

THE CFOO Centre Company Profile 2020



The CFOO Centre
is an East African business advisory firm
that provides consultancy services to
corporations and financial institutions.

CEO's message

Although we are smaller and younger than many of our competitors, our strategy is to comfortably settle within the top tier of the consulting crème de la crème in East Africa. Typical projects at CFOO include many of the top-level issues that strategy firms tend to be called in to address: strategic analysis and corporate redirection, operations streamlining (re-engineering), growth strategy, and acquisition and strategic partnership studies.

We take a data-driven approach to help engineer turnarounds. Since establishing 2 years ago, we have been a steadfast subscriber to the notion of maintaining long-term relationships with clients. CFOO has been working with many of its key clients since its inception, and we tend not to take on a project unless we think that the client can see a significant return over the consulting fees.



Rajeev Chatrath



Company Overview

Established in 2018, The CFOO Centre is a boutique consulting company which offers personalised services. We have a combined over 75 years' experience in the industry, in facilitating the transformation of companies in East Africa, into sharper, smarter, more profitable, more efficient and better versions of themselves. We will be partners and trusted advisors helping organisations and executive teams achieve their goals. Our mission is to help management teams create extremely high levels of economic value quickly, so that "The difference will be real".

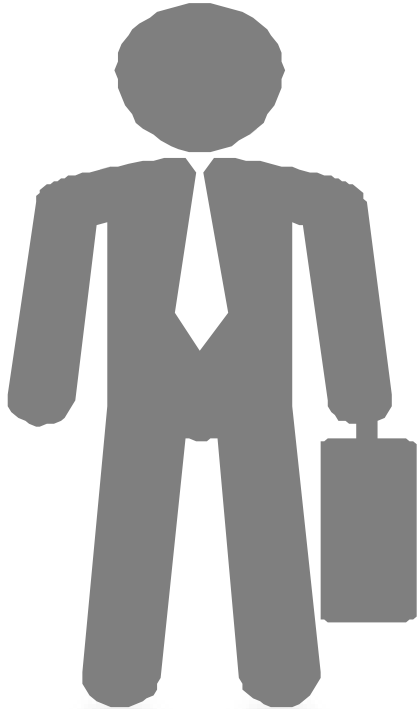


We will follow a highly structured, tailor-made and systematic approach with your management teams on your needs and your problems. We will work alongside your teams with a shared ambition to achieve extraordinary results, outperform the competition and redefine your organisation. We also commit ourselves to pro-bono services in bringing our leadership expertise and insight to organisations tackling today's urgent challenges in social services, education, economic development and the environment. We work with ICIFA and/or CMA registered practitioners, where necessary.



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7 Why Choose CFOO Centre Limited?



We have industry experience to deliver value.



We will design with you a customised approach, with long-term solutions.



Our fixed costs are low and we are also network and result-oriented, thus our overall costs will be lower.

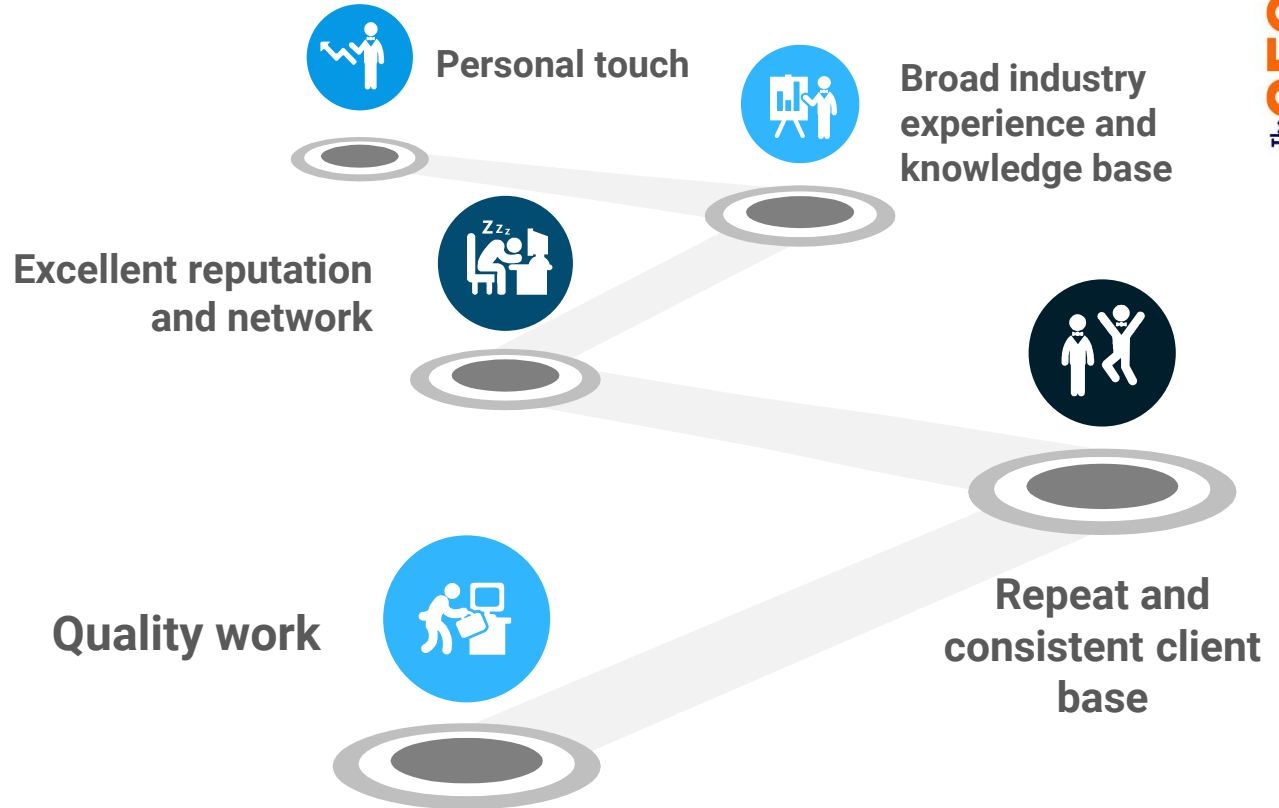


We will look at the business from the business owners and CEO's perspective.



We will help you decide where you want to go, and how to get there.

Our Strengths



Our principal partner sits on numerous Boards including the third largest FX trader in the world, a group whose daily trades (FX) turnover are in the region of USD 10 billion per day.

Achievements



The CFOO Centre Limited was on the 29th of May 2019 on-boarded onto the IBUKA panel for Business Planning, Corporate Recovery and Strategy advisors. The Ibuka Program (Nairobi Securities Exchange PLC) is an incubation and acceleration program designed for aspirational small to medium-sized companies with growth prospects, to enhance visibility and get exposure among local and international investors.

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Financial advisory services

We develop tailor-made solutions to help clients solve problems or pursue opportunities in many areas, including:

- Sustainable profitable growth strategy,
- International Finance options,
- Strategic Documentation,
- Transfer Pricing,
- Performance improvement by finding innovative ways to optimise costs, processes, align IT, manage risks and capture economic benefits,
- Information technology,
- Building business models to overcome shortcomings of the past and current challenges.



Operational advisory services

We build operating models that will unlock the full potential of our clients' assets and people so as to enable effective execution of your strategy, in the most simple and efficient manner. We assist our clients in:

- Operational excellence using 5S, Kaizen and 20 Keys,
- Lean manufacturing,
- Succession Planning
- Supply Chain
- Compliance with KRA and other governmental and non-governmental authorities,
- Managing change in a sustained manner.



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Experience

(Major services -in which we have already undertaken substantial work- includes)

Consulting



- Finance, strategy and operations including financial and enterprise data analytics (FEDA) Human capital and recruitment.
- Transaction advisory services

Performance improvement services



- Turnaround and restructuring

Risk and resilience



- Crisis management
- Cyber risk
- Finance and operations risk
- Strategic risk
- Assurance services

Tax



- Tax management consulting and analytics
- Transfer pricing
- Private wealth

Advisory services



- Mergers and acquisitions
- Business valuation services
- Bankruptcy support services
- Interim management services
- ESOP's

Legal services



- IP services
- International arbitration
- Labour and employment services
- Dispute advisory services
- Forensic accounting and advisory services



Rajeev Chatrath
(FCCA, ACMA, CGMA, MBA)
Founder and CEO

Rajeev was the CFOO of a multinational plastics manufacturer across Africa. He has worked for companies and groups whose turnovers have been from USD 3 million up to USD 150 million including an East African subsidiary of a FTSE 250 company. He has been instrumental in developing the business, its profitability (from low levels of profitability to very high levels) and increased operational and supply chain efficiencies. Rajeev was the core person involved in the Private Equity investment by Africinvest of one of the companies he worked for and he has helped companies raise tens of millions of dollars for expansion from the IFC, Proparco and DEG as well as from local financial institutions. He also specializes in financial planning, management and internal control, governance.

Rajeev graduated in 1995 with Coopers & Lybrand (now PWC).

Rajeev has also completed The AOTS Program on Production Management (Monozukuri) in Tokyo – Japan, The Organisation Development International 20 Keys Program in South Africa and other programs including Scaling Up, Lean Programs and Leadership Development Programs from the Manchester Business School. Rajeev's MBA (Henley Business School) dissertation on “Enhancing the efficiency of organisations in Kenya using e-business” is considered as scholastic work and published material. Rajeev is a non-executive Director in a number of organisations in Nairobi including the third-largest FX trader in the world which has daily trading revenues in excess of USD 9.7 billion.

Alnoor has over 23 years' experience as a financial management professional and strategic thinker. Alnoor qualified with Deloitte and then moved to KMPG working as a senior financial management consultant, and later with Githongo & Associates as an Associate Director.

His competences include audit, business valuations, business and market modelling and analysis, business planning, risk analysis, systems redesign, strategic evaluations and real estate. Alnoor writes a regular monthly column focusing on Africa for "Accounting and Business"; ACCA's professional journal and is also published by other national and international publications.



Alnoor Amlani (FCCA)
Job Title: Director

17 Rina has more than 17 years' experience in various management, legal and human resources roles. Rina is also a member of the Chartered Institute of Arbitrators. Rina has worked as an in-house legal consultant for various companies in Nairobi including the largest building society and mortgage providers and a medium-sized bank.

She has also held leadership positions in one of Kenya's largest suppliers of home and electrical appliances and one of Kenya's largest pharmaceutical companies. Her competencies lie in legal practice, governance and compliance, human resource functions, supply chain, inventory management and intellectual property.

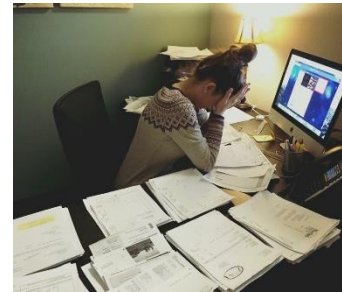


**Rina Chatrath (LLB, LPC, MCIARB, MBA)
Co-Founder and Director**

Client Base

Our client base ranges from KES 40 million to KES 32 billion in terms of annual turnover.

They are from the steel industry, edible oil industry, plastics industry, civil engineering industry, tin products industry, plastics packaging, hotel industry, tours and travel industry, car-hire industry, construction industry, oil and gas industry, healthcare industry, real estate and property industry, purified water industry, amongst others.



Key Facts

Revenue / turnover :

Not disclosed

Financial Year End:

December



Nairobi Securities Exchange:
**Registered as Business Planning,
Corporate Recovery and Strategy
advisors under The Ibuka Program.**

Employees:

**5 plus a wide network of
Associate Consultants**

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