

# Business Insight

Company Profile - 2024

**LEADING  
YOUR WAY  
TO SUCCESS**

# Company Overview:

Business Insight is a leading consultancy firm specializing in Research and Development with delivering strategic solutions and transformative insights to businesses in Iraq and Kurdistan Region. With firm commitment to excellence, we empower private sector businesses, NGOs and public sector entities to navigate the complexities of the modern world, driving their success and promoting sustainable growth.

As a trusted partner, we offer a comprehensive range of services tailored to the unique needs of our clients. Our expertise crosses market research and assessment, business consulting, business development, mapping, capacity building, and technical assistance. Through careful research and analysis, we provide valuable insights that enable our clients to make informed decisions and stay ahead of the competition and reach their desired goals.

At Business Insight, we understand the importance of building strong foundations. We emphasize capacity building through specialized training programs designed to enhance organizational effectiveness. Our team of seasoned experts and industry professionals provides hands-on guidance and support, equipping individuals and teams with the skills and knowledge needed to excel in their roles.

Experience the impact of Business Insight and embark on your path to lasting success. Partner with us today and unleash the full potential of your organization.



# Mission:

Our mission is to drive sustainable success for private sector businesses, NGOs, and public sector entities through exceptional research, consulting, and capacity-building services. We are committed to delivering innovative solutions and transformative insights that empower our clients to navigate complexities, make informed decisions, and achieve their strategic goals. By fostering collaboration, we enhance organizational effectiveness and create lasting impact across diverse sectors.

# Vision:

Business Insight aims to be the first choice for businesses and NGOs seeking innovative solutions for sustainable success in a complex world.



## Goals:

### 1. Drive Business Success:

Turn ideas into reality with a strong value proposition by supporting private sector companies, NGOs and with comprehensive market research, business intelligence, and strategic development support.

### 2. Enable Growth and effectiveness:

Enhance operations, improve decision-making, and gain a competitive edge through tailored training programs and technical assistance. Equip businesses and NGOs with the skills, knowledge, and resources needed to thrive.

### 3. Deliver Exceptional Solutions:

Provide expert research, analysis, and program design to address unique challenges. We aim to be recognized for our ability to offer effective strategies that help businesses and NGOs achieve sustainable success and make a positive impact.

# Private sector companies:

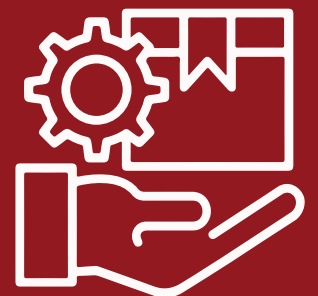
## Market Research and Assessment:

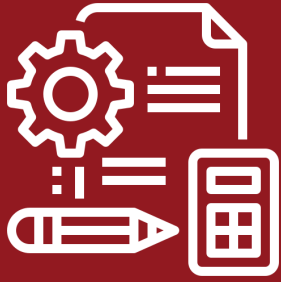
We believe that knowledge is power. Our comprehensive market research services empower companies to deeply understand the broader market environment and identify new business opportunities. In a constantly evolving landscape, continuous research is essential for staying ahead. Our dedicated team of experts provides accurate and up-to-date market analysis, enabling businesses to make informed decisions and adapt their strategies effectively. With Business Insight as your trusted research partner, you'll have the knowledge and insights to thrive in today's dynamic marketplace.



## Service and Product Development:

Excelling in service and product development, helping organizations bring their innovative ideas to life. Our expert team collaborates closely with clients to understand their unique visions and requirements. Through careful research, analysis, and strategic planning, we transform concepts into tangible, market-ready offerings. Whether developing new services or enhancing existing products, we leverage our expertise and industry insights to create solutions that meet customer demands and drive growth. Focused on innovation, quality, and customer satisfaction, we deliver tailored service and product development strategies that position our clients for success in today's competitive landscape.





## **Business Modeling and Planning:**

At Business Insight, we offer expert services in business modeling and planning to help organizations chart a path towards success. Our experienced team collaborates closely with clients to develop comprehensive and strategic business models that align with their objectives. Through in-depth analysis, we identify opportunities, mitigate risks, and optimize operations for sustainable growth. Our tailored business plans provide a roadmap for success, outlining clear objectives, strategies, and implementation steps. By leveraging our expertise in business modeling and planning, clients gain a competitive edge, make informed decisions, and confidently navigate the ever-changing business landscape. Partner with Business Insight to transform your vision into a robust business model and actionable plan that drives results.



## **Feasibility Study:**

Business Insight offers comprehensive feasibility study services to guide organizations in making informed decisions about the viability and potential success of their ventures. Our experienced team conducts meticulous assessments, evaluating market dynamics, financial feasibility, operational requirements, and potential risks. Through rigorous analysis and industry expertise, we provide clients with a clear understanding of their projects' feasibility and viability, enabling strategic choices. Whether exploring new business opportunities, launching new products, or expanding into new markets, our feasibility studies offer valuable insights and recommendations to support sound decision-making and maximize success. Partner with Business Insight to ensure your initiatives are built on a solid foundation of feasibility and strategic foresight.

## Human Resources and Organizational Development:

At Business Insight, we understand that human resources and organizational development are key to effective communication and success.

We provide well-designed organizational structure with clear communication lines that helps members perform their duties efficiently.

We provide effective solutions in human resources planning, management, organizational development, and reform, ensuring the flow of information and enhancing overall organizational effectiveness.

## Financial Planning, Projection, and Cost Recovery:

We provide essential financial planning, projection, and cost recovery services.

Our expert team helps businesses forecast their financial future with detailed budgeting, cash flow management, and risk assessment.

We create accurate financial projections to set realistic goals and develop strategies to mitigate risks.

Our cost recovery services ensure effective expense management and resource optimization.

## Training and Capacity Building:

Strengthening the foundation of any successful organization begins with its people.

Our capacity building services enhance the skills, knowledge, and effectiveness of individuals and teams.

Our tailored training programs cover key areas such as leadership development, project management, and organizational effectiveness.

Combining hands-on guidance with practical strategies, participants can immediately apply new skills and insights.

This focus on capacity building improves performance, fosters innovation, and drives sustainable growth.

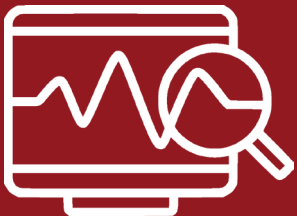


# Non-Governmental Organizations :



## **Research and Assessment:**

Research and assessment are catalysts for meaningful action. They serve as powerful tools for building knowledge and promoting continuous learning within NGOs. Our dedicated team crafts and implements the right methods to recommend effective solutions that enhance performance. Through detailed research design, on-the-ground data collection, comprehensive analysis, and rigorous reporting, we provide valuable insights adhering to academic and practical standards. These actionable recommendations drive positive change within your NGO.



## **Monitoring and Evaluation:**

Monitoring and evaluation are critical for ensuring program effectiveness and measuring impact. Our expert team collaborates closely with NGOs to develop comprehensive monitoring plans and conduct effective evaluations. By utilizing innovative methodologies and customized data collection tools, we gather and analyze data to provide valuable insights for a better programs' performance and learning. Our objective is to support organizations in making informed decisions through robust reporting and analysis. With expertise in project evaluation, third-party monitoring, and impact assessment, we help NGOs develop logical frameworks, assess program quality, and measure overall impact. Trust us for reliable and comprehensive monitoring and evaluation services that drive evidence-based decision-making and maximize program outcomes.

## Technical Assistance:

At Business Insight, we view research and assessment as catalysts for meaningful action. We believe that research serves as a powerful tool for building knowledge and promoting continuous learning within NGOs. Our dedicated team recognizes the significance of identifying effective solutions that can enhance institutional performance. Through meticulous research design, on-the-ground data collection, comprehensive analysis, and rigorous reporting, we provide valuable insights that adhere to academic and practical standards. Our research services are tailored to understand specific issues and offer actionable recommendations. Partner with Business Insight to unlock the potential of research and leverage it as a strategic tool for driving positive change within your NGO.



## Program Design and Development:

Well-designed programs are vital for creating positive impact and achieving desired outcomes. We focus on reaching beneficiaries, solving complex problems, and establishing sustainable solutions. Through meticulous planning, innovative strategies, and rigorous evaluation, we develop programs that drive meaningful change and deliver measurable results. Partner with us to unlock the potential of program design and development, and together, we can make a lasting impact.



## Training and Capacity Building:

Capacity building is essential for nonprofit organizations to thrive in complex environments. We offer practical training sessions in team building, leadership development, reporting, program management, risk management, monitoring and evaluation, livelihood, employment, economic recovery, education, youth empowerment, child protection, WASH (water, sanitation, and hygiene), gender equality, advocacy, and environmental sustainability. Our evidence-based training programs ensure high-quality knowledge transfer, equipping participants with practical skills and actionable strategies. These tailored sessions enhance the capabilities and expertise of NGO staff, enabling them to make a greater impact and achieve sustainable development goals.





# Clients:



## **World Vision - Assessing farmers' Adaptation to climate change:**

Business Insight led a critical agroecological and climate change initiative in Al Hatra, Ninewa for World Vision Iraq. Our focus was on enhancing climate resilience among rural communities. By specializing in sustainable agroecological practices and effective natural resource management, we developed tailored assessment tools to gather crucial data on the impact of climate change on agriculture. These tools were essential in creating gender-responsive, tailored adaptation plans for local agriculture. Our comprehensive analysis enabled strategic decision-making, addressing local socio-economic needs for climate adaptation and disaster management. Collaborating with local authorities, we facilitated knowledge transfer, empowering stakeholders to proactively tackle climate challenges and ensure community self-reliance.



## **World Vision - Mid-Term Review for Safe Returns Project in Ninewa, Iraq:**

Business Insight conducted the mid-term evaluation for World Vision Iraq's Safe Returns project in Ninewa. This five-year initiative aims to create resilient, sustainable, and inclusive market systems. Our evaluation covered the project's multifaceted approach, including strengthening household institutions for economic participation, revitalizing market systems, and supporting conflict prevention and social cohesion. We also evaluated efforts in natural resource management, climate resilience, and local advocacy on mental health, gender, and disability inclusion. Our thorough evaluation effectively captured the progress toward the project's long-term sustainability.

## **The American University of Kurdistan (AUK) – Market Research:**

Business Insight spearheaded a comprehensive market research project for the American University of Kurdistan (AUK). Our aim was to strategically enhance and diversify its academic programs. Utilizing advanced analytics and comprehensive surveys, we delved into high school student interests, current academic programs in Kurdistan and federal Iraq, study dynamic job market needs and availability through labor market analysis and conduct detailed mapping for the available academic programs in the Iraqi and international universities. Our analysis extended to evaluating government policies, development agendas, and the impact of foreign direct investment. The insights gleaned illuminated emerging industries, critical skill gaps, and evolving market needs, enabling AUK to tailor its programs to meet future job prospects and boost regional economic growth and educational excellence.

## **Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), Iraq - KOMPASS Procedure for Information, Communication and Technology – Perspective for Modern Youth in Iraq (ICT):**

Business Insight applied the KOMPASS procedure to capture stakeholders' viewpoints on an ICT project, enhancing its implementation towards better outcomes. Our assessment collected valuable insights from various stakeholders, including the target audience, strategic partners, intermediaries, and GIZ staff. We identified overlooked aspects, unforeseen outcomes, and potential risks, addressing key questions and evaluating the strategies and tools employed. Our thorough analysis verified the foundational hypotheses, reinforcing our expertise in result-based monitoring (RBM).



THE AMERICAN UNIVERSITY OF  
**KURDISTAN**

**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH



## **Golden Eagle Global (GEG) - Market Research and Analysis:**

Business Insight conducted comprehensive market research a GEG dairy venture in Kurdistan. We analyzed the region's dairy landscape, identifying product ranges, consumer preferences, and market competition. Beyond observations, we explored emerging market trends and consumer behaviors. Our insights led to a strategic blueprint focusing on service excellence, efficiency, and customer satisfaction. This guidance positioned the prospect dairy venture to redefine the dairy market, propelling them to a commanding stature within Kurdistan's dynamic dairy industry.



**WASH'N ROLL CARWASH**

## **Wash'n Roll - Market Research and Business Planning:**

Business Insight undertook an extensive market research and business planning initiative for Wash'n Roll, a car service center in Kurdistan. We assessed the local automotive industry landscape, customer preferences, and competition. Our team analyzed market trends, consumer behavior, and industry dynamics to identify opportunities and develop a tailored business plan. Focusing on exceptional service, efficiency, and customer satisfaction, our plan outlined key strategies, operational frameworks, and marketing approaches for Wash'n Roll's success.

## **International Labour Organization (ILO) - End of Program Evaluation:**

Business Insight conducted an end-of-project evaluation for the ILO's program «Enhancing labour governance, inspection, and working conditions in response to COVID19-» in Basra and Duhok. The evaluation assessed the program's impact, focusing on key objectives like registering agricultural workers in social security, enhancing farm working conditions, establishing model contracts, and improving agricultural practices. Our analysis provided valuable insights and recommendations to gauge the program's effectiveness and inform future interventions.

## **United States Agency for International Development (USAID) – Iraq Mission - Public Perception and Positioning:**

Business Insight directly contracted with USAID Iraq's positioning and public perception through systematic exposure of their activities to the Iraqi audience. Our team captured relevant activities from the right angles, retelling stories that resonated with the local audience. This strategic approach significantly improved USAID's dynamic efforts in a complex environment.

## **Popcorn Marketing Agency – Business Modeling:**

Business Insight partnered with Popcorn Marketing Agency to conduct a comprehensive business modeling initiative. We analyzed Popcorn's value proposition, target market, and competitive landscape. Through collaborative workshops and data-driven insights, we identified growth opportunities, refined their business strategy, and developed a robust financial model. Our recommendations optimized resource allocation, enhanced operational efficiency, and drove revenue growth, providing Popcorn with a clear roadmap for sustainable success.



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International  
Labour  
Organization

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**popcorn**  
marketing



**Save the Children**

## **Save the Children International - Gender Gap Analysis in WASH Programs:**

Business Insight conducted a gender gap analysis for Save the Children's WASH program in Iraq. Our analysis identified and addressed gender disparities, ensuring equitable access and outcomes for all beneficiaries. We provided insights and recommendations to enhance the program's effectiveness, applying a gender-responsive approach to data collection, analysis, and reporting. Our work empowered Save the Children to implement targeted interventions, promoting gender equality and creating a more inclusive WASH program.



**Save the Children**

## **Save the Children International - Environment Protection via Solid Waste Management Training:**

Business Insight delivered specialized training on solid waste management and landfill techniques for public sector staff. Covering waste segregation, recycling methods, landfill management, and sustainable disposal practices, the training equipped participants with the knowledge to mitigate the environmental impact of solid waste. This initiative contributed to creating a more sustainable and environmentally conscious community.



**Save the Children**

## **Save the Children International - Project Management Training for Government Staff:**

Business Insight conducted a comprehensive training project to enhance public sector staff's skills. Our tailored training programs addressed specific challenges, covering planning, execution, monitoring, and evaluation. Interactive workshops and practical exercises equipped participants with valuable project management techniques, fostering a skilled workforce capable of delivering successful projects and driving organizational growth.

## **Mercy Corps - Assessing Farmers' Adaptation to Climate Change:**

Business Insight conducted an action research study for Mercy Corps, enhancing climate resilience in agriculture within Ninewa and Salah Al-Din -funded by the (AFD). The study uncovered diverse practices, options, constraints, and capacities, informing the PERMA II program and future market-based interventions. We assessed the local context, capacities, constraints, and identified best practices for climate-resilient agriculture. This research provided actionable insights, promoting sustainable agricultural practices and driving economic and environmental sustainability.

## **Search for Common Ground - Community of Practice (COP) Baseline Study:**

Business Insight led the Community of Practice Baseline Study to enhance the collaboration and effectiveness of Civil Society Organizations (CSOs) in Iraq working on human rights, democracy and governance. Our comprehensive analysis mapped the needs and opportunities of the Iraqi civic space, designing strategic interventions. The study developed a roadmap to improve collaboration and impact, conducted thorough needs assessments, and established baseline metrics for tracking progress. This methodical approach ensured effective and aligned interventions for the community's long-term goals.





## **Zom Dairy - Market Research and Analysis:**

Business Insight conducted comprehensive market research for ZOM Dairy Company, a prominent dairy venture in Kurdistan. We analyzed public perception of the ZOM brand, delved into consumer preferences for cheese and butter types, and performed an extensive shelf study of available dairy products and brands in the market. Beyond basic observations, we explored emerging market trends and consumer behaviors. Our insights provided a strategic blueprint focusing on service excellence, efficiency, and customer satisfaction. This guidance enabled ZOM to refine its product offerings and enhance its brand perception, positioning it to redefine the dairy market and achieve a commanding presence within Kurdistan's dynamic dairy industry.



## **Finnish International Development Agency (FIDA) – Training on Funding Sustainability for Local NGOs in Iraq:**

BusinessInsightpartneredwithFIDAto deliverspecialized training on funding sustainability to local NGOs in Iraq. This program equipped NGOs with essential skills to secure and manage long-term funding. The training covered diverse funding sources, strategic fundraising planning, and building donor relationships. Participants learned to identify funding opportunities, develop effective proposals, and implement targeted campaigns. Emphasis was placed on financial management, accountability, and innovative sustainability strategies, such as diversification of funding streams and social enterprises. By enhancing their fundraising capabilities and financial practices, these NGOs are now better positioned to achieve their missions and sustain their impact in the communities they serve.

# Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), Iraq - KOMPASS Procedure for Strengthening Public Finances and Financial Markets (FFM) in Iraq:

Business Insight was entrusted by GIZ to conduct the KOMPASS (Knowledge, Opinions, and Methodologies Assessment for Project Success) procedure for the «Strengthening Public Finances and Financial Markets (FFM) in Iraq» project, co-financed by the European Union and the German Federal Ministry for Economic Cooperation and Development. This project is a crucial element of the Team-Europe-Approach in Iraq, supporting the Government of Iraq in enhancing financial and fiscal governance systems.

Our role involved systematically collect perspectives and assessments of partners and beneficiaries using quantitative and qualitative tools and methods. This procedure aimed to capture insights into the four key areas of support: mobilization of non-oil public revenues, public financial management and accountability and improving SME access to lending. The outcomes of this assessment provided valuable feedback for strengthening the capacities of responsible institutions, contributing to macro-fiscal stability and economic development in Iraq.

## Development Alternatives Inc. - Accounting Training for Government Staff (USAID-funded Project):

Business Insight provided specialized training in accounting principles for government staff. The training covered financial reporting, budgeting, and compliance, enhancing participants' knowledge and skills in accounting practices. This initiative promoted transparency, accountability, and efficient financial management within their organizations.



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## **Development Alternatives Inc. - Internal Financial Audit Training for Government Staff (USAID-funded by DAI):**

Business Insight organized training focused on internal financial audits for government personnel. Our experienced trainers delivered sessions on fundamental principles, techniques, and best practices, incorporating practical exercises and case studies. This training enhanced financial accountability and transparency within government agencies.



# Business Insight

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