

COMPANY PROFILE

MGA Consulting Ghana Limited

Contact MGA Consulting Today:

 training@mgaconsultingltd.com
 www.mgaconsultingltd.com



    [mgaconsultgh](https://www.mgaconsultgh.com)

TABLE OF CONTENTS

01	Message from the Chief Executive Officer
02	About MGA Consulting Ghana Limited <ul style="list-style-type: none">▪ Who We Are · Awards & Recognition · Our History▪ Our Vision · Our Mission · Our Core Values▪ Our Geographic Reach▪ Professional Memberships & Affiliations▪ Our Impact — By the Numbers
03	Our Three Service Lines <ul style="list-style-type: none">▪ 01 Consulting & Advisory▪ 02 Research & Insights▪ 03 Training & Capacity Building
04	Our Approach <ul style="list-style-type: none">▪ Four Guiding Principles · Engagement Model▪ Quality Assurance & Delivery Standards
05	Sectors & Client Types
06	Our Client Portfolio — Selected Engagements <ul style="list-style-type: none">▪ Consulting & Advisory Engagements▪ Research & Insights Engagements▪ Training & Capacity Building Engagements
07	Why Choose MGA Consulting
08	Our Leadership & Organizational Structure
09	What Our Clients and Partners Say
10	Our Promise to Every Client
11	How to Engage MGA Consulting
12	Contact Us

01

MESSAGE FROM THE CHIEF EXECUTIVE OFFICER



Dear Prospective Partner,

In December 2025, the Association of Ghana Industries recognized MGA Consulting Ghana Limited as the Fastest Growing Company at the 14th AGI Ghana Industry and Quality Awards. That recognition did not arrive by accident. It arrived because of twelve years of deliberate choices, about the clients we serve, the standards we hold, the expertise we invest in, and the institutional

discipline we have built. It arrived because Ghana's most credible independent industry body looked at our trajectory and said: This firm is on the right path.

The year before, AGI had named us Overall Best in the Promotion and Consultancy Sector. Two national awards in two consecutive years, from the same institution. We do not take that lightly, and neither should you, because it is the clearest external signal of what our clients already know from experience: MGA delivers.

What those awards reflect is a transformation that has been underway since 2013. MGA Consulting began as a specialist sales and marketing advisory practice, built on the conviction that Ghanaian organizations could sell better, market smarter, and grow faster with the right advisory support. That conviction has never left us. It is still at the centre of what we do. But we have grown around it. We now advise on strategy, governance, and policy at Board and Ministerial levels. We conduct rigorous research for the world's leading development organizations. We have trained more than 24,000 professionals and entrepreneurs through the MGA Training Centre. And we are building the digital infrastructure, through our Learning Management System, that will carry our expertise from Accra to every professional in West Africa.

If you are looking for an indigenous partner who brings genuine expertise, international-quality rigour, and deep knowledge of this market, we are ready to work with you.

Let us partner to grow your business.

Michael Abbiw

Chief Executive Officer | MGA Consulting Ghana Limited
President, Chartered Institute of Marketing Ghana (CIMG)
Fellow, National Institute of Marketing of Nigeria (NIMN)
Convener, National Sales Leaders Conference (NSLC)

02

ABOUT MGA CONSULTING GHANA LIMITED

WHO WE ARE · AWARDS & RECOGNITION · OUR HISTORY

Who We Are

MGA Consulting Ghana Limited is Ghana's premier indigenous management consulting firm — and the only Ghanaian consultancy to have won two consecutive national awards from the Association of Ghana Industries: Fastest Growing Company at the 14th AGI Ghana Industry and Quality Awards (December 2025) and Overall Best in the Promotion and Consultancy Sector (2024). These are not sector recognitions. They are institutional verdicts on performance, growth trajectory, and delivery quality, issued by Ghana's most credible independent industry body.

Founded in Accra in 2013, MGA Consulting provides Consulting & Advisory, Research & Insights, and Training & Capacity Building services to a portfolio of clients that spans government Ministries, Departments, and Agencies; international development organizations; Tier 1 corporate institutions; regulated industries; and Ghana's MSME sector. We are one of the very few indigenous Ghanaian consulting firms with the technical depth, institutional credibility, and geographic reach to serve all of these client types — to the same standard.

What makes MGA genuinely distinctive is the combination of things that cannot be easily replicated: twelve years of engagement with Ghana's institutional landscape; a CEO who chairs the Chartered Institute of Marketing Ghana; an advisory track record spanning the Government of Ghana, UNDP, the World Bank, AfDB, GIZ, the Mastercard Foundation and the International Telecommunication Union; and a training alumni community of more than 24,000 professionals and entrepreneurs whose loyalty is the deepest evidence of our delivery quality.

Awards & Recognitions

2025 · 14TH AGI GHANA INDUSTRY AND QUALITY AWARDS

Fastest Growing Company

Association of Ghana Industries — Ghana's most prestigious annual recognition for business excellence, growth, and quality. MGA Consulting named the Fastest Growing Company across all sectors.

2024 · AGI GHANA INDUSTRY AND QUALITY AWARDS

Overall Best; Promotion and Consultancy Sector

Association of Ghana Industries — recognition of MGA Consulting's delivery quality, client impact, and institutional credibility as the leading firm in Ghana's promotion and consultancy sector.

Two consecutive national awards from the Association of Ghana Industries. The only indigenous Ghanaian management consulting firm to have achieved this distinction.



Our History

MGA Consulting was founded in 2013 by Michael Abbiw with a clear conviction: that Ghanaian organizations deserved world-class advisory support delivered by people who understood their context.

Beginning as a specialist sales and marketing advisory practice, MGA Consulting steadily expanded its capabilities — adding research and evaluation services, training and capacity building programs, organizational development advisory, and governance consulting — in response to client demand and market opportunity.

By 2015, MGA had established itself as a leading management consultancy and capacity-building firm in the Ghanaian market. Over the following decade, the firm built a portfolio spanning the Government of Ghana, international development organizations, Tier 1 banks, telecommunications companies, and more than 24,000 MSME clients through enterprise development programs.

In 2024, AGI awarded MGA Consulting the Overall Best in Promotion and Consultancy. In 2025, AGI recognized MGA Consulting as the Fastest Growing Company at the 14th Annual Ghana Industry and Quality Awards — the most significant external validation in the firm's history and a confirmation that MGA's growth trajectory is among the strongest of any firm operating in Ghana today. In 2026, MGA launched its 3-Year Strategic Corporate Plan — **SCALE. LEAD. EXCEL.** — consolidating capabilities into three integrated service lines and investing in the Advisory Products and LMS platforms that will carry the firm into its next decade.

Our Vision & Mission

Vision



To become an International Management Consultancy with indigenous identity, providing sustainable solutions and value for our stakeholders.

Mission



To provide professional and reliable solutions within an inclusive environment aimed at positive organizational change.

Our Core Values



FAMILY

We value mutual respect, open communication, and a sense of belonging to create a thriving workplace where everyone contributes to our success.



EXCELLENCE

We are committed to delivering high-quality services and achieving the best possible results for our clients. Every deliverable carries MGA's name and reputation.



INTEGRITY

We are dedicated to upholding ethical business practices and ensuring transparency in all interactions with our clients and partners.



COLLABORATION

We believe that effective solutions are developed and implemented through collaboration with clients and other stakeholders.



INNOVATION

Through continuous learning, we embrace new ideas and approaches in order to deliver better results for our clients.



CUSTOMER FOCUSED

We are dedicated to understanding the needs and challenges of our clients and tailoring our services to meet those needs.



INCLUSION

We are committed to creating a diverse and inclusive workplace that values and respects the unique perspectives and backgrounds of all our employees.

Our Geographical Reach

MGA Consulting is headquartered in Accra, Ghana, and serves clients across the country and the wider West African region. Our work has taken us into every major sector of Ghana’s economy — from the corridors of government MDAs to trading floors of Tier 1 banks, from the development partner offices of Accra’s Ridge and Cantonments to the enterprise development programs that have reached small businesses and entrepreneurs in every region of the country.

Beyond Ghana, MGA Consulting is actively building its regional presence. Our Research & Insights and Training & Capacity Building capabilities have supported multi-country programs across West Africa commissioned by UNDP, the World Bank, AfDB, GIZ, and the Mastercard Foundation. Our 3-Year Strategic Plan (2026–2028) charts a structured Nigeria market entry through Lagos and Abuja, with strategic partnerships already being established to anchor our credibility in Africa’s largest economy. By 2028, MGA Consulting will operate with active engagements or established partnerships in no fewer than three West African markets beyond Ghana.



Ghana: Primary Market

Accra HQ · National coverage · All sectors 12+ years of institutional relationships



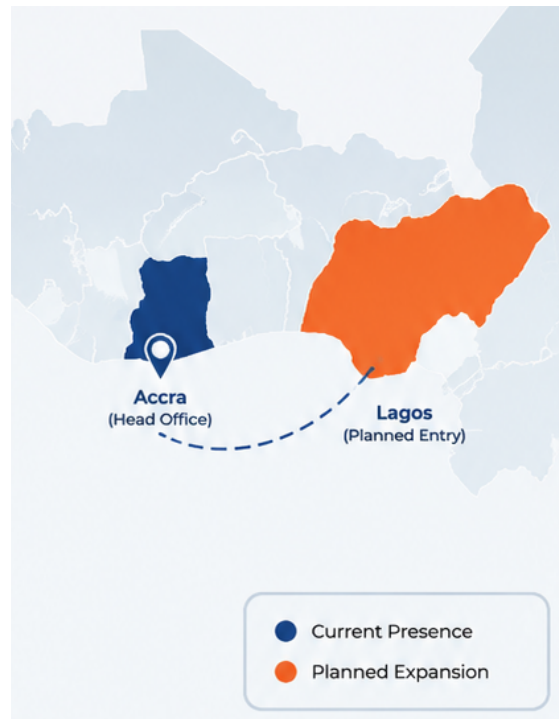
West Africa — Regional

Multi-country development programmes · ECOWAS regional engagements · LMS platform extending reach digitally



Nigeria: Active Expansion

Lagos & Abuja focus · Partnership-led entry · Financial services, telecoms, energy, development sector



Professional Memberships & Affiliations

MGA Consulting Ghana Limited holds institutional memberships and affiliations that reflect the firm's commitment to professional standards, continuous learning, and active participation in Ghana's professional and commercial landscape.

Affiliation

Our Relationship

Corporate Member: CIMG

MGA Consulting Ghana Limited is a Corporate Member of the Chartered Institute of Marketing Ghana (CIMG) — the national professional body that sets the standards for marketing practice across Ghana. This institutional membership reflects MGA's founding identity as a marketing and commercial advisory firm and our ongoing commitment to the standards and ethics that CIMG upholds.

Member: Association of Ghana Industries

MGA Consulting is a registered member of the Association of Ghana Industries (AGI), the apex private sector body promoting industrial development in Ghana. It is AGI that has recognized MGA Consulting with two consecutive national awards — Fastest Growing Company (2025) and Overall Best in Promotion and Consultancy (2024).

Member: Ghana National Chamber of Commerce

MGA Consulting is a member of the Ghana National Chamber of Commerce (GNCC), the leading business membership organization representing the interests of businesses across Ghana. This membership connects MGA to Ghana's broader commercial community and reinforces our commitment to the development of a vibrant and competitive Ghanaian private sector.

Our Impact — By the Numbers



24,000+

Businesses &
Professionals Supported

Through capacity building, advisory, research, and development programmes across key sectors



12+

Years in
Operation

Over a decade of delivering solutions that drive growth, strengthen institutions, and transform communities.



2

AGI National
Awards

Recognised for excellence in consulting, impact, and contribution to national development.



2,000+

Professionals Trained
Annually

Building the skills and competencies of professionals, public servants, and entrepreneurs.



6

Sectors Served

Delivering expertise across key sectors that power economic growth and social development.



10+

Development Partner
Engagements

Collaborations with local and international partners to co-create solutions and sustainable impact.

03

OUR THREE SERVICE LINES

Consulting & Advisory · Research & Insights · Training & Capacity Building

| Consulting & Advisory

Strategy. Sales & Marketing. Policy. Governance. Management. Advisory Products.



The Consulting & Advisory service line is built on a foundation that defines who MGA truly is. Before MGA was a policy advisory firm or a governance consultancy, it was a sales and marketing organization. That heritage is central to our identity. The service line consolidates that founding expertise alongside twelve years of capabilities built across strategy, public sector reform, organizational development, governance, and management consulting.

Service Area

What We Deliver

Strategy & Corporate Planning

Corporate Strategic Plans, Business Plans, Sales & Marketing Strategy Plans, Market Entry Strategy, Competitive Positioning, Strategic Turn-around Plans, Business Continuity Planning, and Board Strategy Facilitation.

Sales & Marketing Advisory

Sales Strategy, Go-to-Market, Sales Force Effectiveness, Revenue Growth Advisory, Digital Marketing Strategy, Brand Positioning, Distribution Channel Design, Key Account Management, B2B Commercial Strategy, and Commercial Diagnostics.

Policy Advisory & Public Sector Reform

Policy Development and Review, Institutional Reform, Regulatory Framework Advisory (BoG, SEC, NIC, NCA), PFM Advisory, Regulatory Compliance & Licensing Support, and Decentralization Advisory.

Organizational Development & HR Advisory

Organizational Design, HR Strategy, Operational Manual Development, Performance Management Systems, Culture Transformation, Compensation Benchmarking, and Change Management Advisory.

Governance & Board Advisory

Corporate Governance Assessment, Board Charter and Constitution Development, Board Effectiveness Evaluation, ESG Governance, Audit and Risk Committee Advisory, and Anti-Corruption Frameworks.

Management Consulting

Business Process Improvement, Company Profile Development, Business Acquisition & Partnership Advisory, Digital Transformation Advisory, Customer Experience Strategy, Financial Management Advisory, and Project Management Advisory.

Advisory Products

Structured, Repeatable Advisory Solutions — Diagnostics (Sales Force Effectiveness Audit, Governance Health Check, HR Maturity Assessment, Strategy Execution Diagnostic), Proprietary Toolkits, Advisory Retainer Packages (Bronze / Silver / Gold), Sector Intelligence Packs, and the MGA Policy & Regulatory Briefing Service.



Who This Service Serves

Government MDAs and Regulatory Bodies · Tier 1 Banks, Insurance Companies, and Telcos · Listed Manufacturers and Agribusinesses · Development Partner Programs · State-Owned Enterprises · SMEs seeking Professionalization and Strategic Direction · Boards and Governance Functions Across All Sectors

Research & Insights

Evidence. Market Intelligence. Evaluation. Thought Leadership.



Research & Insights is MGA Consulting's knowledge engine. Market research is as central to that engine as program evaluation — both have been part of how we create value since the firm's earliest engagements. We bring the same methodological rigour to a development program evaluation as to a commercial market study, with the added advantage of our commercial advisory instinct that helps clients translate findings into strategy.

Service Area

What We Deliver

Market Research & Applied Studies

Market Sizing, Consumer Studies, Competitive Intelligence, Brand Equity Studies, NPS and CSAT Research, Pricing Research, Feasibility Studies, Baseline/Midline/Endline Studies, Situational Analyses, and Concept Testing.

Monitoring, Evaluation & Learning (MEL)

MEL Framework Design, Program Evaluations (Process, Outcome, Impact, VfM), Real-Time Monitoring Systems, Data Quality Assessments, Beneficiary Feedback Surveys, Learning Reviews, and Independent Verification.

Policy Analysis & Evidence Synthesis

Policy Reviews and Analysis, Comparative Policy Studies, Regulatory Impact Assessments, Evidence Synthesis, Policy Brief Development, and Political Economy Analysis.

Needs & Institutional Assessments

Needs Assessments, Training Needs Assessments (TNA), Organizational Capacity Assessments (OCA), Functional and Operational Reviews, Governance Assessments, Systems Assessments, and Partner Due Diligence.

Thought Leadership & Knowledge Products

Annual Sector Reports, Sales & Marketing Intelligence Reports, White Papers, Rapid Research Briefs, MGA Journal of Management and Leadership, Conference Presentations, and Media Engagement.

Who This Service Serves

UNDP · World Bank · African Development Bank · GIZ · Mastercard Foundation · ITU · USAID · FCDO · Government of Ghana MDAs and Regulators · NGOs and Civil Society · Corporate Clients Requiring Market Intelligence · Academic and Policy Institutions

Training & Capacity Building

Learn. Lead. Grow. — In the Room, In the Field, and Online.



Training & Capacity Building is MGA Consulting's most publicly visible service line — delivered through the MGA Training Centre (MTC) across five specialist academies. The Marketing & Customer Experience Academy is the centerpiece: MGA Consulting has been training Ghana's commercial professionals for over a decade, and our CEO's leadership of both CIMG and the National Sales Leaders Conference means our sales and marketing training carries the authority of the national body that sets the standards for the discipline.

Service Area

What We Deliver

Leadership & Governance Academy

Executive Leadership, Strategic Leadership, Strategy Planning and Management, Change Management, Women in Leadership, Board and Governance Development, and Leadership Coaching — for Executives, Senior Managers and Board Members.

Marketing & CX Academy - Sales Training

Mastering the Art of Selling, Effective Selling (Relationship Approach), Strategic Sales & Marketing Planning, Sales Leadership & Management, Lead Generation & Pipeline Management, Handling Objections & Closing, Digital & Virtual Selling, and Salesforce Management.

Marketing & CX Academy — Marketing Training

Market Research & Customer Segmentation, Brand Strategy & Positioning, Digital Marketing Strategy, Omnichannel Marketing, Sustainable Marketing, Strategic Marketing & Brand Management, Content Marketing & Storytelling, and Emerging Technologies & Ethical Marketing.

Marketing & CX Academy — Customer Experience

Customer Experience & Retention, Turning Customers into Brand Advocates, Complaint Management & Service Recovery, Handling Difficult Customers, Enhancing the User Experience, Service Culture & Customer Centricity, and Effective Communication.

Professional & Technical Skills

Financial Management for Non-Finance Professionals, Project Management, HR Management and People Leadership, Data Analysis and Business Intelligence, Procurement and Supply Chain Management, Business Communication, Emotional Intelligence, Time Management, and Professionalism and Work Ethics

Corporate & Organizational Capacity Building

Bespoke Training Design for Corporate Clients, Staff Induction and Onboarding, Annual L&D Calendar Management, Department and TeamBased Capacity Building, and Large-Scale Development Partner-Funded National Capacity Building programs.

Service Area

What We Deliver

MSME & Entrepreneurship Development

Entrepreneurship and Business Growth, Ideation to Startup, Market Research and Competitive Positioning, Financial Management for Entrepreneurs, Digital Business Skills, Agribusiness Development, Youth Entrepreneurship, and the MGA Alumni Network of 24,000+ Graduates.

Sector-Specific & Special Programs

Financial Services, Public Sector, Development Sector, and Healthcare Training — plus Financial Literacy, Project Management for Business Leaders, Lean Management (Kaizen), Diversity & Inclusion, MS Office Suite, ESG, and Professional Certification Preparation.

MGA Learning Management System (LMS)

Digital and blended learning platform: MGA Academy Online, Corporate LMS Licensing, Blended Learning Packages, Digital Certification, Alumni Learning Hub, and Development Partner Digital Programs — extending MGA's reach across West Africa



Who This Service Serves

Corporate Organizations Seeking Bespoke Staff Development · Public Sector Institutions and MDAs · Development Partner-Funded Capacity Building Programs · MSMEs and Entrepreneurs through the MGA Alumni Network of 24,000+ · Professional Associations and Certification Bodies · Individual Professionals Seeking Career Development · Regional Markets Across West Africa via the MGA LMS

04

OUR APPROACH

MGA Consulting’s advisory, research, and training practice is built on four principles that distinguish us from both international firms and local generalists — and a structured engagement model that ensures consistent quality across every project we undertake.



Context-First

We begin every engagement by understanding the specific operating context of our client — the sector dynamics, institutional politics, regulatory environment, cultural realities, and stakeholder landscape. We do not apply standard frameworks without adaptation. We design solutions for Ghana, for West Africa, for the specific organization in front of us. A governance advisory engagement for a state-owned enterprise in Ghana requires a fundamentally different starting point than one for a regional bank or a development partner program — and we treat it that way.



Evidence-led

We advise from data, research, and analysis — not from assumption or anecdote. Every recommendation we make is grounded in evidence, whether drawn from our own Research & Insights capabilities, primary client data, benchmarking against comparable institutions, or the body of international practice in the relevant domain. Our internal research team supports every advisory engagement — which means our consulting work is continuously informed by real market intelligence, not recycled frameworks.



Implementation- Oriented

We do not deliver reports and disappear. MGA’s consulting and research engagements are designed to produce outcomes that clients can implement, not insights that sit on shelves. We stay close to implementation, maintain contact through the execution phase, track progress, and adapt our advice as reality unfolds. Our training programs are evaluated not on attendance but on measurable capability change. Our research assignments are designed from the first day with their end use in mind.



Commercial Authority

MGA Consulting is, at its core, a sales and marketing organization. Our advisory is infused with commercial discipline that goes beyond theoretical frameworks — we understand what drives revenue, what builds markets, what makes clients buy, and what keeps them. This commercial intelligence makes our strategy work sharper, our organizational advice more practical, and our clients more competitive. It is the quality that no imported global framework can replicate, because it is built on twelve years of working inside the Ghanaian and West African commercial environment.

Our Engagement Model

Every engagement — whether advisory, research, or training — follows a structured delivery model that provides clients with predictability, accountability, and a clear path from brief to outcome.



We invest time at the beginning of every engagement to understand the client's context, objectives, constraints, and success criteria. This phase includes stakeholder interviews, document review, environmental scanning, and an alignment session with key decisionmakers. We do not begin scoping the solution until we have a genuine understanding of the problem.



We develop a tailored engagement design — methodology, work plan, team, timelines, deliverables, and quality checkpoints — and present it for client review and approval before any substantive work begins. For research assignments, this includes the research design and instrument development. For training, this includes the curriculum framework and pretraining needs assessment.



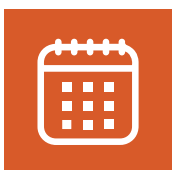
We execute against the agreed work plan with named senior leads accountable for each workstream. We conduct formal progress reviews with clients at agreed intervals, flag risks early, and maintain a standing commitment to adapt the scope if the evidence points in a different direction than expected.



Before any major deliverable reaches the client, it goes through our internal peer review process — a structured technical review by a senior consultant or subject matter expert who was not part of the delivery team. This catches errors, challenges, and assumptions, and ensures the final product meets MGA Consulting's standards.



Every engagement closes with a formal handover session, a written impact report documenting outcomes against objectives, and a client satisfaction survey. Senior leadership reviews the feedback from every engagement as part of our continuous improvement process.



For Consulting & Advisory and Research engagements, we conduct a 90-day check-in with the client after formal close-out to assess implementation progress, surface any follow-on advisory needs, and maintain the relationship. This is not a sales call. It is a professional accountability commitment.

Quality Assurance & Delivery Standards

Every engagement — whether advisory, research, or training — follows a structured delivery model that provides clients with predictability, accountability, and a clear path from brief to outcome.

Service Area

What We Deliver

Structured Kickoff Protocol

Every engagement begins with a formal kickoff meeting attended by the MGA team lead, client sponsor, and key stakeholders. The kickoff documents agreed objectives, scope boundaries, success criteria, communication protocols, decision rights, and escalation paths — eliminating ambiguity before work begins.

Peer Review of All Major Deliverables

No report, strategy, research output, or training curriculum is presented to a client without an internal peer review by a senior MGA Consultant or Subject Matter Expert outside the delivery team. This is a non-negotiable quality gate, not an optional step.

Client Check-In Cadence

For engagements of four weeks or more, MGA Consulting holds formal progress review sessions with the client at agreed intervals. These are structured conversations — not status updates — designed to surface emerging issues, validate direction, and maintain alignment between our work and the client's evolving priorities.

Post-Engagement Impact Review

Within two weeks of every engagement close-out, the MGA team lead completes a written impact review assessing outcomes against the agreed objectives. The findings are reviewed by MGA leadership and inform continuous improvement of our methodologies and standards.

**Client
Satisfaction
Survey**

Every client receives a structured satisfaction survey at engagement closeout. Results are reviewed at our senior leadership level and feed directly into team performance management and service improvement planning. We publish our aggregate satisfaction score internally.

**Benchmarking
Against
International
Standards**

MGA Consulting benchmarks its consulting methodologies, research practice, and training design against internationally recognized frameworks — including those of ICMCI, ESOMAR, and the Institute for Management Consultancy — to ensure our standards remain aligned with global best practice.

**MSME &
Entrepreneur-
ship Develop-
ment**

Entrepreneurship and Business Growth, Ideation to Startup, Market Research and Competitive Positioning, Financial Management for Entrepreneurs, Digital Business Skills, Agribusiness Development, Youth Entrepreneurship, and the MGA Alumni Network of 24,000+ Graduates.

05

SECTORS AND CLIENT PORTFOLIO

We bring sector-specific knowledge and contextual expertise to every engagement. Our Consultants, Researchers, and Trainers are not generalists — they are practitioners with direct experience in the sectors they advise.



Public Sector & Governance

- Government MDAs and regulators
- State-owned enterprises
- Regulatory bodies (BoG, SEC, NIC, NCA, EPA, FDA)
- District Assemblies and local government
- Parliament and public institutions



Private Sector & Corporate

- Banking and financial services
- Insurance and pension funds
- Telecommunications and technology
- Manufacturing and agribusiness
- Energy and mining
- Healthcare and pharmaceuticals
- Real estate and construction
- Professional services firms



Development & Civil Society

- UNDP, World Bank, AfDB, GIZ, Mastercard Foundation, ITU
- Bilateral donors (USAID, FCDO, GAC, JICA)
- NGOs and civil society organizations
- Trade associations and professional bodies
- MSMEs and entrepreneurs
- Cooperatives and farmer-based organizations
- Youth entrepreneurship ecosystems

06

OUR CLIENT PORTFOLIO

Selected Engagements

The following selected engagements illustrate the range of our work across service lines, sectors, and client types. Specific client names are withheld in this public-facing profile in accordance with our confidentiality commitments. Full references and case studies are available upon request during the procurement process.

Consultancy & Advisory



Engagement

What We Delivered

3-Year Corporate Strategy — Tier 1 Bank

Facilitated a full strategic planning process for one of Ghana's leading commercial banks, including environmental scanning, stakeholder consultations with Board and Executive Committee, strategic option analysis, a 3-year corporate plan with financial projections, and a quarterly KPI framework. Delivered a board-ready strategy document adopted as the institution's official roadmap.

Sales Force Transformation — Telecoms Company

Conducted a comprehensive sales force effectiveness audit for a major telecommunications operator. Delivered a sales force redesign covering territory structure, role definitions, target-setting methodology, incentive model redesign, coaching system, and CRM implementation guidance. Revenue from targeted segments grew within 12 months of implementation.

Organizational Restructuring — Financial Services Firm

Advised a financial services institution on a major organizational restructuring to align its structure to a new business strategy. Delivered a new organizational design, role profiles, a revised HR policy framework, and a change management communication plan that guided the implementation through a complex transition period.

Governance Advisory — State-Owned Enterprise

Advised the Board and management of a state-owned enterprise on corporate governance reform, including a Board Charter, a Shareholders' Agreement review, Committee Terms of Reference, and a governance capacity building program for Board members aligned to international corporate governance standards.

Marketing Strategy — Professional Services Firm

Developed a comprehensive 3-year marketing strategy for a growing professional services organization, covering brand positioning, target market segmentation, digital marketing roadmap, content strategy, lead generation system design, and a budget allocation framework.

Selected Engagements

The following selected engagements illustrate the range of our work across service lines, sectors, and client types. Specific client names are withheld in this public-facing profile in accordance with our confidentiality commitments. Full references and case studies are available upon request during the procurement process.

| Research and Insights



Engagement

What We Delivered

National Needs Assessment — Development Partner

Led a national needs assessment commissioned by a multilateral development partner across four regions of Ghana, covering institutional capacity gaps in public sector agencies. Delivered a comprehensive report with prioritized recommendations that informed a multi-year capacity building program design.

Leadership Development Program — Public Institution

Conducted a large-scale consumer research study for a financial services institution covering brand awareness, customer satisfaction, NPS measurement, product perception, and unmet needs across three customer segments. Delivered actionable insights that directly informed the client's marketing and product development strategy.

MSME Entrepreneurship Program, Development Partner

Conducted an independent outcome evaluation for a large international NGO's 4-year livelihood development program, covering 12 implementing partner organizations across three countries. Findings informed the program's final report to the donor and the design of the successor program

Corporate Sales & Marketing Training — FMCG Company

Commissioned to conduct a market feasibility study for an investor evaluating entry into Ghana's agribusiness processing sector. Delivered a rigorous assessment of market size, competitive dynamics, regulatory environment, capital requirements, and financial projections that supported the investor's go/no-go decision.

Capacity Building for Development Organizations — Donor-Funded

Supported a sector regulatory body with a comprehensive review and benchmarking of its regulatory framework against regional and international standards, including comparative analysis of five peer-country regulatory models and a structured set of reform recommendations.

Selected Engagements

The following selected engagements illustrate the range of our work across service lines, sectors, and client types. Specific client names are withheld in this public-facing profile in accordance with our confidentiality commitments. Full references and case studies are available upon request during the procurement process.

Training & Capacity Building



Engagement

What We Delivered

National Sales Training Program — Banking Sector

Designed and delivered a national sales excellence training programme for the full retail banking sales force of a Tier 1 bank — over 300 participants across six branches. The programme covered consultative selling, needsbased product alignment, pipeline management and customer relationship deepening. Post-training assessments showed measurable improvement in sales conversation quality and cross-sell ratios.

Leadership Development Program — Public Institution

Designed and delivered a 6-month blended leadership development programme for middle and senior managers of a large public sector institution, covering strategic leadership, change management, performance management and personal effectiveness. Included individual coaching sessions for ten high-potential leaders.

MSME Entrepreneurship Program — Development Partner

Delivered a structured enterprise development training programme for 1,200 MSME owners across three regions of Ghana, commissioned by a major development partner. Covered business planning, financial management, market access, digital business skills, and growth strategy — with postprogram mentoring and network support.

Corporate Sales & Marketing Training, FMCG Company

Designed and delivered a bespoke sales and marketing capacity building program for the commercial team of a fast-moving consumer goods manufacturer, covering sales strategy, distributor management, trade marketing, digital marketing fundamentals, and sales force management. Included pre- and post-training capability assessments.

Capacity Building for Development Organizations — Donor-Funded

Delivered a multi-module capacity building program for staff of fifteen civil society organizations under a donor-funded institutional strengthening initiative. Modules covered organizational development, programmed management, MEL skills, financial management, and governance — delivered over twelve months with pre- and post-assessments for each cohort.

07

WHY CHOOSE MGA



Ghana's consulting market offers options at every price point. Here are why leading organizations — from international development partners to Ghana's Tier 1 banks — choose MGA Consulting:

Why MGA

The Specific Advantage

Ghana's Fastest Growing Consulting Firm (2025)

The Association of Ghana Industries named MGA Consulting the Fastest Growing Company at the 14th AGI Ghana Industry and Quality Awards in December 2025 — the most significant independent validation of our growth trajectory and institutional performance in the firm's history.

Back-to-Back National Awards

MGA is the only indigenous Ghanaian management consulting firm to win two consecutive AGI national awards: Overall Best in Promotion and Consultancy (2024) and Fastest Growing Company (2025). Two years, two independent verdicts from Ghana's most credible industry body.

Contextual Intelligence You Cannot Import

International firms bring global frameworks. MGA brings frameworks that work in Ghana — shaped by a deep understanding of how government procurement operates, how decisions are made in Ghanaian boardrooms, how development partner accountability standards apply in the field, and how Ghanaian business culture shapes what succeeds.

A CEO Who Is a National Authority

Michael Abbiw, President of the Chartered Institute of Marketing Ghana (CIMG) and Convener of the National Sales Leaders Conference (NSLC), brings a national leadership platform to every engagement. Our clients gain access to one of Ghana's most prominent business thought leaders — not just a consulting firm.

Full-Spectrum Capability Under One Roof

Strategy advisory, policy analysis, organizational development, governance advisory, program evaluation, market research, leadership training, professional skills development, MSME entrepreneurship programs, and digital learning — all from one institution, all to consistent quality standards.

Evidence-Driven, Implementation-Oriented

We do not deliver reports that sit on shelves. Every recommendation is grounded in evidence and designed for implementation. We stay close through implementation, track outcomes, and adapt our advice as reality evolves.

Why MGA ————— The Specific Advantage —————

International Standards, African Pricing

Our methodologies, quality management practices, and reporting standards are benchmarked to international best practices. Our fees reflect African market realities — making genuine quality accessible

24,000+ Alumni — The Deepest Proof of Impact

Our alumni network of 24,000+ professionals and entrepreneurs is the most credible evidence of our reach and delivery quality. It is built on real learning, real relationships, and real results — and it continues to grow.

Digital Innovation — The MGA LMS

MGA is investing in a proprietary Learning Management System to scale training expertise nationally and regionally. This gives corporate clients an innovative blended learning option and individual learners access to MGA-quality training at their own pace.

08

OUR LEADERSHIP

Chief Executive Officer & Managing Partner



MGA Consulting was founded in 2013 by Michael Abbiw with a clear conviction: that Ghanaian organizations deserved world-class advisory support delivered by people who understood their context.

Beginning as a specialist sales and marketing advisory practice, MGA Consulting steadily expanded its capabilities — adding research and evaluation services, training and capacity building programs, organizational development advisory, and governance consulting

— in response to client demand and market opportunity.

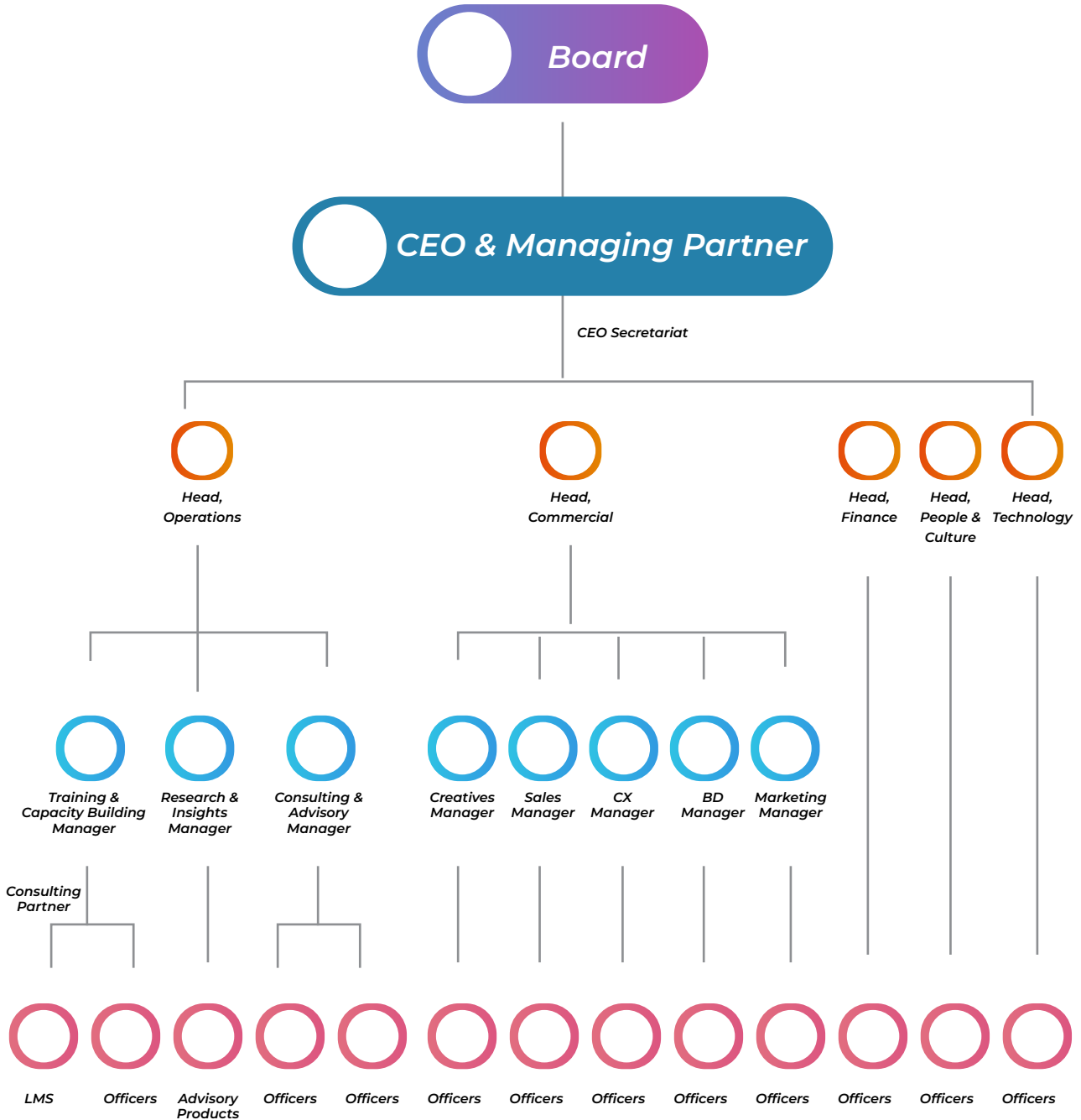
By 2015, MGA had established itself as a leading management consultancy and capacity-building firm in the Ghanaian market. Over the following decade, the firm built a portfolio spanning the Government of Ghana, international development organizations, Tier 1 banks, telecommunications companies, and more than 24,000 MSME clients through enterprise development programs.

In 2024, AGI awarded MGA Consulting the Overall Best in Promotion and Consultancy. In 2025, AGI recognized MGA Consulting as the Fastest Growing Company at the 14th Annual Ghana Industry and Quality Awards — the most significant external validation in the firm's history and a confirmation that MGA's growth trajectory is among the strongest of any firm operating in Ghana today. In 2026, MGA launched its 3-Year Strategic Corporate Plan — SCALE. LEAD. EXCEL. — consolidating capabilities into three integrated service lines and investing in the Advisory Products and LMS platforms that will carry the firm into its next decade.

Michael Abbiw

Founder & Chief Executive Officer · FCIMG · FCILG · FIoD · FCIET · FNIMN · President, CIMG · Convener, NSLC

Our Organisational Structure



09

WHAT OUR CLIENTS AND PARTNERS SAY

The most credible measure of our work is the voice of those we serve.

MGA Consulting brought the rigour we expected from a development partner-grade research organization and the contextual intelligence that only an indigenous firm can provide. Their ability to translate complex data into policy-relevant insight is exceptional.

Programme Director — International Development Organization, Accra

The strategic plan MGA developed for us was not a document — it was a directional shift. The quality of the stakeholder engagement process, the depth of the environmental analysis, and the clarity of the implementation framework were significantly above what we had experienced from previous consultants

Chief Executive Officer — Tier 1 Financial Institution, Ghana

Trinity Insurance Brokers is grateful for the opportunity to learn from the best and equip our sales skills in sales. You will see the results very soon.

Joseph — Trinity Insurance Brokers

The training changed the way our team approaches client engagement. Michael's delivery style makes technical content accessible without sacrificing depth. The practical exercises are the best I have seen from any training provider in Ghana.

Head of Human Resources — International Development Organization, Accra

MGA's capacity building program equipped our field teams with the practical tools and analytical frameworks they needed to actually implement results-based management — not just talk about it. Outstanding facilitation and genuine follow-through.

Country Representative — International NGO, Ghana

What distinguishes MGA from other consultants is the combination of technical quality and personal commitment. Michael and his team genuinely care about the outcome. They stayed engaged long after the formal engagement ended.

Managing Director — Growing Business, Accra

10

OUR PROMISE TO EVERY CLIENT



We begin with understanding, not assumptions.

Before we recommend, we listen, observe, diagnose, and validate. Every engagement starts with a genuine effort to understand your specific context — your organization, your sector, your stakeholders, and your definition of success.

We bring our best people every time.

You will not be handed off to junior staff after the pitch. MGA's senior consultants, researchers, and trainers are the people who do the work — from the first client conversation to the final deliverable.

We measure our success by your outcomes.

We track what happens after we leave. Our post-engagement reviews, 90-day impact checks, and ongoing client relationships are how we stay accountable to the results we promised — not just the reports we delivered.

We are honest, even when it is uncomfortable.

We will tell you what you need to hear, not what you want to hear. That is the standard we would want from a trusted advisor, and it is the standard we hold ourselves to.

11

HOW TO ENGAGE MGA CONSULTING



Commissioning MGA Consulting is designed to be simple, transparent, and efficient. From the moment of initial contact to the start of delivery, most engagements are set up within two to three weeks. Here is how the process works.

1 INITIAL ENQUIRY

Reach out to MGA Consulting via email, phone, or our website contact form. Tell us your organization's name, the nature of your requirement (advisory, research, or training), the approximate timeline, and who to contact. You do not need a fully formed brief to make contact. An initial conversation is enough to get started.

info@mgaconsultingltd.com · +233 (0)24 378 4721 · www.mgaconsultingltd.com

2 DISCOVERY CONVERSATION

Within two working days of receiving your enquiry, our Head of Commercial will schedule a discovery conversation — typically 30 to 60 minutes by phone, video call, or in person. The goal is to understand your challenge, your context, and what success looks like for you. This conversation is without obligation and completely confidential

Typical turnaround: within 2 working days of enquiry

3 PROPOSAL & SCOPE

Within two working days of receiving your enquiry, our Head of Commercial will schedule a discovery conversation — typically 30 to 60 minutes by phone, video call, or in person. The goal is to understand your challenge, your context, and what success looks like for you. This conversation is without obligation and completely confidential

Proposals are confidential, obligation-free, and valid for 30 days

4

CONTRACT & MOBILISATION

Once the proposal is accepted, we will issue a formal service agreement or sign the client's preferred contract format. For development partner and government clients, MGA Consulting is fully familiar with standard donor procurement frameworks, supplier registration requirements, and formal contracting processes. Upon contract execution, we will confirm the delivery team, schedule the kickoff meeting, and mobilize within the agreed timeline.

MGA Consulting is registered and compliant with Ghanaian regulatory and procurement requirements

5

DELIVERY & CLOSE-OUT

Delivery proceeds according to the agreed work plan, with formal client check-ins at agreed intervals and our internal quality gates applied to every deliverable before client presentation. At close-out, MGA Consulting will provide a formal engagement summary, collect client feedback, and schedule the 90-day follow-through check-in

Typical turnaround: within 2 working days of enquiry

For Development Partners & Government Clients

MGA Consulting is experienced in working through formal procurement frameworks — including UN procurement rules, PPRA-compliant processes, and bilateral donor contracting requirements. We are happy to provide our company registration documents, tax clearance certificate, audited accounts, capability statements, and client references upon request during a tender or RFP process.

For Training Programs

Corporate training enquiries can begin with a Training Needs Assessment (TNA), which MGA Consulting can conduct as a standalone engagement before any program design. For open-enrolment programs, registration is available directly through our website or by contacting our Training Centre team. MGA Consulting issues certificates of completion for all formal training programs.

12

CONTACT US

We welcome conversations about how MGA Consulting can support your organization's strategic, research, or capacity-building needs. Our team is ready to discuss your requirements, share our experience in your sector, and propose the right engagement for your context.

MGA CONSULTING GHANA LIMITED

No. 16, 22nd Street, Achimota Petroleum
P.O. Box MS 427, Mile Seven, Accra, Ghana
+233 (0)24 452 4129
+233 (0)50 271 1070
info@mgaconsultingltd.com
m.abbiw@mgaconsultingltd.com
www.mgaconsultingltd.com

TO ENQUIRE ABOUT AN ENGAGEMENT

Consulting & Advisory

Research & Insights

Training & Capacity Building

Contact our Business Development team at

info@mgaconsultingltd.com

or visit www.mgaconsultingltd.com