



**GEORGE ROBINSON
ASSOCIATES**

**BUSINESS
PROFILE**

	2018	2017
Revenue	1,000,000	950,000
Operating Income	150,000	140,000
Net Income	100,000	90,000
Assets	2,500,000	2,400,000
Liabilities	1,500,000	1,400,000
Equity	1,000,000	1,000,000

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WHO WE ARE

George Robinson Associates is a distinguished business consulting and training firm dedicated to enabling entrepreneurship and fostering business expansion. Since its inception in 2019, the company has positioned itself as a trusted partner for organizations seeking specialized consulting, mentorship, and capacity-building services. With a commitment to professional excellence and ethical standards, George Robinson Associates has played a pivotal role in shaping the success of businesses in Malawi and across borders.

The company's mission is to deliver tailored business training and mentorship programs that support enterprises in achieving sustainable growth. By embracing innovation and a client-first approach, George Robinson Associates continuously refines its methodologies to offer solutions that meet the evolving needs of modern businesses.



ABOUT US

VISION

is to become a leading facilitation, training and mentorship consultancy with a special focus in the SMME sector.

MISSION

We are committed to delivering top-tier organizational training and mentorship, ensuring businesses thrive at both regional and national levels. The company prioritizes responsiveness to client needs, continuously striving for service excellence. Through high-quality business training, it enhances market performance while fostering a team of skilled professionals. Upholding the highest ethical standards, George Robinson Associates operates with integrity, professionalism, and a strong sense of corporate social responsibility.

CORE VALUES

- **Integrity:** Upholding ethical practices and transparency in all operations.
- **Professionalism:** Delivering high-quality services with a results-driven approach.
- **Innovation:** Continuously evolving strategies to meet emerging business challenges.
- **Client-Centered Approach:** Ensuring personalized solutions tailored to each client's unique needs.



OUR SERVICES



**Business &
Management
Consultancy**

**Financial
Management
Services**

We provide a comprehensive range of business, management, and financial consultancy services tailored to help organizations and individuals achieve success. Our expertise spans proposal development, strategic planning, leadership and management services, asset management, and project management to ensure businesses operate efficiently and sustainably. We also specialize in financial management solutions, including accounting, tax advisory, auditing, financial training, and debt collection, helping clients maintain financial stability and compliance. With a commitment to excellence, innovation, and client satisfaction, we deliver practical solutions that drive growth, efficiency, and long-term success.

BUSINESS & MANAGEMENT CONSULTANCY

We provide expert guidance and strategic solutions to help businesses identify growth opportunities, streamline operations, and build sustainable models. By leveraging industry insights and best practices, we equip organizations with the tools to overcome challenges, optimize resources, and achieve long-term success in a dynamic market.



Proposal Development – Crafting professional, persuasive, and well-structured proposals for funding, partnerships, and business initiatives.

Strategic & Business Plan Development – Developing comprehensive business plans and strategies tailored to market trends, growth objectives, and financial projections.

Leadership & Management Services – Offering leadership coaching, organizational development, and executive training to enhance managerial effectiveness.

Asset Management – Managing company assets efficiently to maximize value, ensure compliance, and improve operational efficiency.

Project Management Services – Planning, executing, and monitoring projects to ensure timely completion, cost-effectiveness, and successful outcomes.

FINANCIAL MANAGEMENT SERVICES

Helping businesses and individuals achieve financial stability, compliance, and efficiency.

Accounting Services – Providing bookkeeping, financial reporting, and accounting solutions to ensure accurate financial records.

Tax Advisory – Offering tax planning, compliance, and advisory services to optimize tax obligations and ensure legal compliance.

Audit – Conducting internal and external audits to assess financial health, risk management, and regulatory adherence.

Financial Training – Educating businesses and individuals on financial management, budgeting, investment strategies, and financial literacy.

Debt Collection – Assisting businesses in recovering outstanding debts through ethical and effective collection strategies.



TRAINING PROGRAMS

The firm's training programs are designed to be hands-on, interactive, and results-oriented. The methodologies used include a combination of classroom training, case studies, simulations, and experiential learning. Key programs offered include:



Entrepreneurship & Business Management Training

Practical insights on starting and managing a successful enterprise.



Financial Literacy & Business Planning

Equipping entrepreneurs with essential skills for financial sustainability.



Market Development & Competitive Strategy

Training on branding, marketing techniques, and business positioning.



Leadership & Organizational Development

Building the capacity of business owners and managers for effective leadership.

EXPORT PROMOTION & MARKET EXPANSION

In today's interconnected global economy, businesses must develop strategies to compete beyond their domestic markets. George Robinson Associates provides specialized training and advisory services to support businesses in their export readiness and international market entry.

Areas covered include:

- **Export Readiness Assessment:** Evaluating business capabilities for international trade.
- **International Market Research & Strategy Development:** Identifying global opportunities and devising entry strategies.
- **Export Trade & Compliance Training:** Ensuring businesses understand regulatory requirements and trade agreements.
- **Global Networking & Partnership Facilitation:** Connecting businesses to potential international partners and stakeholders.

Through these initiatives, the firm equips businesses with the knowledge and resources required to compete on a global scale.



COMPETITIVE EDGE & MARKET POSITIONING

George Robinson Associates differentiates itself through its commitment to service excellence, industry expertise, and strategic partnerships. The firm's dedication to high training standards and accreditation with government bodies reinforces its credibility in the business development sector.

Key Competitive Strengths:

- Proven expertise in training, mentorship, and consulting.
- A team of industry specialists and business strategists.
- A commitment to continuous innovation and process improvement.
- Strong networks with public and private sector stakeholders.



LEADERSHIP & TEAM EXCELLENCE

The leadership of George Robinson Associates comprises industry experts dedicated to delivering impactful consulting and training services.

Key Personnel:

- Owen Mkandawire – Co-founder and Strategic Advisor in Business Finance.
- Elijah Kamanga – Co-founder and Lead Business Development Consultant.
- Bryan Mkandawire – Senior Consultant with expertise in enterprise training and advisory services.

This leadership team, supported by a diverse pool of subject matter experts, ensures the firm remains at the forefront of business training and development.

CONTACT INFORMATION

George Robinson Associates welcomes collaborations, inquiries, and engagements from businesses and organizations seeking expert consulting and training solutions.

Head Office:
George Robinson Associate,
P.O. Box 3217,
Blantyre,
Malawi

Phone Contact: 0888646567 / 0888301516

Email: info@grassociatesmw.com

Website: www.grassociatesmw.com

