

# Business Development

Business development is a crucial component of the strategy of any organization looking to expand, consolidate or sustain market share, particularly in developing economies. Business development consists of both human resource efforts and the maximization of time management. Considerable effort is required to expand on opportunities in emerging markets and prepare consolidated and timely responses to competitive proposals to tenders and other funding requests. There is no doubt that significant gains can be garnered from outsourcing distinct elements of a comprehensive business development strategy.

At **Coxswain Social Investment plus (CSI+)**, we tailor our business development services to meet the exact needs and expectations of the clients, whether they are new or well-established organizations. Our sole preoccupation is to provide an enabling environment for business development that permits organizations and their staff to reach their full potential, to flourish and to prosper. It is our belief that a cost effective and properly implemented business development strategy will allow our clients to develop the economies and communities in which they work and at the same time improve their own bottom line.

## Areas of Expertise

**CSI+** is dedicated to providing high quality consulting services to private sector, civil society, and international organizations, which in turn fosters the advancement and growth of the developing country economies. **CSI+** is a leader in providing business development and business re-engineering solutions to organizations working in the development space.

Over the years, we have developed a strong track-record in assisting new or well-established organizations to become even more effective by permitting them to tap into new markets and access development agency loans or grants.

Each of our consultants are highly qualified and considered as leading experts in their respective fields. Many represent developing country talent. Our range of business development services include:

- Organizational assessment
- Business plans and strategies
- Opportunity identification
- Opportunity monitoring systems and tools
- Proposal writing
- Budget development
- Business Development Training
- Negotiation Skills Training
- Proposal and Technical Writing
- Project Design and Management
- Cross-Cultural Training
- Results-Based Management and Financing
- Sales, Marketing and Customer care
- Major gifts and high-level donor solicitations

We specialize in tailor made training solutions designed to meet the exact focus, budget, language, geographic and participant requirements of our clients.



### What our clients say:

**“CSI+ is a dedicated team of professionals who will dedicate their time to exclusive client treatment and results”**

**Partners in Hope - UCLA**

**“CSI+ expertly guided us through the complexities of a US-government grant application”**

**Partners in Hope - Malawi**

**“CSI+ helped us to the next level of impact and scale by brokering innovative and strategic partnerships”**

**GrassrootSoccer**

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## Examples of Our Work

Our client base constitutes a wide range of leading global institutions including SMEs, international and multinational companies as well as governments, multi-lateral agencies, nonprofit organizations, and international donors contributing to international development through economic growth initiatives. Below are some examples of business re-engineering, business development and proposal writing services that our staff and consultants have provided.

### **World Health Organization (WHO) Regional Office for Africa (AFRO):**

Designed Resource Mobilization and Partnership Strategy for WHO/AFRO. The assignment included consultation with a variety of stakeholders representing public and private sectors in the 46 countries and placed emphasis on the role of the private sector in developing countries in meeting international development goals.

### **International Center for Research of Women (ICRW):**

Undertook business scans in 3 African countries and developed a strategy for their business development efforts in Sub-Saharan Africa. Presently, we continue to provide services related to identification of business opportunities, proposal writing and partnering.

### **Guidestar International:**

Undertook a detailed organizational assessment that resulted in the development of a set of recommendations for business re-engineering. **CSI+** subsequently assisted in executing key elements of this strategy, serving to strengthen Guidestar's business position in South Africa and beyond.

### **Family Health International:**

One of the largest implementers of US Government funded health projects globally. We launched a new HIV/AIDS consulting product as well as a generation of contract revenue exceeding US\$ 550 million over three-years.

### **BroadReach Healthcare:**

A for-profit healthcare consulting company, **CSI+** developed a strategy leading to a five-fold increase in client base and a doubling of contract value over the course of 2 years. We continue to provide services related to the identification of business opportunities, proposal writing and partnering.

### **GrassrootSoccer:**

Developed business strategy and served as strategic advisor leading to a six-fold increase in contract revenue, 8 new funding partners and a host of strategic relationships in just 14 months. We continue to provide services related to identification of business opportunities, proposal writing and strategic partnering.

We have also identified opportunities, designed projects, led proposal writing teams or independently developed competitive proposals for a range of organizations including but not limited to:

- World Health Organization
- Emerging Markets Group (EMG)
- SAB Miller
- University of Stellenbosch
- University of California LA (UCLA)
- Academy of Educational Development (AED)
- Hope worldwide