



YELLOLAB
CONSULT

SME Consultancy . Advisory . **Training & Capacity Building**



At YelloLab Consult, we are passionate about helping SMEs **stand up and stand out**. Through our consultancy, advisory, training, and brand development services, we equip businesses with the strategies and tools needed to grow, compete, and thrive. We also host conferences and workshops to connect entrepreneurs, share knowledge, and inspire action. Our mission is to be your trusted partner in turning ideas into sustainable success.

-Nak Sarpong , CEO, YelloLab Consult



About yellolab

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At **Yellolab Consult**, we empower SMEs to unlock their full potential. We provide expert consultancy, business advisory, and capacity-building services that help small and medium enterprises establish strong structures for sustainable growth. Our team specializes in marketing strategies, revenue generation, brand development, and digital identity solutions, ensuring our clients are well-positioned to compete and thrive in today's dynamic business environment.





OUR SERVICES

1

Business Advisory & Consultancy

2

Marketing & Brand Development

3

Revenue Growth & Business Development

4

Training, Capacity Building & Conferences

5

Special Projects & Advisory





Starter Package – Ideal for new SMEs

- Basic business advisory & operational review
- Simple marketing guidance & strategy outline
- Initial brand assessment & recommendations
- One 1-on-1 coaching session
- **Duration :1 Month**

**GHS
1500**

Gold Package – For growing SMEs seeking structured growth

- Comprehensive business advisory & growth roadmap
- Marketing strategy & campaign planning
- Brand development: corporate identity and basic digital presence
- Revenue growth strategies & sales optimization guidance
- Two workshops or training sessions for your team
- Monthly progress review & reporting
- **Duration :3 Month**

**GHS
7500**

Premium Package – For established SMEs aiming to scale and dominate



- Full business advisory: operational, financial, and risk management support
- Advanced marketing strategy & digital marketing execution support
- Complete brand development: corporate identity, website guidance, social media strategy
- Revenue generation and business model innovation support
- Leadership & team capacity building workshops
- Participation in Yellolab Consult SME conferences & networking events
- Bi-weekly progress review & strategic adjustments

GHS
15000

Duration :6 Month

In addition to our structured packages, we also offer **custom-tailored consulting solutions** designed to meet the unique needs, goals, and business stage of our clients.



- SME business structuring and process optimization
- Strategic planning and growth roadmaps
- Financial planning and management guidance
- Operational efficiency assessments
- Risk management and compliance support





- Brand identity design (logos, corporate identity, visual branding)
- Digital marketing strategy (social media, SEO, content marketing)
- Marketing campaigns and customer engagement strategies
- Corporate communications and PR advisory





- Sales strategy design and implementation
- Market research and competitive analysis
- Customer acquisition and retention strategies
- Business model innovation and monetization strategies





- SME owner and staff training programs
 - Leadership and management development workshops
 - Entrepreneurship and business growth coaching
 - Skill development for operational and marketing excellence
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Special Projects & Advisory



- Project feasibility and business case development
- Partnership and investor advisory
- Digital transformation support for SMEs
- ESG/DEI guidance for sustainable business practices

