

COMPANY PROFILE



WELCOME!

**Cracking the code of sales,
marketing, and business
strategy**

Welcome to the ultimate decoding lab for your business! At Swiftora Consulting Limited, we believe that success is no longer about working harder—it's about working smarter. We are here to hand you the cheat sheet and guide you through every twist and turn of business management.

STRATEGY | SALES | MARKETING | COMMUNICATION | RESEARCH

get ahead for good





ABOUT US

Your Goals Inspire Us. Your Success Defines Us.

Swiftora Consulting Limited is a dynamic company providing integrated business strategy and research solutions. We understand that thriving in today's competitive landscape requires more than just effort; it demands insight, sharp thinking, and precision. That's why we specialise in sales, marketing, strategy, and research, delivering solutions tailored to your unique needs and positioning your organisation for sustained growth and prosperity.

With a blend of creativity, multi-sectoral expertise, and extensive experience, we help our clients stay ahead of the curve, make smarter decisions, and achieve tangible results. Whether you are looking to optimise performance, design an impactful marketing campaign, or build a future-proof strategy, we are the partner you can rely on. At pivotal moments, we turn complexity into clarity and challenges into opportunities.

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Our Mission

To deliver customised, practical strategies that drive growth, optimise performance, and create lasting value for our clients.



Our Vision

To be the trusted partner organisations turn to for unlocking their full potential, crafting pathways to sustainable success.



Philosophy & Culture

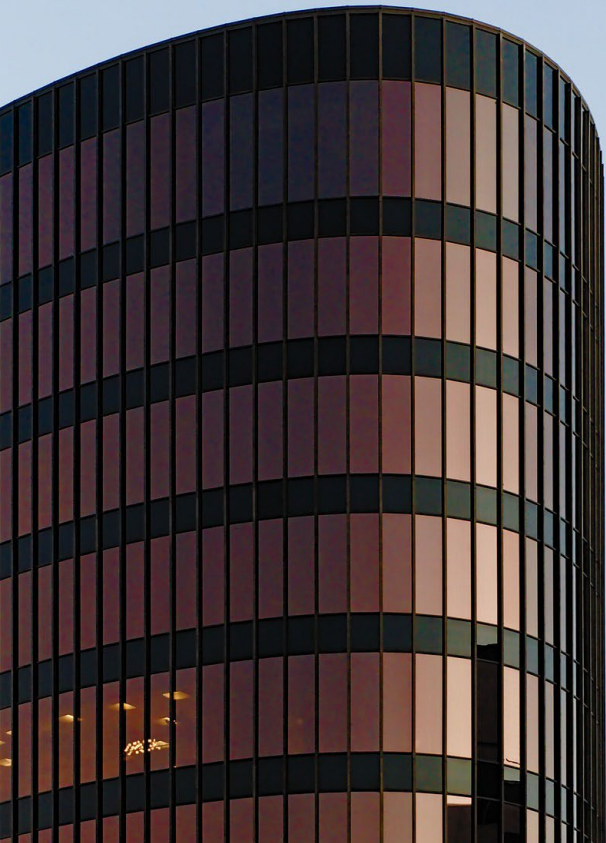
We believe in diligence, reliability, and collaboration cultivating a culture that values diverse perspectives and inspires creativity.



Our Promise

When the going gets tough, we step in with solutions to keep you ahead for the long haul—and we'll be with you every step of the way.





OUR FOUNDING STORY

Our journey began in 2013 as a college dream, realised in 2015 with the launch of a marketing-focused consultancy. Over nine years, we observed SMEs struggling to align marketing, sales, and strategy, revealing a clear need for a partner to transform challenges into opportunities. In 2024, we rebranded to offer holistic solutions, blending expertise in strategy, sales, marketing, and research.

Driven by a passion for innovation and supporting African enterprises, we've built a consultancy that prioritises authentic connections and tailored strategies. Today, we are proud to help businesses unlock potential, solve challenges, and achieve success. The best is yet to come!

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OUR SERVICES

We craft actionable roadmaps that align your goals with market opportunities, ensuring sustainable growth and competitive advantage

STRATEGY SOLUTIONS

- Business Review & Audit
- Business Model Innovation
- Strategic Planning & Review
- Business Recovery Planning
- Organizational Design & Development
- Strategy Implementation Management
- Market Entry, Expansion & Diversification





OUR SERVICES

Our data-driven insights and custom-made strategies empower your team to maximise conversions, build lasting customer relationships, and exceed revenue targets.

SALES SOLUTIONS

- Sales Training
- Pitching Outsourcing
- Pitch Deck Development
- Sales Auditing & Planning
- Key Account Management
- Customer Experience & Retention
- Channel & Distribution Optimization





OUR SERVICES

We ensure your business connects authentically with your audience, optimises its market positioning, and achieves measurable success.

MARKETING SOLUTIONS

- Brand Workshop
- Lead Generation
- Personal Branding
- Marketing Planning
- Go-To-Market Strategy
- Marketing Review & Audit
- Value Proposition Development





OUR SERVICES

We empower individuals and organisations to communicate effectively, build stronger connections, and achieve their goals with clarity and confidence



COMMUNICATION SOLUTIONS

- Content Writing
- Communication Planning
- Business Writing Workshops
- Communication Skills Training
- Corporate Communication Audits
- Communication Strategy Development
- Public Speaking & Presentation Training





OUR SERVICES

We deliver comprehensive research solutions designed to drive informed decision-making and strategic growth, helping businesses and organizations uncover opportunities.

RESEARCH SOLUTIONS

- Market Research
- Feasibility Studies
- Business Analysis
- Market & Industry Insights
- Data Collection & Analysis
- Business Plan Development
- Business Ideation and Validation





Stephen Osomba
Sales & Business Strategy Lead

Stephen is a Nairobi-based consultant with over 10 years of experience in strategy, sales, research, and marketing. Renowned for his analytical expertise and organisational skills, he has helped businesses achieve sustainable growth through tailored strategies. His career spans roles in commercial and non-profit sectors, delivering impactful solutions that enhance market presence, revenue, and efficiency.

He holds degrees in Communication & Public Relations, Marketing Management, and an MSc in Marketing. As head of Business Strategy & Research at Swiftora Consulting Limited, he aligns SME goals with industry landscapes. Passionate about sustainability and lifelong learning, Stephen also enjoys adventurous explorations.



Nicodemus Nyambok
Data Analysis & Reporting Associate

Nicodemus Nyambok is a skilled communication and research professional with over a decade of writing experience and six years in editing. He specialises in qualitative data analysis, content creation, and strategic communication, excelling as a Communications Director, SEO Specialist, and Qualitative Data Analyst.

He holds a Bachelor's degree in Communication and Public Relations from Moi University and advanced training in NVivo for qualitative analysis. Proficient with tools like NVivo, Ahrefs, and Surfer SEO, he combines technical expertise with strategic insights to deliver impactful results. Dedicated and collaborative, he drives success in communication and research initiatives.



Geoffrey Korio
Communication & Research Associate

Geoffrey Korio is a seasoned Communication, Media, and Public Relations professional with over a decade of experience. As Project & Communications Manager at Standard Media Group, he has driven audience engagement, improved ROI, and boosted brand visibility through strategic multi-platform content creation, social media optimisation, and data-driven campaigns.

Previously at Zizi Afrique Foundation, Geoffrey led impactful communication initiatives that enhanced brand recognition. With experience from Bliss Healthcare, The Nairobi Women's Hospital, and Fyndaa, he excels in crisis management, digital marketing, and public relations. A Moi University graduate, Geoffrey's expertise in tools like Google Analytics and SEO ensures targeted, measurable results.



Lilian Mukami
Marketing & Finance Associate

Lilian Ireri is a seasoned professional with over a decade of experience in marketing, communications, and finance. She excels in market research, client relationship management, and data-driven strategies, achieving remarkable results like a 200% increase in online traffic and improved lead generation.

With an MBA in Finance, a Bachelor's in Marketing from Kenyatta University, and a Diploma in Public Relations, Lilian combines strong academic credentials with practical expertise in digital campaigns, event coordination, and brand management. Her collaborative leadership and results-oriented approach ensure marketing strategies align with organisational goals, driving growth and operational efficiency across diverse sectors.



Marcel Oketch
Business Technology Associate

Marcel Oketch is a technology expert with over eight years of experience in technical support, development, and infrastructure management for SaaS and PaaS companies. Skilled in managing physical and cloud-based systems, he excels in web development, network administration, and customer support across platforms like Shopify, WordPress, and Magento.

Proficient in tools like Power BI and frameworks such as Laravel and React, Marcel leverages data for actionable insights and operational resilience. A Computer Science graduate from Maseno University with certifications in AWS and CCNA, he has delivered impactful projects, including the Transact Online Payment System and SeaSide Logistics System.

WHY CHOOSE US?

- ✓ **Strict adherence to high professional performance standards.**
- ✓ **We prioritize timely delivery to meet your needs.**
- ✓ **We go above and beyond when circumstances demand.**
- ✓ **Every engagement is backed by a legally binding contract with clearly defined objectives.**
- ✓ **Our solutions are customized and priced to fit businesses of all sizes and stages.**

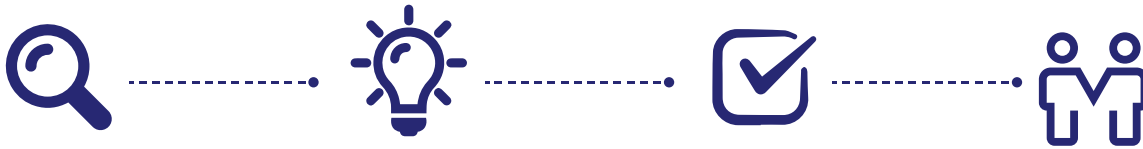


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OUR APPROACH



STEP 1

Diagnostic & Discovery

Understand the client's current situation, challenges, goals, and objectives.

STEP 2

Solution Formulation

Develop custom solutions aligned with client objectives and market opportunities.

STEP 3

Implementation Support

Ensure the chosen solution is executed effectively and on schedule.

STEP 4

Client Partnership & Advisory

Build long-term relationships through consistent support and expertise



OUR CLIENTS



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