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Company Overview

Business City Group was Founded in 2016.

Business City Consulting Agency provides high end services to help corporations & SMEs to develop strategies that deliver results.

- We see things that others miss, offering you more creative solutions that combine our deepgeographical experience, intimate sector knowledge and clear insights into how to create value in your business.
- We work collaboratively, build lasting capabilities into your team & help your organization mobilize for development & change.
- We define our success by your results, as well as we care deeply about our clients.
- We enjoy our work & we have a commitment to adding value.

Our Vision & Mission

Vision

Our vision includes expansion through our business network of local and international partners, and we always strive to achieve mutual success with them.

Mission

We always strive to raise the capacities of all our corporations & ourselves to develop in the different targeted markets & provide added value through our various services.

Our Business Strategy

- Does your strategy guide how you allocate your resources?
- Can every employee articulate your strategy and are they empowered to execute it?
- Are your competitors talking about you in their boardrooms?

At Business City, we see strategy as much more than a plan.

Since Business City was founded in 2016, strategy has been our core business.

Core services

Business & Management

Integrated Business Development

Strategic Planning

Organization Structure

Market Research

Performance and Optimization
Managment

Corporate & Commercial legal

Corporate & Commercial law

Mergers & Acquisitions

Corporate Restructuring

Labor & Employment

Legal Advisory & General
Counsel

Financial

Financial Strategy

Financial Project Analysis

Financial Advisory

Financial Modeling and
Valuation

Capital Raising & Financial
Management

Investment

Investment Strategy

Investment &
Fund Management

Investment Advisory

Risk Management

Real Estate Investment
Advisory

Business & Management

Integrated Business Development

Our integrated business services encompass a wide range of consultancy solutions, including strategy development, market research, financial analysis, and operational optimization. We provide comprehensive support to help businesses achieve their goals.

Strategic Planning

- Helping the client develop a clear and comprehensive business strategy.
- Conducting market research and analysis to identify growth opportunities and potential threats.
- Assisting with setting long-term goals and objectives, and creating actionable plans to achieve them.

Organization Structure

- Analyzing the client's current organizational structure and identifying areas for improvement
- Providing recommendations on how to optimize the organizational structure for better efficiency and productivity
- Assisting with the implementation of organizational changes, including change management strategies

Business & Management

Market Research

Our market research service provides comprehensive insights into industry trends, customer preferences, and competitive landscapes. We utilize a combination of qualitative and quantitative methods to gather data, helping businesses make informed decisions and identify growth opportunities. Our analysis equips clients with the knowledge needed to refine strategies and enhance market positioning.

Performance Management and Optimization

Our performance management and optimization service focuses on enhancing organizational effectiveness and efficiency. We assess key performance indicators (KPIs) and operational processes to identify areas for improvement. By implementing best practices and data-driven strategies, we help clients streamline operations, reduce costs, and boost overall productivity. Our ongoing support ensures continuous performance monitoring and adjustment, driving sustainable growth and success.

Business Alliances & Representation

We assist clients in forming strategic alliances and partnerships with other corporate businesses. Our services include identifying potential partners, negotiate agreements, and representing clients interests during the alliance formation process.

Financial Services

Financial Strategy

Our financial strategy service focuses on optimizing your financial performance and ensuring sustainable growth. We conduct thorough analysis of your financial health, develop budgeting and forecasting models, and identify cost-saving opportunities. By aligning financial goals with business objectives, we provide actionable recommendations to enhance profitability, manage risks, and support strategic decision-making.

Financial Project Analysis

Our financial project analysis service evaluates the viability and potential returns of proposed projects. We conduct detailed cost-benefit analysis, assess financial risks, and develop forecasting models to project future performance. By providing insightful metrics and recommendations, we help clients make informed decisions that align with their strategic objectives and maximize investment outcomes.

Financial Advisory

Providing personalized advice on various investment opportunities based on thorough market analysis and financial goal assessment.

Financial Services

Financial Modeling and Valuation

Creating detailed financial models for forecasting investment returns and assessing valuation scenarios to support decision-making for acquisitions, divestitures, and other investment opportunities.

Capital Raising and Financial Management

Our capital raising and financial management service assists businesses in securing the necessary funding to achieve their growth objectives. We evaluate funding options, prepare compelling pitch materials, and connect clients with potential investors or lenders. Additionally, we provide comprehensive financial management support, including budgeting, cash flow analysis, and performance monitoring, to ensure effective use of capital and long-term financial stability.

Investment Services

Investment Strategy

Our investment strategy service focuses on developing tailored investment plans that align with your financial goals and risk tolerance. We conduct thorough market research and portfolio analysis to identify optimal investment opportunities. By providing strategic recommendations and ongoing performance monitoring, we help clients maximize returns while effectively managing risks, ensuring a robust investment approach for sustainable growth.

Investment and Fund Management

Our investment and fund management service provides comprehensive strategies for managing investment portfolios and funds. We assess client objectives and risk profiles to develop tailored investment strategies that optimize returns. Our team conducts rigorous market analysis, monitors portfolio performance, and makes informed adjustments to ensure alignment with financial goals. We also focus on compliance and reporting, providing transparency and accountability in fund management for long-term success.

Investment Advisory

Our investment advisory services offer personalized guidance to help clients navigate the complexities of investing. We assess individual financial goals, risk tolerance, and market conditions to develop tailored investment strategies. Our team provides ongoing portfolio monitoring, performance analysis, and strategic recommendations to optimize returns. With a focus on transparency and education, we empower clients to make informed investment decisions that align with their long-term objectives.

Investment Services

Risk Management

Identifying, assessing, and mitigating investment risks through diversification and hedging strategies.

Real Estate Investment Advisory

Offering expertise in real estate investments, including property selection and market analysis.

Experience in industries & sectors

Food Production

الإنتاج والتصنيع الغذائي



Agriculture Food

التصنيع الزراعي



Light Industries

الصناعات الخفيفة



International Trade

التجارة الدولية



Real estate Development

التطوير العقاري



Engineering & Construction

الهندسة والبناء



Private Education

التعليم الخاص



We have a Global network and Business partners



📍 Dubai, UAE.

📍 California, U.S.

📍 Saudi Arabia, Gulf.

📍 Greece, Europe.

📍 Egypt, Africa.

📍 UK, Europe.

📍 Toronto, Canada.

📍 Tunis, North Africa.

Business Network Partners

Private Equities

Family Offices

Asset Management

Financial Institutions

Regional MENA Funds

Business City Group

15+ Years

of working experience.

38+ Satisfied clients

in 7 countries

54

(Mid-market engagements)

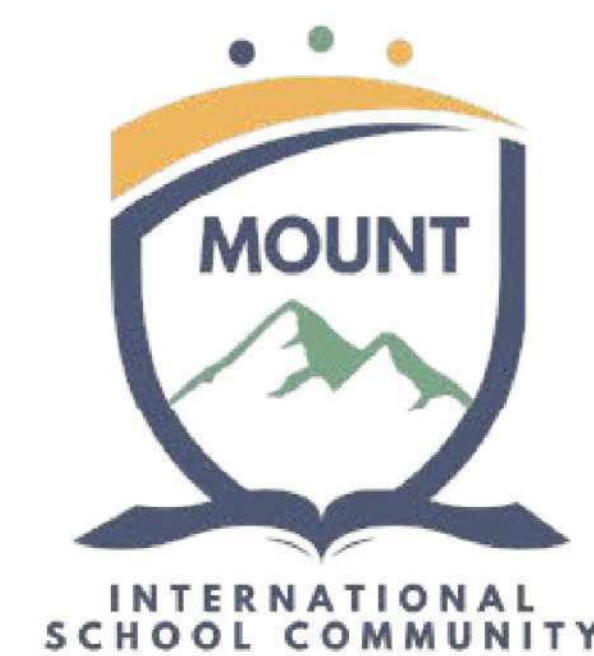
34+ Strategic Advisory Engagements

47+

Business Project Research & Studies

Clarification: These figures and projects include the expertise of the founders, consultancy units, and our internal network of companies over the past and current years.

Our Top Clients



Challenges & Achievements



Sharkia Poultry

Company Overview:

- Founded 1975.
- The company is considered one of the leading entities in the poultry industry, with over 50 years of experience.
- Headquartered in Belbeis city, Sharqia Governorate, Egypt.
- Company Valued at \$6,000,000 million.

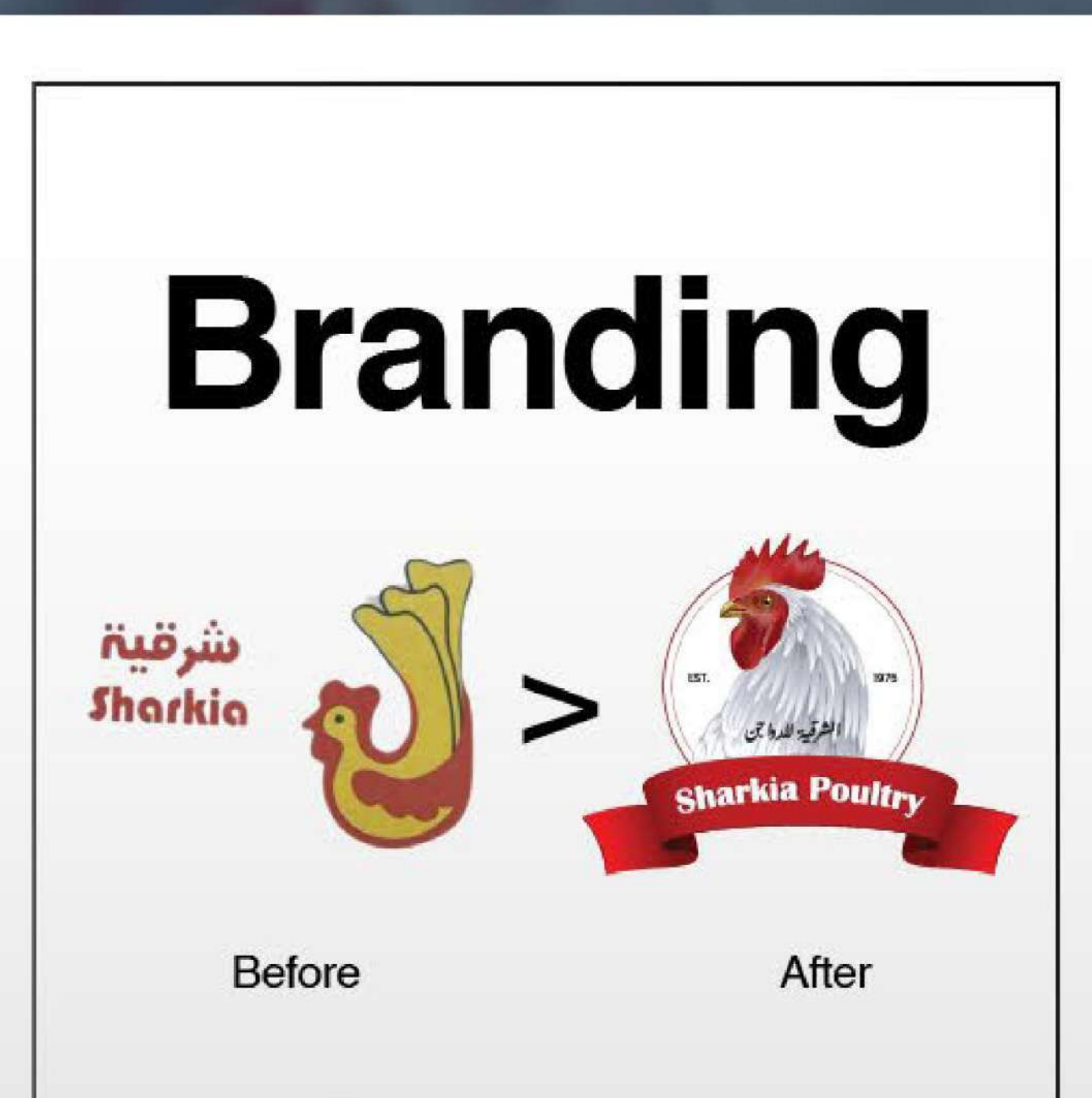
The Challenge:

- The Eastern Company for Poultry was an established brand, but required revitalization and investment to modernize its operations.
- The client sought Business City Group's expertise to reposition the company and attract a strategic investor.

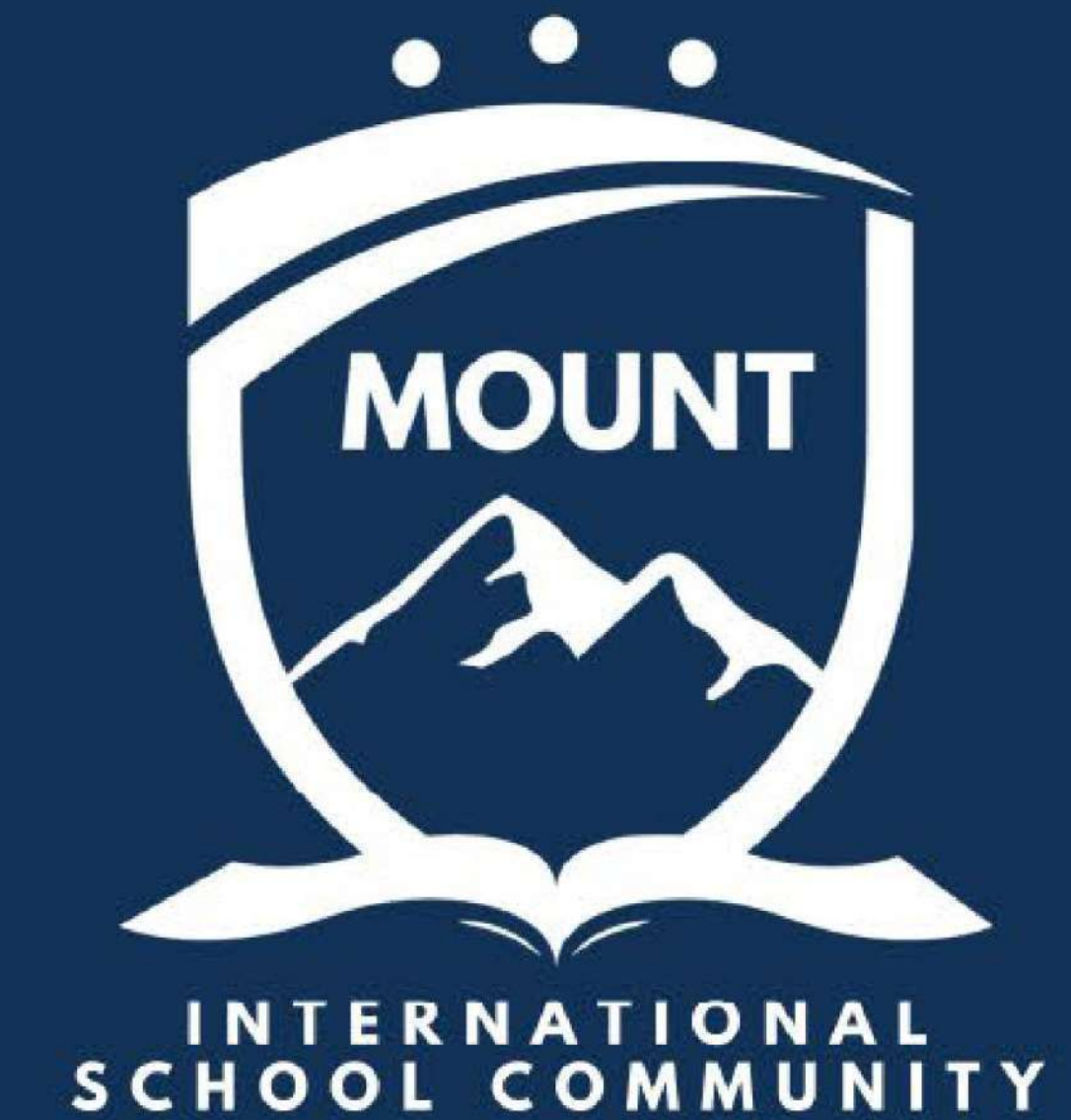


Our Impact:

- Conducted a comprehensive market analysis to identify growth opportunities and industry trends in the Egyptian poultry sector.
- Developed a new brand identity, including a modern logo and updated company profile, to reflect the company's market positioning and future aspirations.
- Prepared a detailed investment proposal highlighting the company's strong foundations, experienced management team, and growth potential to engage prospective investors.
- Leveraged the market research and project materials to facilitate successful investor engagement and secure strategic investment.



Mount International School MISC



Company Overview:

- Founded 2020.
- The school is distinguished by its delivery of high-quality education, focused on developing students' academic and personal skills.
- located in Mostakbal City, near the New Administrative Capital of Egypt.
- Company Valued at \$14,200,000 million.

The Challenge:

- Mount International School Community was seeking strategic investment to support its growth and expansion plans, including opening additional branches.
- The client engaged BCG to develop a comprehensive investment proposal to attract potential investors.

Our Impact:

- Created a detailed company profile highlighting the school's key strengths, including its educational approach, infrastructure, geographical advantages, and financial performance.
- Prepared a professional investment proposal, providing a thorough overview of the school's operations, growth potential, and financial projections.
- Developed a strategic investment and expansion plan, outlining the school's vision for growth, potential ROI for investors, and a detailed micro-expansion roadmap.
- Facilitated site visits and provided comprehensive documentation, including financial statements and asset details, to enable informed decision-making by prospective investors.
- Leveraged BCG's extensive network to engage with a diverse pool of potential investors, both domestically and internationally, to secure the required strategic investment.



Hala Real Estate



Company Overview:

- Established in 2019.
- The company is dedicated to providing exceptional real estate solutions, aiming to be more than just a brokerage firm focused on transactions.

The Challenge:

- Hala Real Estate engaged BCG at the very beginning of its operations, seeking a comprehensive system and organizational structure to establish the company and ensure its smooth running from the start.

Our Impact:

BCG implemented a multi-phased approach to address Hala Real Estate's needs:

Business and Management:

- Provided a full management and organizational structure for the company.
- Developed a service structure, operational system, and strategic business plan.

Marketing:

- Developed a comprehensive strategic marketing plan.
- Designed marketing penetration and digital services.

Sales:

- Established sales services and a sales strategy.
- Implemented a sales plan and provided training for the sections and sales team.

Achievements

- Ensured the successful implementation of all these systems and processes, enabling Hala Real Estate to operate effectively from the outset and provide exceptional real estate solutions to its clients.
- Assisted Hala Real Estate achieve revenue growth and an expanded revenue stream by implementing these comprehensive solutions.

PUD

PUD | Platinum
Urban
Development

Company Overview:

- Established in 2022.
- PUD is an ambitious real estate development company with over 15 years of industry experience, specializes in the development of upscale residential and commercial properties.
- Headquartered in Abu Dhabi, United Arab Emirates.

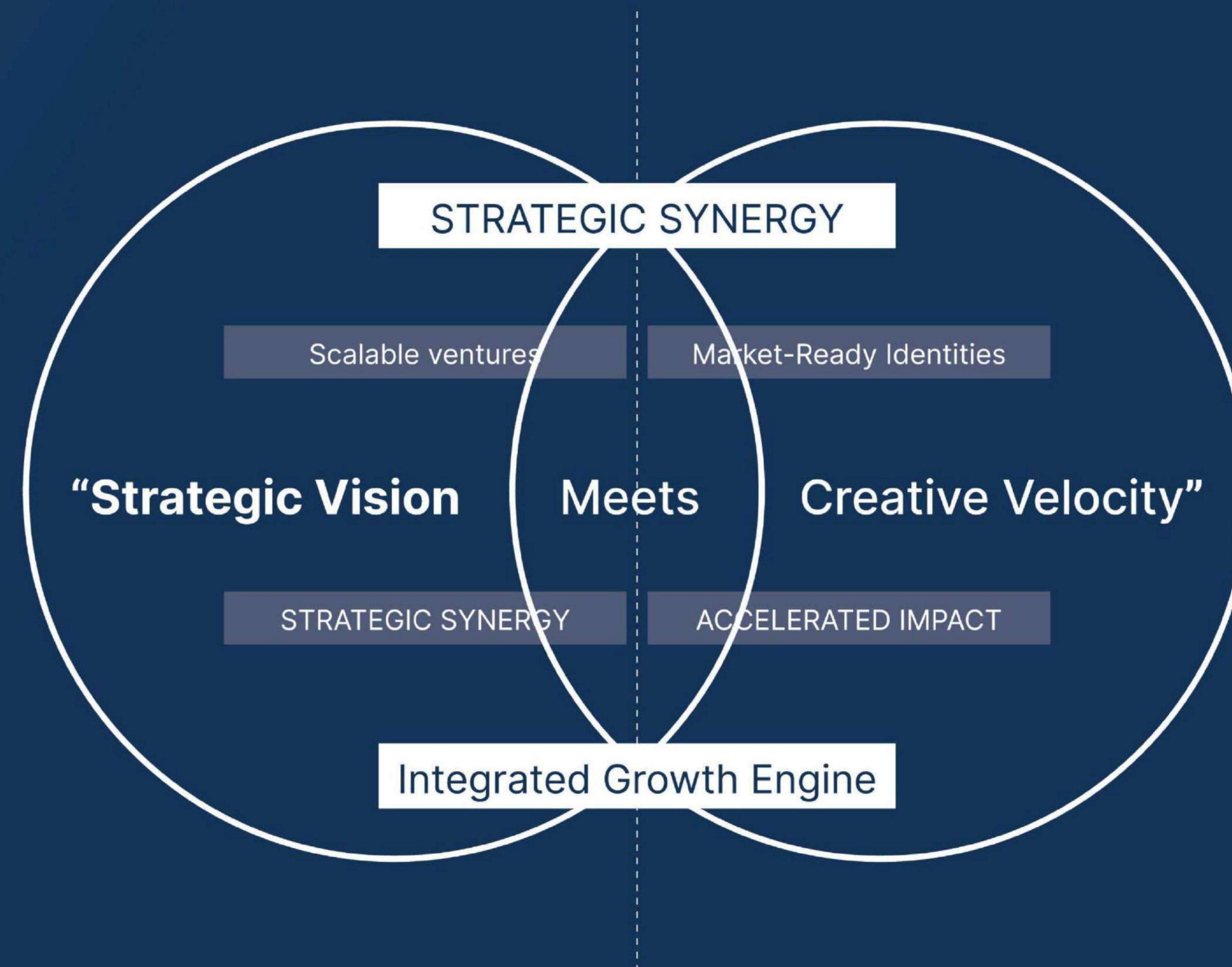
The Challenge:

- PUD engaged BCG at the very beginning of its operations, seeking a comprehensive system and organizational structure to establish the company and ensure its smooth running from the start.



COLLABORATION FORMULA

Investment
Market Expansion
Sector Expertise



Brand Ignition
Digital Domination
Cultural Storytelling

CONNECTED GROUP OF EXPERTS

Business City Board



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Reem Youssef

Non-Executive Director



Mirna Bouchedid

Non-Executive Director



Inas Essa

Non-Executive Director

Business City Team



Ali Agha

Financial Advisor



Aya Gamal

Senior Corporate Legal Advisor
& Government Relations Manager



Malak Hassan

Corporate Lawyer



Ahmed Hatem

Art Director
Design Section



Bassant Fateen

Senior Creative Designer
Video Editing Section



Mohamed Monuir

Senior Marketing
Marketing Section



Mohamed ElHusseiny

Senior Market Research
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