



# COMPANY PROFILE

YOUR VISION . OUR MISSION

[WWW.MELIUS-CONSULTANCY.COM](http://WWW.MELIUS-CONSULTANCY.COM)



## WHY DO COMPANIES NEED CONSULTANTS?

Why don't companies just solve their own problems?

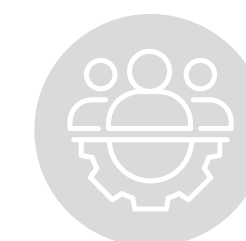
You know how you sometimes turn to friends and family when dealing with a new issue in life?

Companies often need this when making big or tough decisions.

They don't necessarily have the manpower to solve the problems that are important to them while handling their day-to-day operations.

Another, and perhaps the most common reason for hiring consultants is to gain access to a specialized skill set that may not exist in-house.

That being said, consultants get to dig into a lot of tough situations to provide transformative support to companies who need it.



Here at Melius, we commit to the strategic transformation of the businesses we work with by offering actionable business solutions, capacity-building expertise, and operational support among our quality services.

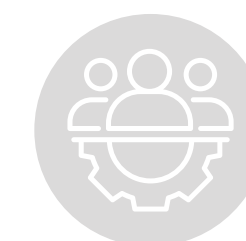


## WE DEFINE IT FOR YOU...

We are a boutique consultancy firm in the city of Beirut that specializes in corporealizing our clients' visions. We work with all types of industries and stages of business development in support of ideation phases, start-ups, SMEs, established enterprises, and public sector related entities. We like to believe that we are limitless in what we do.

## ...AND BUILD IT WITH YOU

We want to help realign our people's motives with their potential and fuel their mission toward betterment. In doing so, our team of experts are equipped to handle our clients' varying stages of growth and design journeys specific to them. Through transformation, we ultimately intend for our people a better work experience.





As a consultancy firm operating primarily in the Middle East, the Melius team works and evolves to provide a limitless environment for growth and inventive development in all our collaborations.

**WE TAKE YOU TO THE BACK OF THE HOUSE...**

Our motive is to fuel the potential of people invested in their own success. We assess, consult, and transform - that is our mission, but it is our loyalty to what is authentic that captures the heart of what we do. We do not plan against the nature of things that are presented to us as dysfunctional. Our team harbors the core potential of the start-ups and businesses we work with to energize better paths.

**...TO REAWAKE YOUR PURPOSE**

We do not uproot what is authentic about a business or idea, we model its vision with outstanding creative effort. We help transform this venture into a better version of itself, and by doing so with more people, we can ultimately contribute to the wealth of the communities we stand by and support towards a better reality.

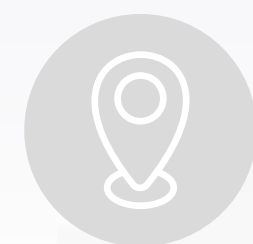
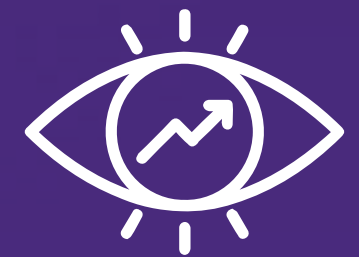




## TO WALK YOU THROUGH YOUR TRANSFORMATION

IN PURSUIT OF COLLABORATIVE SUCCESS WITH OUR CLIENTS, WE PRIORITIZE OUR RELATIONSHIPS AT MELIUS.

WE ENVISION LONG-LASTING CONNECTIONS WITH OUR PEOPLE AND AIM FOR TRUE DISTINCTION WITHIN OUR OPERATIONAL TERRITORY (LEBANON AND MENA) AND ACROSS THE WORLD. TO BRING OUTSTANDING RESULTS TO THE TABLE, WE BRING TO ACTION THE CORE PILLARS OF OUR MISSION.





### WE ASSESS

your current business situation and provide you with thorough evaluation of your existing condition versus your target vision.

### WE CONSULT

you about the viable solutions for your business development and their models of implementation for an optimized collaborative experience.



### WE TRANSFORM

your business potential and connect you to your target markets while walking you through all changes.



# WE EXCEED YOUR EXPECTATIONS



## BUSINESS SOLUTION & CONSULTANCY

Melius invests unanimous team efforts in providing bountiful grounds for transformation to the businesses we work with. We take a hard look at your business and assess the strategic route that better qualifies you to thrive in your desired market.

**We Simulate Your Recreation...  
to Implement Your Better Reality.**

We treat your potential for impact as responsibly as we do your potential for success.



## FRANCHISING & OPERATIONS MODELLING

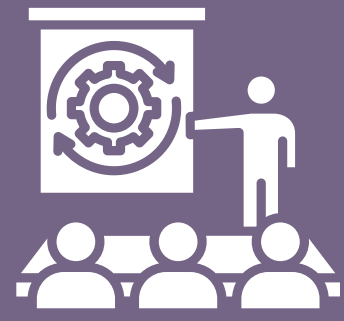
Even with a perfect strategy, success is unachievable with an operations system that lacks structure and rhythm. In order for a business to unleash its strategic performance, there can be no operational gaps bleeding it dry.

**We Shape Your  
Perfect Strategy...  
and We Help You Wear It .**

Our team is particularly competent in handling F&B operations as well as retail and services concepts, with years of professional experience and dedicated passion.



## CAPACITY BUILDING & TRAINING



With top-notch coaching capacity in-house, Melius offers diversified team-building skills and programs to maximize the transformative potential of businesses, in affiliation with esteemed international trainers.

### WORKSHOPS

01. COMMUNICATION STRATEGIES
02. MARKETING STRATEGIES
03. PILLARS OF SUCCESS
04. HIPO SALES TRAINING "SALES FOR EVERYBODY"
05. SPEAK YOUR CUSTOMER'S LANGUAGE
06. PLAYFUL NEGOTIATION - *In Collaboration With* **RATIONAL GAMES**
07. MEET THE BUYERS
08. CUSTOMER SERVICE EXCELLENCE
09. DIGITAL INFLUENCE ON MARKETING
10. TIME MANAGEMENT
11. TEAM BUILDING
12. MERCHANDISING FOR FMCG
13. COACHING SKILLS FOR EFFECTIVE LEADERSHIP
14. ACCELERATOR & INCUBATOR **DEVELOPMENTAL JOURNEY**



## ACCELERATOR & INCUBATOR DEVELOPMENTAL JOURNEY

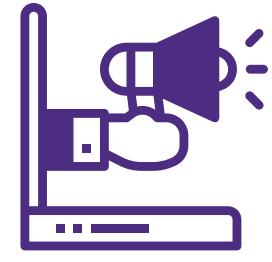
This program offers a dynamic series of workshops and one-on-one tailored Business Coaching sessions to start-ups and entrepreneurs in ideation phases participating in accelerator and incubator programs or looking for the optimal business transformation and acceleration. Our top-notch trainers provide superb technical assistance for startups in ideation or prototyping stage to accelerate their business development journey.

Our methods reinforce innovation, technical skill, and scalable solutions for business empowerment, solution, and transformation under the supervision of our professional and accomplished trainers.

Participating start-ups can adopt a holistic approach to the learned concepts of this workshop by going through all the different modules or compartmentalize it by selecting the modules needed for their developmental journey.

1. DESIGN THINKING: INNOVATION LEADERSHIP
2. CONCEPT INITIATION
3. MARKET VALIDATION & STAKEHOLDER MANAGEMENT
4. PROTOTYPING DESIGN
5. BUSINESS MODELLING
6. DESIGN GO-TO MARKET STRATEGY
7. MARKETING STRATEGY
8. BUILDING HUMAN CAPITAL
9. STRUCTURE THE OPERATING MODEL-CHANGE MANAGEMENT
10. FINANCIAL FEASIBILITY AND ANALYSIS





## DIGITAL MARKETING AND COMMUNICATION

Our goal here is to proudly model and manifest your brand identity and reinforce its visibility across online platforms. We aim to increase your revenue while preserving the heart of your business.

WE INVEST OUR DETERMINATION... TO WATCH YOU MANIFEST

To benefit from unfazed marketing potential, a business must equally contribute to the creation and testing of its brand, which may be overwhelming for a business running solo. Through gracious communication, we invest major brainpower in defining and redefining a brand's identity and market strategy.



# WE EMPOWER TEAM STRUCTURES



## HUMAN RESOURCES

At Melius, we understand that a robust HR foundation is integral to organizational success. Our commitment is to support your journey, providing expert guidance and solutions that align with your unique needs. With us, your HR functions become a catalyst for growth and success.

### HR WORKSHOP

Tailored for private sector and NGOs, our workshop enhances workforce management comprehensively.

### HR CONSULTING

We assess, customize action plans, and coach clients for effective HR implementation.

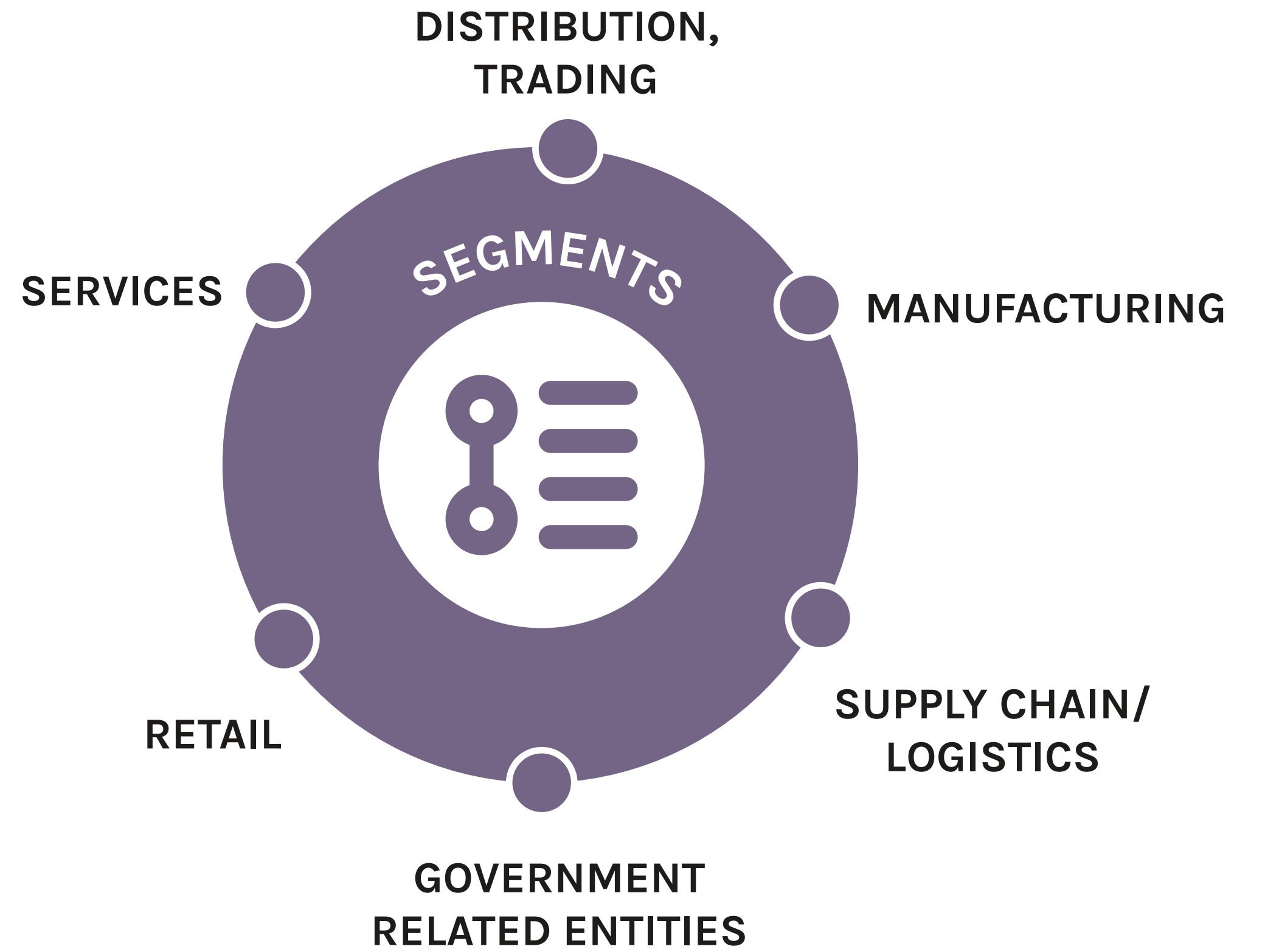
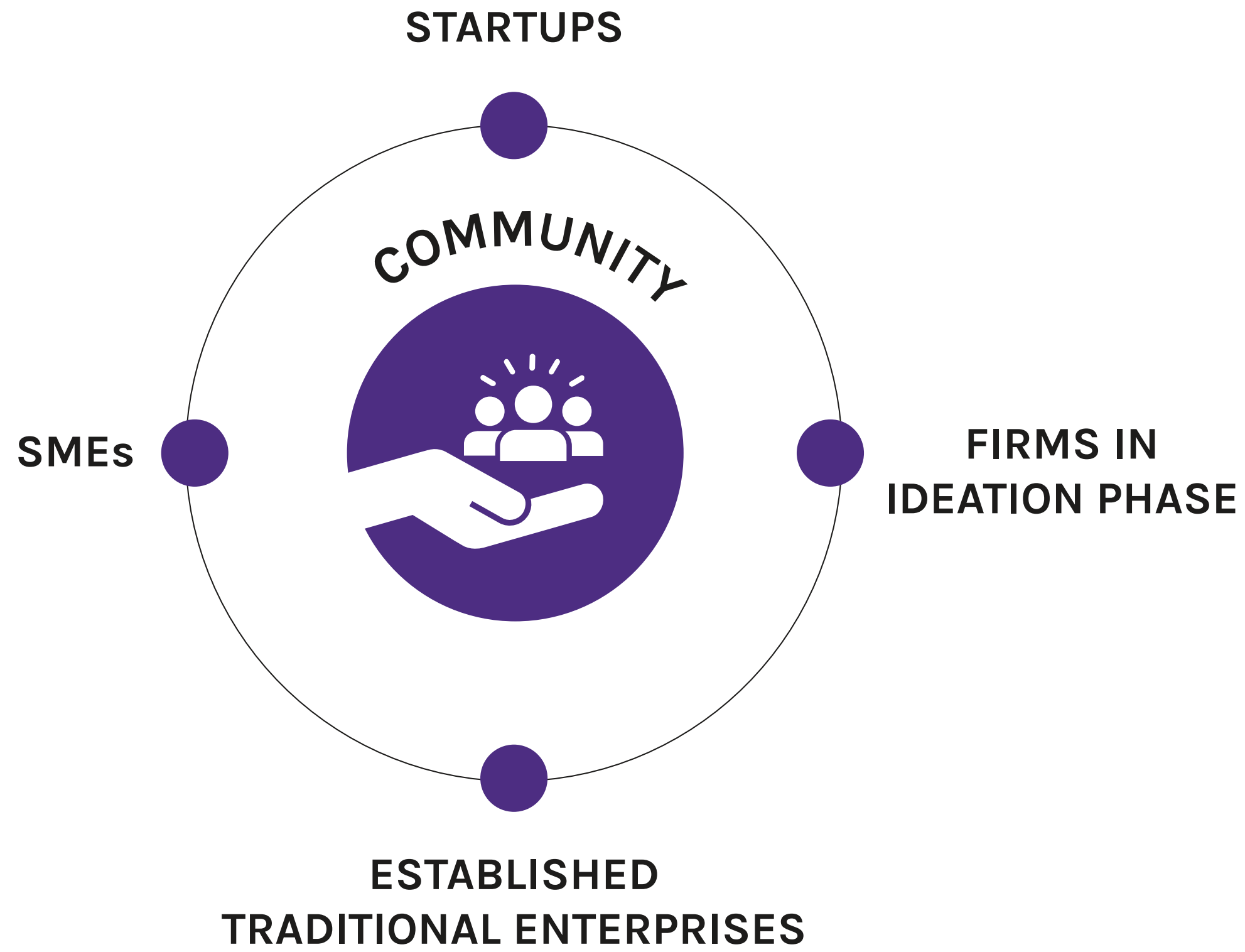
### HR AUDITING

In-depth HR audits, generating HR audit conformity reports and actionable recommendations.

### TALENT ACQUISITION

Empower your team with recruitment services from planning to conflict management.





PARTNERS

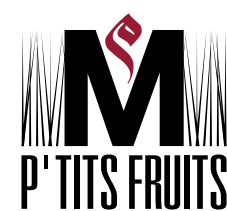


# PARTNERS

WONDEREIGHT



groupm



calia group



COLLECTIVE Y  
by Rhea Younes





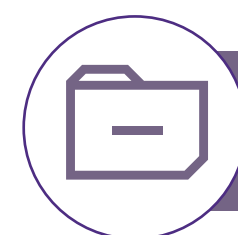
## ALLIANCES



GUIDEPOINT



WYDNER COACHES



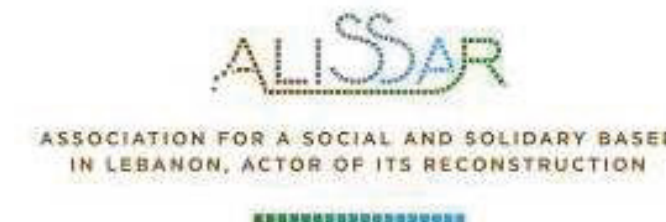
## PROGRAMS



European Bank for Reconstruction and Development



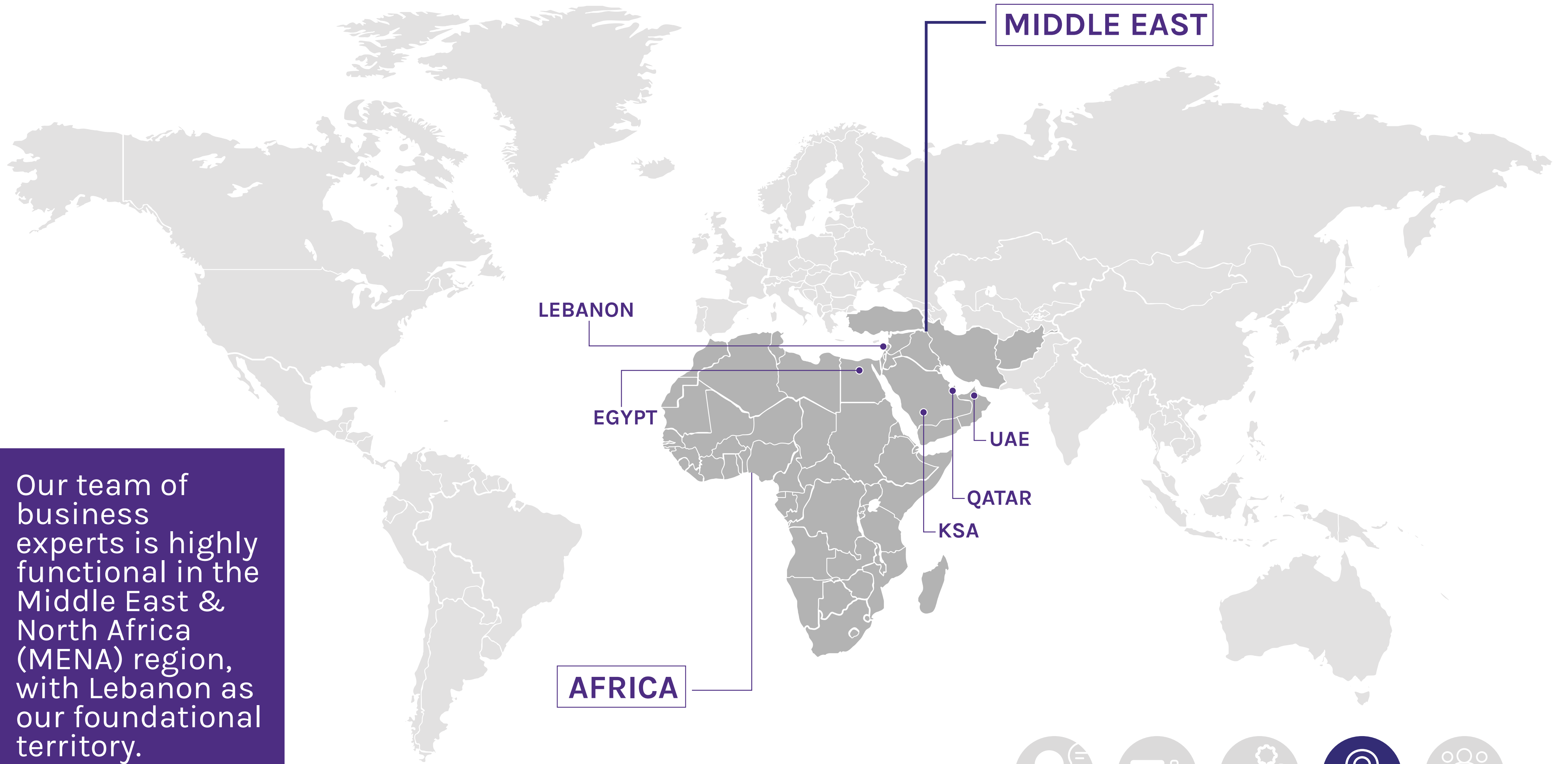
Enabling the Next Generation of Entrepreneurs in Abu Dhabi



# WHERE WE WORK



Our team of business experts is highly functional in the Middle East & North Africa (MENA) region, with Lebanon as our foundational territory.

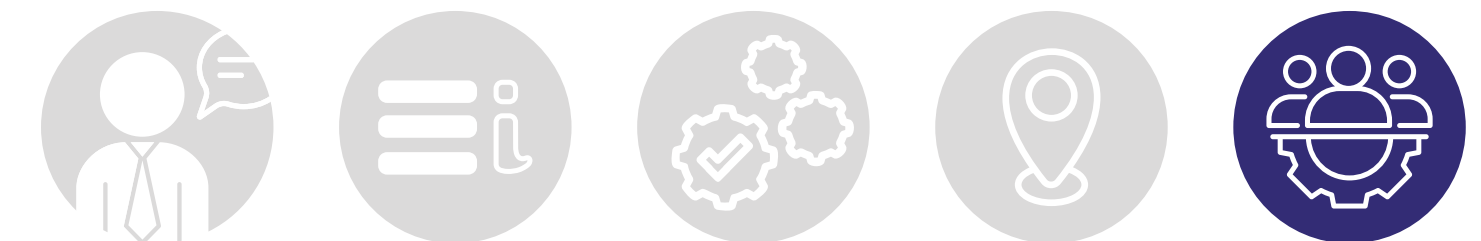


# OUR TEAM

Driven by passion and excellence, our team works hard to deliver turn-key results that exceed our client expectations. We operate live and remotely as needed and work the extra mile to conquer obstacles for our people's benefit.



We reinforce our tactical and theoretical approaches to business solution with years of major field experience and practice. Our team is by all means grounded with a unique intuition about the working world and its operations.





YOUR VISION . OUR MISSION

📍 Said Freiha St. - Triplet Center Block C, 2<sup>nd</sup> Floor – Hazmieh, Lebanon

☎ + 961 25 950 402

✉ info@melius-consultancy.com

[WWW.MELIUS-CONSULTANCY.COM](http://WWW.MELIUS-CONSULTANCY.COM)

