



**A D V I C E**  
Consulting & Training

# Business Brief

2025 v1



AMA is a trusted partner for comprehensive business solutions that propel and accelerate growth.

# Elevate your business to new heights

AMA Advice is a business consultancy firm that empowers organizations of all sizes to achieve their growth objectives.

Our seasoned experts provide consultancy and training in business development, operational efficiency, strategic planning, legal compliance, and contract management.

Whether you are a startup or an established enterprise, we have the resources, expertise, and legacy to craft the perfect ecosystem for your business to thrive.



# We Help Businesses Thrive

**Our Mission** is to help businesses develop and implement effective strategies to outgrow their competition and gain marketshare.

**Our Vision** is to become the leading one stop consultancy firm for startups, enabling a market segment that has become a significant contributor to the economic landscape in Egypt.

**“We put our clients at the heart of everything we do, creating value for their businesses and helping them evolve into market leaders.”**



# Our Team



A group of professionals with a proven track record of success and hands-on experience at various Fortune 500 corporations, as well as market leading startups and unicorns.



From Technical and Project Management experts to seasoned legal, finance, and marketing professionals, our team comes from a diverse range of backgrounds.



We use a data-driven, scientific approach to help our clients grow their businesses with measurable success.



We are a trusted partner for businesses of all sizes.

# A sample of the partner network and client portfolio we have grown with along the way ...



# AMA Service Portfolio:

- Solicitation of potential investors.
- Creating partnerships with prominent sponsors.
- Project management and business development services.
- Regulatory services.
- Legal advising.
- Contract management.
- Governance and compliance.
- IT and Fin-Tech customized solutions.
- Insurance solution services.
- Training services.



# Training Services Catalog:

- Legal for non lawyers
- Contract Management
- Employee Rights
- Compliance





# Success Story: EDAM and Al-Ahly Club Partnership

## The Client: EDAM

- EDAM Medical Services is an Egyptian joint stock company founded in 2019 and working in the field of healthcare service management.

## The Mandate

- AMA was appointed to help EDAM achieve its objective of becoming the first choice for customers wishing to get healthcare services in Egypt. The mandate included creating a partnership with a prominent entity to foster the growth of EDAM customer base.



# Success Story: continued

## The Target: Al Ahly Club

- Al Ahly Club is the prominent sporting club in Egypt with members exceeding 250 K.

## The Partnership

- AMA has negotiated and crafted a partnership where EDAM has become the exclusive provider for health care management services for Al Ahly Club members and their families (1 million clients) for 4 years.



[www.amaadvice.com](http://www.amaadvice.com)



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