

2019

COMPANY PROFILE

manafeth.net



MANAFETH
Consulting and Training



Supporting businesses since 2012



ABOUT US:

Established in 2012, Manafeth Consulting & Training was created with an overall aim to support start-ups, small and medium-sized enterprises (SMEs) in achieving their visions, overcoming business challenges, enhancing competitive advantage, building capacity and tap into new market opportunities. Manafeth also implements socioeconomic projects that support communities to improve quality of life.

Our team is comprised of highly skilled and competent professionals with a passion to serve clients with innovative solutions and services.

A combination of diverse backgrounds, access to professional networks, and a pool of resources has provided a solid foundation to our success.





SERVICES

EXPORT ENHANCEMENT:

Manafeth helps companies tap into new markets around the world. Our experience in export-related activities; starting from export strategy development, up to selection of markets and implementation, has enabled us to support Jordanian SMEs wishing to export internationally, by providing them with the know-how and the steps that prepare their production process for successful export.





FRANCHISE INITIATION:

Manafeth provides a one-stop-shop for companies wishing to franchise. One of the common issues companies face is the lack of preliminary know-how to franchise. This varies from technical, marketing, and legal aspects. To this end, we offer the tools and technical know-how starting from the initial concept to becoming a franchisable business.





ENTREPRENEURSHIP SUPPORT SERVICES

Manafeth supports emerging start-ups and entrepreneurs in becoming fully-fledged businesses. Entrepreneurs face multiple challenges include financial management, business plans, marketing and sales, and operations. Manafeth steps in to help entrepreneurs navigate their way within these challenges through capacity building, providing advisory services, and mentoring.





MONITORING AND EVALUATION

Manafeth provides Monitoring and Evaluation (M&E) services that translate into decision making policies. M&E has become a valuable asset to any program, project or initiative because it provides insights on the challenges, lessons learned and best practices. Manafeth can support on this front through monitoring and formative and summative evaluations.





TRAINING AND CAPACITY BUILDING:

Manafeth provides a wide range of tailored training and coaching services to equip businesses as well as individuals with the required knowledge and skills to achieve their goals and excel. This includes:

- Business coaching
- Sales and customer service
- Marketing
- Export strategy
- Trade fair participation
- Soft skills
- Entrepreneurship programs





MARKET RESEARCH AND FEASIBILITY STUDIES:

We help our clients gain deep insights into the market dynamics to help support and frame their decision making by offering market research services and feasibility studies. Our team is ready to serve clients with desk research and/or field research by using both qualitative and quantitative research methodologies that include focus group discussions, key informant interviews, as well as, online and offline surveys. In addition, Manafeth provides feasibility studies to ensure the economic viability and financial sustainability of projects.





MARKETING STRATEGIES AND IMPLEMENTATION:

We help our clients create a competitive edge and expand in the target markets by developing their products, enhancing their promotional material, and improving their distribution channels. Examples include, insight on what product features and package designs to select, how to promote the product/service to better fit the target audience needs, educate on sales techniques and strategies to penetrate the market, assisting in selecting the best segments to target, and advising on which strategy and marketing channels to select.





VIRTUAL MARKETING PLACES STRATEGY (ONLINE MARKETING):

We help businesses enhance their global reach and visibility by developing and implementing efficient online marketing strategies to sell on VMP platforms (e.g. Etsy, Alibaba, Amazon...etc.). This includes:

- Selecting the right online platform
- Connecting with international e-Payment Gateways
- Creating and optimizing marketing content
(e.g. media, scripts...etc.)
- Managing Cross-Border Delivery
(e.g. e-fulfillment& fulfillment strategies)
- Handling after sales activities



The background of the slide features a blue-tinted image of business professionals in a modern office. On the left, two women and a man are looking at documents. On the right, two men are in conversation. A large, stylized orange logo, resembling a complex knot or a stylized 'X', is overlaid on the right side of the image. The overall atmosphere is professional and corporate.

CONTACT US

Email: Info@mc-jo.com

Phone: : +962 79 990 9136

Jabr Commercial Complex, Building 123, Abdullah

Ghosheh St, Al Rawabi, Amman, Jordan.

manafeth.net