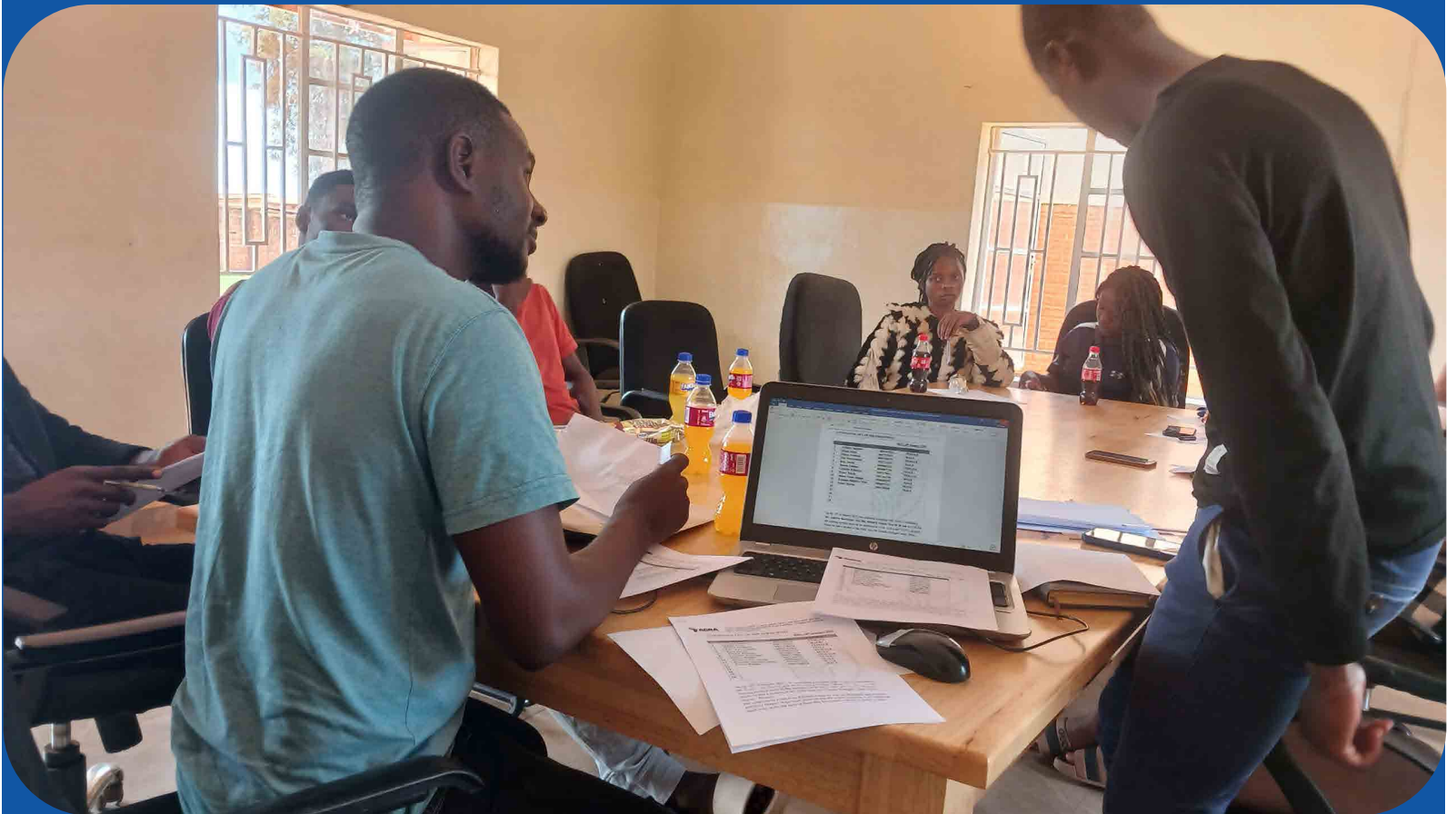




Research Africa Consulting Firm

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**Empowering
Businesses Through
Data-Driven
Solutions**

2025
**COMPANY
PROFILE**

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ABOUT US

Research Africa Consulting Firm (RACT) is a leading consulting organization committed to delivering innovative, data-driven, and impactful solutions tailored to meet the unique needs of our clients. With a strong focus on research, strategic advisory, and business development, we empower organizations across a wide range of industries to thrive in today's competitive and ever-changing landscape.

At RACT, we pride ourselves on being a trusted partner to businesses, non-profits, and government agencies, helping them navigate complex challenges, seize emerging opportunities, and achieve long-term, sustainable growth. Our holistic approach combines cutting-edge methodologies, industry expertise, and a deep understanding of the African market to create solutions that drive measurable success.

With a team of dedicated professionals who bring extensive knowledge and experience in their respective fields, RACT is uniquely positioned to bridge the gap between vision and execution. Whether it's conducting in-depth research, crafting actionable strategies, or providing hands-on implementation support, we are committed to delivering excellence in every aspect of our work.

Our mission is not just to solve problems but to unlock potential, enabling our clients to make informed decisions, optimize their operations, and stay ahead in an ever-evolving environment. Together, we transform ideas into impactful actions that contribute to the growth and prosperity of organizations and communities across Africa.

OUR JOURNEY

Research Africa Consulting Firm (RACT) was established in response to the growing demand for professional research services and data-driven decision-making across Africa. Recognizing the critical need for tailored solutions to address unique local and regional challenges, we set out to bridge the gap between information and action. Since our inception in 2020, RACT has evolved into a multidisciplinary firm that serves as a trusted partner to government agencies, corporations, non-profits, and community organizations.

Our growth has been marked by an unwavering commitment to excellence and innovation. We have consistently expanded our expertise, embracing emerging trends and technologies to ensure that our clients receive cutting-edge solutions. From conducting in-depth market research to crafting forward-thinking strategies, RACT has established itself as a leader in transforming complex challenges into sustainable opportunities.

Over the years, we have built a reputation for integrity, professionalism, and results. Each project we undertake reflects our dedication to empowering our clients and fostering sustainable development across Africa.

OUR IMPACT

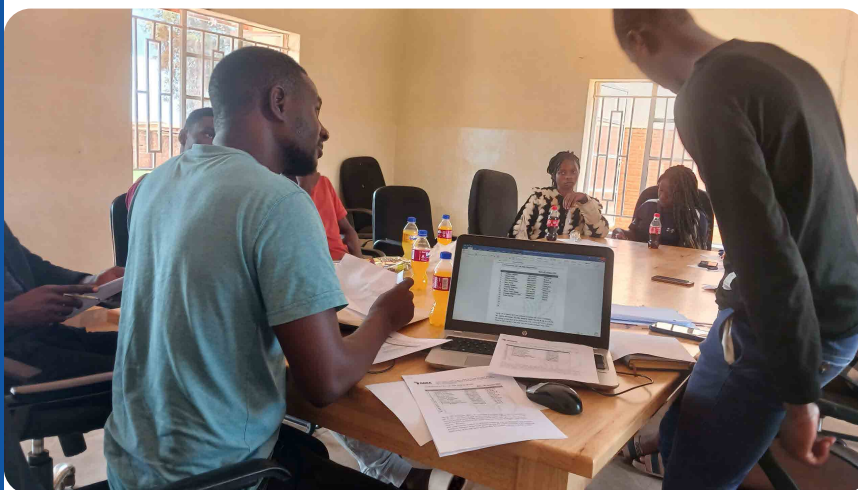
RACT's work is grounded in the belief that meaningful change is driven by informed decisions and collaborative efforts. Our impact can be seen in the measurable success of the organizations and communities we serve:

- **Successful Projects:** We have completed over 10 impactful projects across 3 African countries, addressing challenges in industries such as healthcare, education, agriculture, and more.
- **Strategic Partnerships:** Collaborated with leading organizations, institutions, and government entities to drive innovation, build capacity, and enhance service delivery.
- **Empowering Professionals:** Through our training programs, workshops, and capacity-building initiatives, we have equipped over 450 professionals with the tools, knowledge, and skills needed to excel in their respective fields.
- **Community Development:** We have contributed to grassroots initiatives by delivering actionable research and strategic support to foster community growth and development.



FIGURE 1.1
OUR IMPACT IN AFRICA

RACT remains committed to deepening our impact by continually expanding our reach, refining our methodologies, and strengthening partnerships that drive meaningful progress. Together, we are shaping the future of Africa, one solution at a time.





MISSION, VISION, AND CORE VALUES



OUR MISSION

To empower businesses and organizations across Africa by delivering innovative research, strategic consulting, and practical solutions that drive growth, sustainability, and measurable impact.



OUR VISION

To be the leading consulting firm in Africa, recognized for transforming ideas into action and empowering stakeholders to achieve excellence in research, strategy, and development.



OUR VALUES

At Research Africa Consulting Firm (RACT), our core values form the foundation of everything we do. They reflect our commitment to excellence, ethical conduct, and the drive to create meaningful and sustainable impact. These guiding principles ensure that we consistently deliver value to our clients, partners, and communities.

EXCELLENCE

We deliver exceptional services through meticulous research, rigorous analysis, and top-quality standards, ensuring outstanding results in every project.

INTEGRITY

We prioritize honesty, ethics, and transparency, building trust through accountability and respect in all engagements.

INNOVATION

We embrace creativity and data-driven insights to deliver cutting-edge solutions that keep clients ahead in their industries.

CLIENT-CENTRICITY

Clients are our focus. We provide tailored strategies and personalized attention to meet their unique needs, fostering trust and success.

COLLABORATION

We value partnerships, working with clients, communities, and stakeholders to achieve shared goals and deliver sustainable results.

EMPOWERMENT

We empower clients through training, capacity building, and strategic guidance, equipping them to succeed confidently in a competitive world.

OUR SERVICES

1. RESEARCH AND DATA ANALYSIS

Our expertise in research and data analysis enables organizations to make informed, evidence-based decisions:

- *Market Research and Industry Insights*: Conducting comprehensive studies to identify trends, opportunities, and challenges within various sectors.
- *Data Collection, Cleaning, and Interpretation*: Ensuring accuracy and reliability of data for actionable insights.
- *Development of Data Dashboards and Visualizations*: Creating interactive tools to track, analyze, and present critical information effectively.

2. BUSINESS PLANNING AND STRATEGY DEVELOPMENT

We empower businesses with customized strategies to achieve their objectives and navigate market dynamics:

- *Tailored Business Plans*: Crafting detailed plans for startups and established enterprises to drive growth and innovation.
- *Strategic Planning Workshops and Retreats*: Facilitating sessions that align organizational goals with actionable strategies.

3. MARKETING AND BRAND DEVELOPMENT

We help organizations build strong, recognizable brands and connect with their audiences effectively:

- *Crafting Brand Identities and Strategies*: Developing cohesive branding that reflects the essence of your organization.
- *Digital Marketing Solutions*: Implementing impactful social media campaigns, SEO strategies, and content marketing to enhance online presence.

4. TRAINING AND CAPACITY BUILDING

We are committed to empowering individuals and teams with the skills they need to excel:

- *Leadership and Team Development Workshops*: Enhancing productivity, collaboration, and leadership capabilities within organizations.
- *Training in Data Analysis Tools*: Providing hands-on training in tools such as SPSS, R, and Power BI to optimize data management and analysis.

5. INNOVATIVE TOOLS AND TECHNOLOGY INTEGRATION

We leverage technology to streamline processes and improve operational efficiency:

- *Development of Online Data Collection Platforms*: Creating intuitive platforms for efficient and accurate data gathering.
- *Customized Technology Solutions*: Implementing tools designed to address specific organizational challenges.

6. POLICY AND PROGRAM EVALUATION

We offer expertise in monitoring, evaluating, and refining policies and programs for maximum impact:

- *Monitoring and Evaluation for Development Programs*: Assessing the effectiveness and outcomes of various initiatives to inform decision-making.
- *Policy Review and Recommendations*: Analyzing existing policies and providing actionable suggestions for improvement.

7. PROPOSAL DEVELOPMENTS

At RACT, we specialize in creating comprehensive and compelling proposals tailored to meet the specific requirements of our clients.

Our Proposal Development Services Include:

- *Customized Proposals* - Tailored proposals for funding, partnerships, and projects, aligned with client goals and industry standards.
- *Quality Assurance* - Clear, concise, and well-researched proposals designed to maximize approval chances.

METHODOLOGY AND APPROACH

At Research Africa Consulting Firm (RACT), our methodology is designed to ensure every project delivers tangible and measurable results. We employ a client-centered, data-driven approach, focusing on understanding unique needs, developing customized solutions, and fostering sustainable outcomes.

OUR PROCESS

1. NEEDS ASSESSMENT

We begin by engaging with clients to gain a deep understanding of their objectives, challenges, and priorities. This involves collaborative discussions, stakeholder consultations, and thorough context analysis to ensure our solutions are relevant and impactful.

2. RESEARCH AND ANALYSIS

Leveraging advanced methodologies, tools, and industry best practices, we gather and analyze data to uncover insights and identify trends. Our rigorous research process ensures that our recommendations are grounded in evidence, providing clients with a solid foundation for decision-making.

3. SOLUTION DESIGN

With insights in hand, we craft tailored strategies and actionable plans that align with our clients' goals. Our solutions are practical, innovative, and scalable, designed to address immediate needs while laying the groundwork for long-term success.

4. IMPLEMENTATION SUPPORT

Collaboration is key to the successful execution of any strategy. We work closely with our clients, providing hands-on support and guidance throughout the implementation process. Whether it's training teams, deploying technology, or monitoring progress, we ensure every step is carried out effectively.

5. IMPACT ASSESSMENT

Measuring outcomes is an integral part of our process. We conduct thorough evaluations to assess the success of our solutions, identify areas for improvement, and recommend future steps to maintain momentum and achieve sustained growth.

KEY FEATURES OF OUR APPROACH

- Client-Centric: We prioritize our clients' needs and maintain open communication to ensure alignment at every stage of the process.
- Data-Driven: Our decisions are informed by robust data and analysis, ensuring accuracy and relevance.
- Innovative: We integrate modern tools and creative thinking to craft cutting-edge solutions.
- Collaborative: Partnerships with clients, stakeholders, and communities are central to our approach, fostering shared ownership of outcomes.
- Sustainable: We emphasize long-term results by designing strategies that promote continuous improvement and adaptability.

At RACT, our methodology reflects our commitment to excellence and our dedication to driving meaningful change. By blending research, innovation, and collaboration, we ensure our clients achieve their goals with confidence and clarity.

WHY CHOSE RACT?

Choosing the right consulting partner can make all the difference in achieving your goals. Here's why Research Africa Consulting Firm (RACT) stands out as the preferred choice for organizations across the continent:

1. Proven Expertise in Africa

With an in-depth understanding of the unique dynamics of African markets, we bring unparalleled expertise to every project. Our experience spans diverse industries, equipping us with the knowledge to navigate local challenges and leverage regional opportunities effectively.

2. Results-Oriented Approach

We are committed to delivering tangible outcomes. Our tailored strategies and solutions are designed to address specific client needs, ensuring that every engagement drives measurable success and adds value to our clients' operations.

3. Commitment to Building Lasting Relationships

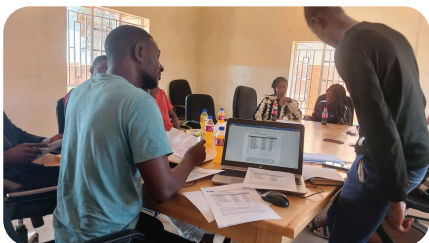
At RACT, we view our clients as long-term partners. Our relationship-driven approach fosters trust, collaboration, and mutual growth. We go the extra mile to understand your vision and work diligently to help you achieve it.

ORGANIZATIONAL STRUCTURE



MR. ANDREW KACHISUZI
CEO/FOUNDER

Andrew Kachisuzi is a Malawian market research and product development professional with over 12 years of experience in clean cooking studies, agribusiness, and public sector projects. He has successfully conducted Agricultural projects with AGRA in Malawi. He has successfully led YEFFA Baseline Project under AGRA Malawi. He was part of Klik Project proposal review under C-Quest Capital (CQC) in 2023. He has worked with BURN Manufacturing and C-Quest Capital As head of Research and Product development and Market Research. he excels in executing market intelligence studies, data collection, and strategic planning to enhance key business strategies and innovation. He has led cookstove trials and clean energy rollouts, implemented innovative data collection tools, and developed strategic business plans, significantly improving product adoption and operational efficiency. Andrew holds a Bachelor's in Business Administration and is pursuing a Master's in Project Management, along with several certificates in sustainable development and carbon taxation. His expertise includes business analysis, monitoring and evaluation, and capacity building.

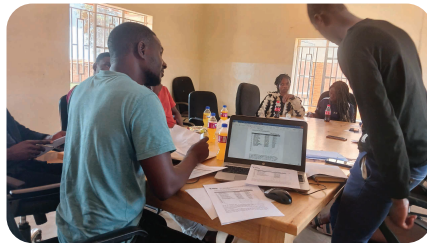


ORGANIZATIONAL STRUCTURE



**ERANIVEH MANDOTA
RESOURCE MOBILISER**

Eraniveh Mandota is a dedicated Resource Mobilizer for RACT bringing expertise in fundraising, partnership development, and strategic resource management. In this role, Eraniveh focuses on identifying funding opportunities, building relationships with donors and stakeholders, and ensuring the organization secures the resources necessary to achieve its mission. Through innovative approaches and a commitment to excellence, Eraniveh supports the implementation of impactful programs and initiatives, contributing to the growth and sustainability of RACT work. Their efforts play a vital role in advancing the organization’s objectives and creating lasting change.



**ALBRIGHT MCHEMA
PROJECT LEAD**

Albright is a skilled evaluator and project development expert with over 15 years' experience working with international NGOs, donor partners and the private sector. He is also an expert in International Trade, Value Chain development and Project Management. He has been key in supporting over 50 enterprises in Malawi in enterprise development training, entrepreneurship, effective monitoring system, baseline surveys, midterm evaluations, end line surveys, and developing business models including their marketing and production models. He has also been engaged on many projects in Malawi including WFP, Flanders International Cooperation World Bank, IRLADP and Ministry of Agriculture. He has also experience in using poverty assessment assignments through use of PPI tools. Mr. Mchema has also sat on the technical steering committees of RLEEP, MERA



OUR RECENT PROJECTS AND CLIENTS

CLIENT	PROJECT	ASSIGNMENT	PERIOD	VALUE
GIZ KULIMA MIERA I: Farmer Business Schools (FBS Program)	Implementation and Institutionalization of the 2020/21 Farmer Business Schools Training Program	Contracted by the Germany coopera- tion Agency to imple- ment the 2021 Farmer Business School training program targeting 5,000 smallholder farmers in the districts of Kasungu, Mzimba, Nkhotakota, Nkhata- bay, Rumphu, Karon- ga & Chitipa	Nov 2020/June 2021	MK132,000,000
GIZ Farmer Financial Cycle	Piloting & Imple- mentation of the 2021/22 Farmer Financial Cycle training program	Contracted by the Germany coopera- tion Agency to pilot the 2021/22 Financial literacy trainings using the Farmer Financial Cycle (FFC) Methodology target- ing 500 smallholder farmers in the districts of Mzimba, Nkhatabay, Karonga & Chitipa	May 2021/Sept 21 Nov 2021	MK18,500,000
Welthungerhilfe e.V Malawi	Sustainable inten- sification of Market oriented production for smallholder farmers operating within the areas of T/A Kasisi in Chikwawa District	Contracted by Wel- thungerhilfe e.V. to assess organizational needs and capacity gaps for Mwalija Water Users Associa- tion, including Mte- daya Cooperative, Mwalija Cooperative, and 5 VSLAs. The goal was to identify gaps and build WUA's capacity. Facilitated governance and leadership training for the WUA Board and secretariat.	May 2021/Sept 21 Nov 2021	MK14,000,000

OUR RECENT PROJECTS AND CLIENTS

CLIENT	PROJECT	ASSIGNMENT	PERIOD	VALUE
Welthungerhilfe e.V Malawi Amos.am-bali@welthungerhilfe.de	Sustainable intensification of Market oriented production for smallholder farmers operating within the areas of T/A Kasisi in Chikwawa District	Facilitation of Governance and leadership trainings to the Board and secretariat of Mwalija Water Users Association	May 2021/Sept 21 Nov 2021	MK4,000,000

RACT PROJECTS IN PICTURES





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