training and various offerings in advisory services.
- Determine the need for additional consulting services within our market related to tying improved processes to opportunities for increased sales and promotion to potential clients
- Find trends in software solutions that may provide potentially competitive automated services in order to ensure Meck Doramen & Associates continues to carefully carve its niche in the marketplace



# Marketing & Sales

## Growth Strategy

To grow the firm, Meck Doramen & Associates does the following:

- Network at CFA, ACCA, ICAN, PMP and MBA conferences and symposiums.
- Establish a firm website that contains engaging multimedia content about our services.
- Stay abreast global news and updates in the profession and make valid contributions where necessary.
- As the business grows, advertise in publications that reach our target industries

## Communicate with the Customer

Meck Doramen & Associates communicates with its clients by:

- Meeting with local managers within targeted companies
- Planning foreign visits with International prospect clients where applicable
- Using social media such as Twitter, YouTube, Facebook, and LinkedIn
- Providing contact information on the firm website

## How to Sell

Currently, the key person in charge of sales for Meck Doramen & Associates is the business manager, Elendu Lilian, ACA. As our client base increases, Meck Doramen & Associates looks to recruit more practitioners to assist with account management/coordination. This individual will also provide firm social media and online marketing support. The firm will increase awareness to our targeted clients through online advertising, proactive public relations campaigns, and attending symposiums.