



Business Transformation



Company Profile



Who we are

60 YEARS

WHOLISTIC

DATA DRIVEN

PROVEN

ACTIONABLE

CONSULTING

DEPLOYMENT

ENABLEMENT

Growth+ Consulting is a premium boutique consulting, fast-paced, and presents a distinctive proposition. With a robust 60-year of cumulative experience, we empower clients through wholistic end-to-end business strategic consulting, deployment, and team-enablement. This approach amplifies the impact of our offerings across domains, which acts as a flywheel, where each stage amplifies the impact of that which precedes it.

Most organizations struggle with growth due to lack of a sales practice that scales performance, operational leakage where most of the top line is spent in sub-optimal operation, and strategies that drown in daily whirlwinds of execution. We deliver results by aligning Strategy, Operations, and Revenue Operations, and by follow through of strategy with deployment and team enablement. This Rubik's Cube is our formula ensuring our customers get Consulting that delivers.

We offer enduring architectural frameworks on proven methods that will drive your growth, efficiency and differentiation. We bring world-class, professional-grade excellence to organizations entering their next chapter of growth — whether scaling fast or transforming a legacy. We combine global best practices with deep regional insight to deliver results.

Accelerate transformational growth through an integral flywheel of verified strategy, advisory and enablement.

MISSION

Forge a future where organizations of every scale are empowered to leverage an integrated flywheel of strategy, advisory, and enablement to bend their curve and lead their markets.

VISION

Legacy Protection. Professionalization. Next-Generation Stability.

For Family Businesses facing leadership transitions or looking to expand, the priority is securing the legacy while unlocking the next chapter of growth. You are seeking modernization and professionalization, but must navigate internal conflict, resistance to change, and a natural risk-aversion. Our consulting services provide the trust-driven, respectful, and relationship-oriented guidance you need. We bridge your rich heritage with institutional governance, modern commercial practices, and robust operational efficiency, ensuring long-term stability and improved margins for generations to come.

The context

Your business has a proud history, but relying solely on the intuition of the founders or historical relationships is no longer sufficient in today's market. You are facing margin pressure, outdated commercial practices, and critical succession planning and expansion needs. The challenge is transitioning from a highly personalized management style to a professional, institutionalized framework without losing the core values that built the company.

Value

We value discretion, respect, and long-term stability. We do not force disruptive "big consulting" templates. Instead, we carefully integrate professional management, key performance indicators (KPIs), and digital modernization roadmaps. We protect your legacy by building robust governance structures, streamlining costs, and equipping the next generation of leadership with the tools they need to succeed.

and approach

Operating as a trusted extension of your board, we take a steady, phased approach to transformation. We focus on building consensus, designing clear growth and governance blueprints, and implementing operational controls that provide complete visibility, thereby reducing reliance on informal networks and mitigating risk.

MAIN OFFERINGS

Strategic Foundation

Lean Supply Chain Optimization

Business Model Diagnostic

Procurement Reinvention

GTM Acceleration Sprint

RevOps Audit and Diagnostics

Building you revenue Engine

Cost Saving as a Service





Building your Strategic Foundation

73% *Of executives say their company has a strategy but they cannot articulate it⁷.*

72% *Companies with strong strategic alignment are 72% more profitable⁸.*

We offer this bespoke engagement for enterprises facing complexity, drift, or pivotal transitions. Our approach aligns leadership with a precise timed ambition, refines market positioning, and delineates clear trade-offs. We focus on transforming strategy into a concrete roadmap to foster clarity, alignment, and strategic confidence, converting fragmented ambitions into a disciplined direction. This practice is led by a seasoned strategy consultant and General Manager with extensive experience across SMEs and scale-ups, emphasizes disciplined trade-offs and measurable outcomes over aspirational statements.

WE ADDRESS CHALLENGES

- ▶ Strategic drift after growth or market shifts.
- ▶ Too many initiatives without prioritization and execution discipline.
- ▶ Leadership misalignment on direction and trade-offs.
- ▶ Weak articulation of positioning versus competitors.
- ▶ Reactive decision-making driven by urgency rather than intent.
- ▶ Difficulty explaining strategy clearly to investors, employees or senior hires.

WE DELIVER RESULTS

- ▶ Strategic Diagnostic of internal performance and market positioning review.
- ▶ Vision & Ambition 3–5 year direction setting.
- ▶ Sharpening positioning: who we serve, where we compete, why we win,
- ▶ Define Priorities Horizons, Identify and Articulating Core Trade-Off
- ▶ Translate strategy to measurable initiatives.
- ▶ Strategy map development and narrative articulation.

Need a sharp strategy articulation

Founder

CRO

Many initiatives, not enough traction

Our positioning is unclear

CCO

COO

We need institutional discipline





Business Model Diagnostics

11% A 1% improvement in pricing can increase operating profit by 11%¹.

7% Companies actively manage pricing out-perform by 2 to 7% in margin improvement²

Optimize Pricing, CAC, LTV, and margins for investor readiness. Revenue growth often masks margin erosion in scale-ups. We diagnose your business model to identify value gaps affecting profitability, utilizing data to detect hidden revenue losses, validate monetization, and sharpen your unit economics for your next funding round. We diagnose the business model to identify value gaps affecting profitability. Using advanced data analytics and AI, we detect hidden revenue losses and validate monetization strategies and present optimized business model options with clear impact and practical action plans. Our approach combines strategic insight with operational expertise, ensuring feasible, financially grounded recommendations to improve monetization, pricing, and overall profitability.

WE ADDRESS CHALLENGES

- ▶ Revenue growth masking margin erosion.
- ▶ Complex product portfolios with unclear profitability.
- ▶ Serving low-value customers that consume disproportionate resources.
- ▶ Poor visibility into customer or segment economics.
- ▶ Challenged monetization and pricing architecture.
- ▶ Scaling inefficiencies due to structure and misalignments.

WE DELIVER RESULTS

- ▶ End-to-end business model diagnostic involving revenue streams & cost structure.
- ▶ Revenue leakage assessment.
- ▶ Portfolio profitability analysis.
- ▶ Customer and segment-level unit economics
- ▶ Pricing logic and monetization architecture
- ▶ Identification of structural growth constraints
- ▶ Develop optimized business model scenario and clear implementation roadmap.

Profitability doesn't reflect effort

CEO

CEO

Margins are inconsistent

Portfolio complexity is rising

CSO

Investor

We need sharper economics

¹ HBR

² McKinsey & Company





COMMERCIAL

GTM Acceleration Sprint

23x *Data-driven organizations are 23x more likely to acquire customers¹.*

74% *Of executive B2B buyers buy from sellers who can articulate business value².*

Targeting the wrong customers burns cash, inflates Customer Acquisition Cost (CAC), and damages your bottom line. We guide you through an intensive sprint to define a precise Go-To-Market strategy tailored to your competitive strengths, sharpening your Ideal Customer Profile (ICP), messaging, and conversion physics. We guide you to a precise strategy tailored to your strengths with Ideal Customer Profiling, Unique Value Proposition that is defensible in the competitive landscape, multi-quarter roadmaps, and a unified sales, marketing, and channel cohesive strategy. This boosts revenue and optimizes cost of sale.

WE ADDRESS CHALLENGES

- ▶ GTM inconsistency and targeting every customer.
- ▶ Creating a high-churn, low-margin base.
- ▶ Sales and Marketing operating in silos; leads fall through the cracks.
- ▶ Unclear competitive positioning in a crowded market.
- ▶ Wasting limited runway on customers who consume disproportionate resources.

WE DELIVER RESULTS

- ▶ Conduct Win/Loss Analysis to identify why deals stall.
- ▶ Define the Razor-Sharp ICP, account tiering, and negative personas.
- ▶ Develop Feature-Advantage-Benefit maps to personas for your hero offerings.
- ▶ Deliver an actionable GTM playbook ready for immediate field execution.

We're not winning new customers fast enough

CEO

CFO

How can we optimize our Customer Acquisition Cost?

Our positioning and messaging are unclear

CMO

VP Sales

Can we increase conversion rates quickly?

¹ McKinsey & Company
² Forrester



Building your Revenue Engine

20% You can achieve 20% reduction in time from lead to deal¹.

47% B2B sales forecast accuracy is as low as 47% without rigorous methodology².

Establish a predictable revenue engine. Without defined stage gates and rigorous methodology, your pipeline is statistical noise. We architect your revenue funnel with verifiable exit criteria, efficient funnel design, and strategic models for customer acquisition and retention, ensuring new sales hires ramp up quickly and predictably. We architect your revenue funnel endorsed with verifiable exit criteria from lead generation, funnel design, and strategic models for customer acquisition and retention and compensation.

WE ADDRESS CHALLENGES

- ▶ Inefficient sales processes relying on hero sellers instead of scalable systems.
- ▶ Deals advance to late stages and then mysteriously stall or get lost.
- ▶ CRM data is outdated, incomplete, or incorrect.
- ▶ Lack of structured business optics and operational rhythm.

WE DELIVER RESULTS

- ▶ Craft funnel stages with activities, accountability, and verifiable exit criteria.
- ▶ Establish joint SLAs between marketing and sales.
- ▶ Create a Balanced Commercial Scorecard of leading indicators.
- ▶ Install a rhythm and rigor to business to shift managers from inspection to coaching.

The sales cycle isn't adopted by new hires

VP Sales

CRO

My managers' forecast is completely inaccurate

I require a single source of truth for pipeline

COO

Investors

Success depends on a few "hero" sellers



¹ McKinsey and Company

² Gartner

Lean Supply Chain Optimization

79% *Of companies with high performing supply chain grow revenue higher¹.*

67% *Of strategies fail due to poor execution not poor ideas.*

Redesign processes for speed, clarity, and rapid expansion. Lean supply chain is essential for sustaining competitiveness and operational excellence. Pursuit of rapid growth often leads to operational complexity that exposes weaknesses in alignment and execution. We bring proven modern best practices to your supply chain, planning, and operational processes to improve response times, ensuring your backbone can handle growth in market demand. We map your planning and logistics processes to create a strategy that improve cost, response time, inventory, and scalability, utilizing leading standards.

WE ADDRESS CHALLENGES

- ▶ Operational chaos and misalignment between logistics, planning, and operations.
- ▶ Low clarity while penetrating new markets or segments.
- ▶ Delayed or over-budget strategic initiatives.
- ▶ Reactive decision-making driven by urgency rather than strategic intent.

WE DELIVER RESULTS

- ▶ Map the full supply chain and operating model, gaining visibility on end-to-end cycles.
- ▶ Prioritize and sequence initiatives based on impact and capacity.
- ▶ Reform SOPs and systems or create agile ones for critical processes.
- ▶ Align budgeting and resourcing to strategic priorities.

My supply chain isn't catching up with my expanding business.

CEO

Investors

Need standards before we scale more

Founder

Many initiatives, not enough focus



¹ Deposco

² Brightline / PMI



OPERATIONS

Procurement Reinvention

65% % of procurement leaders have little to no visibility beyond tier-1 suppliers.

20% Annualized volatility of commodity prices averaged 10-20% past four years²

Optimize spend and capital deployment. Numerous enterprises fail to identify latent inefficiencies—including resource misallocation, uncontrolled expenditures, inflated procurement costs, and suboptimal contract frameworks. Leveraging deep procurement acumen, we empower you to reclaim stewardship over your most critical asset: capital. We uncover spending trends, refine contractual agreements, mitigate unmanaged expenses, and redesign procurement operations to ensure sustained transparency and governance.

WE ADDRESS CHALLENGES

- ▶ Company is overspending or having high spend even if budgeted for.
- ▶ Spending is not clear, and you don't clearly see who is spending how much on what parts of the business.
- ▶ Major deals are not structured in a way that serves you in the long term. We are exposed if market shifts.
- ▶ Controls are low or non-existent, putting the company's economics at risk.
- ▶ Your procurement team lacks the practical expertise to manage the huge workload and market unpredictability.

WE DELIVER RESULTS

- ▶ Run a complete spend analysis covering end-to-end spending, with clarity on spend buckets and values split.
- ▶ Optimize top deals' prices, commercial terms, and contract language that protects you long term.
- ▶ Create structured practical controls optimizing your procurement for cost and time efficiency.
- ▶ Gain Control by putting effective systems, tools, technology, policies/SOPs and KPIs that keep the spend under visible control.

Our overspend needs intervention.

CEO

CFO

Purchasing team isn't meeting targets.

Our team needs insight

COO

Manager

Cost cut targets are unrealistic.



¹ Deloitte
² McKinsey & Company



COMMERCIAL

RevOps Audit and Diagnostic

23x *Data driven companies are 23x more likely to acquire customers¹*

32% *Companies with aligned sales & marketing see 32% higher revenue growth²*

Shifting to a data-driven approach will optimize and elevate your performance accelerating acquiring and retaining customers impacting your topline.

This is a comprehensive and rigorous audit of your commercial execution to identify friction and silos in your GTM, sales process, tech stack, and methodology. We assess your pipeline physics, sales and marketing automation and funnel conversion, delivering a solution heatmap and roadmap.

WE ADDRESS CHALLENGES

- ▶ Your revenue relies on hero sellers.
- ▶ Your CRM is irrelevant because data is outdated, incomplete or incorrect.
- ▶ You are chasing customers that most often stall or drop off.
- ▶ Your revenue forecasts are inaccurate, subjective, or inconsistent.
- ▶ Your marketing team generates big volume of Leads that Sales don't touch.
- ▶ You suffer from margin erosion as your team routinely relies on discounts.
- ▶ Your customers rarely repeat purchase.

WE DELIVER RESULTS

- ▶ Validate Ideal Customer Profile and segmentation
- ▶ Audit CRM and tech stack alignment
- ▶ Analyze buyer behavior to select the optimal sales methodology.
- ▶ Map funnel physics to verify activities, accountability and exit criteria.
- ▶ Review incentive plans efficacy.
- ▶ Analyze the effectiveness of Sales & Marketing Automation workflows.
- ▶ Deliver challenge solution heatmap and 12-month prioritized roadmap.

My revenue is flat. We need a plan

CEO

CRO

My managers' forecast is inaccurate

Unclear where we lose revenue

CFO

COO

My CRM has bad data

¹ McKinsey & Company

² Forrester





OPERATIONS

Cost Saving as a Service (CSaaS)

82% Of businesses reported missing their cost reduction targets¹⁷.

69% Of companies are initiating major cross company cost reduction programs¹⁸.

An engagement across various company functions to analyze and optimize your critical resources—capital, personnel, real estate, equipment, and time. We follow a two-step approach: first, creating a prioritized list of optimization opportunities with clear financial impacts and risks, then developing a detailed plan addressing implementation challenges, system integration, and workforce capabilities to ensure savings realization. By thoroughly assessing total costs and employing proven global methodologies, we deliver tailored, actionable cost-saving strategies alongside comprehensive execution support and leadership empowerment, helping your organization achieve operational excellence and sustained cost reduction.

WE ADDRESS CHALLENGES

- ▶ Company is overspending or having high spend even when budgeted for.
- ▶ Current efforts and investments on cost saving is not yielding intended ROI.
- ▶ We don't clearly see who is spending how much on what.
- ▶ Our managers and leaders need support on global best practices and support in execution.

WE DELIVER RESULTS

- ▶ Perform in-depth spend analysis, revealing the true total resources.
- ▶ Identify optimization opportunities, with clarity on expected impact and potential risks.
- ▶ Devise a detailed execution path to realize optimization gains.
- ▶ Identify risks and challenges with clear mitigation plan.
- ▶ Support and follow through on the execution.

Profitability is taking a hit, despite a growing topline.

CEO Manager

The team is managing the daily load and time is scarce. We have no new ideas to optimize costs.



¹ Prima Group
^{2,6,7} Deloitte
^{3,9} Deposco

^{4,11,12} NYU Stern / Circana
⁵ ACFE Report
^{8,10} McKinsey & Company

¹³ ACFE Report
¹⁴ Science Direct
^{15,16} Accenture

¹⁷ Stripe
¹⁸ The Hackett Group

Our differentiated value

PRAGMATIC & ACTIONABLE

We deliver impact based on data driven, proven frameworks and actionable insight.

Unlike Typical consulting delivering 100-page decks, charge, and leave.

PROVEN FRAMEWORKS

We deploy proven best practice and end to end expertise to frame, craft and advise your growth.

Unlike Individual Experts who use check-box approaches.

SUSTAINABLE IMPACT

We bend the curve on multiple horizons specific-to-your business to deliver sustainable impact.

Unlike other agencies who provide generic awe that fades with time.

We help you craft your strategy, commercial execution and operations at all organization levels. We will follow through with a flywheel of consulting, deployment and enablement.

SERVICE LINES

- Consulting
- Deployment
- Enablement

CAPABILITIES

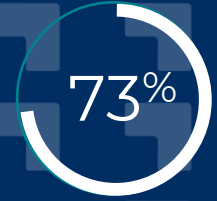
- Corporate Strategy
- Commercial Growth
- Operations Excellence



Our Capabilities

CORPORATE STRATEGY

Strategic Foundation	Business Model Diagnostics & Optimization
Strategy to Execution Operating Plan	AI Transformation Strategy
PMO Setup and Pilot	Execution Support and Acceleration



Of executives say their company has a strategy but they cannot articulate it (HBR)

COMMERCIAL GROWTH

RevOps Audit and Diagnostics	Sales Governance
GTM Strategy and Value Engineering	Revenue Transformation Office Deployment
Building your Revenue Engine	Revenue Operations for Sales Leaders
RevOps Transformation with AI	



Companies with aligned sales and marketing see 32% higher revenue growth (Forrester)

OPERATIONS EXCELLENCE

Procurement Reinvention	Operations & Logistics Transformation with AI
Lean Supply Chain Optimization	Cost Saving as a Service
Waste-to-Worth Sustainability Journey	Purchasing Leaders Academy
Operations Governance	Supply Chain Leadership Program



of companies reported missing their cost reduction targets (Deloitte)

**Let's discuss.
Looking forward.**



Kamelizer Spaces, District 5, Ain El Sokhna Rd, New Cairo, Cairo, Egypt.
sales@growth-plus.co
www.growth-plus.co