

Integral Diagnostic Review

Final Report

GK Designers(Pty)Ltd

22nd March , 2014, Gaborone-Botswana

Summary

- Background
- Diagnosis process
- Preliminary results
- Recommendations

Consultant Team

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The Company's Diagnostic Process

- Company's background review
- Interview with the management and staff to understand the different elements of the company 20/03/2014
- Co-construction (management validation of preliminary findings) 21/03/2014
- Preliminary report 21/03/2014
- Final reporting 24/03/2014

Background

- The business which is a Limited Liability Company located at Molapo Crossing Mall in Gaborone.
- The Business carries out Industrial Design consultancy, Currently the manager operates the business alone .
- The Manager (MD) who operates the business alone has relevant academic qualifications and many years of teaching experience (school teacher)
- GK Design Consultancy was registered in 2006 but started operating in 2012.
- The mission is to produce the best innovative products and services which will improve the lives and economy of their clients.
- The company does not have its own office currently. The premises from which it operates is rented by the manager husband's company. The owner is a full time teacher. She makes an attempt to be present for a few hours after school during working days. She is currently in the process of leasing a place within the same complex where she will be operating her beauty salon which is not under GK Design Consultancy.
- No financials has been provided to the team. We are therefore not able to give any financial analysis.
- No information was made available to assess the company's operations: turnover, clientele base, equity and separate bank account, etc.
- The team came to the conclusion that there is confusion between the owner's consultancy services and the business as a legal entity. GK Designs as a business is not operational yet.

Priority Interventions

The company is at the inception phase. As such, company should develop a start-up plan and financing strategy. This implies:

1. Get focused: make a decision on which business to develop
2. Investigate the market to identify opportunities and targets where she has competitive advantage
3. Structure the business
4. Raise adequate financing, including working capital.



Thank You