

# COMPANY PROFILE

[www.correctva.com](http://www.correctva.com)



# ***WELCOME TO CORRECT SOLUTIONS***

## ***Turning vision into value***

**Correct Solutions is dedicated to providing innovative business solutions that empower business owners to build sustainable structures, develop effective strategies, and streamline operational processes.**

**We understand the unique challenges that small and medium-sized enterprises (SMEs) face, especially in dynamic environments like Nigeria, and are committed to helping businesses thrive in today's competitive landscape.**

**Our comprehensive services aim to identify and solve business problems, create actionable strategies, and enhance business performance.**



MISSION

**Our mission is to provide businesses with the tools, strategies, and insights needed to build resilient structures and processes. By offering tailored business solutions, we aim to empower our clients to make informed decisions, overcome challenges, and achieve sustainable growth.**

**EMPOWERING YOUR  
BUSINESS, CRAFTING  
SUSTAINABLE SUCCESS**



**Our vision is to become a leading provider of business development and consulting services that help small and medium-sized businesses across the globe navigate complex business landscapes, optimize their processes, and realize their full potential.**



**OUR  
CORE  
VALUES**

**INTEGRITY**

**We believe in transparent, ethical practices that build trust and long-term relationships with our clients.**

**EXCELLENCE**

**We strive for excellence in every service we offer, ensuring our solutions are innovative, effective, and tailored to meet the unique needs of each client.**

**COLLABORATION**

**We work closely with our clients, understanding their challenges and goals to co-create the best solutions.**

**CUSTOMER-CENTRICITY**

**Our clients are at the heart of everything we do. We focus on providing value-driven solutions that are aligned with their vision and objectives.**



**Correct Solutions provides a wide range of services designed to address the critical needs of business owners. Our offerings are strategically designed to help businesses improve their performance, streamline their operations, and develop sustainable strategies.**

## **Brand Management**

- **Brand Strategy Development**
- **Brand Positioning and Messaging**
- **Market Research and Brand Perception Analysis**
- **Social Media & Online Brand Presence**



## Corporate & Business Consulting

- Business Process Improvement
- Organizational Structure Optimization
- Governance and Compliance Solutions
- Crisis Management and Recovery Strategies

## Business Strategy

- Strategic, Planning & Implementation
- Operational Efficiency and Enhancement
- Financial Strategy Development
- Risk Management and Mitigation

## Business Development

- Business Expansion Strategy
- Market Research & Analysis
- Sales Optimization
- Partnership and Collaboration Strategy

## Business Ideation

- Concept Development
- Feasibility Analysis
- Market Entry Strategies
- Business Model Innovation

# ***Business Solutions for Owners (BOS)***

**Correct Solutions is committed to providing Business Owner Solutions (BOS) that identify key challenges, analyze existing business processes, and offer actionable strategies for improvement. Our solutions are tailored to help businesses navigate the complexities of the modern business world, providing the support needed to achieve long-term success.**

## **Our Approach**

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**Having studied the common challenges faced by businesses—particularly in the Nigerian market—we have developed a range of services and strategies designed to address those challenges directly. Our comprehensive approach to business consulting is focused on delivering tangible results that allow businesses to thrive and grow, even in a competitive and volatile business environment**

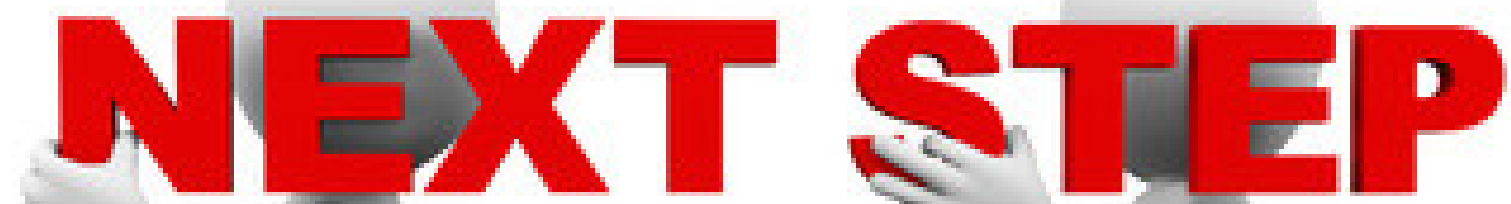
**Correct Solutions is here to support your business at every stage of its growth, offering the insights, strategies, and expertise necessary to achieve your goals and elevate your business to the next level. Let us help you navigate the complexities of business ownership and realize your full potential**

# Our packages

Packages	Services	Objectives
<p><b>The Foundation Package:</b> Building a Strong Business Structure Problem Addressed: Businesses lack solid foundations in structure and strategy.</p> <p>#100,000</p>	<ul style="list-style-type: none"><li>✦ <b>Business Development:</b> Strategic planning for growth.</li><li>✦ <b>Business Structure Analysis:</b> Assessing organizational design and operational flow.</li><li>✦ <b>Business Ideation:</b> Developing a clear business concept.</li></ul>	<p>This package helps businesses establish a solid framework for their operations, ensuring that they have the necessary structure, processes, and ideas to start strong and grow sustainably.</p>
<p><b>The Brand Revival Package:</b> Rebuilding Your Brand Presence Problem Addressed: Businesses with weak or outdated brand identity.</p> <p>#150,000</p>	<p>Services Included:</p> <ul style="list-style-type: none"><li>✦ <b>Brand Strategy Development:</b> Creating a clear vision and identity for the brand.</li><li>✦ <b>Brand Positioning &amp; Messaging:</b> Defining your unique value proposition.</li><li>✦ <b>Market Research &amp; Brand Perception Analysis:</b> Assessing how your brand is perceived in the market.</li></ul>	<p>Objective: This package is tailored to businesses looking to refresh their brand and make a lasting impact in their industry. It focuses on defining, redefining, or enhancing a company's brand presence</p>
<p><b>The Growth Catalyst Package:</b> Accelerating Business Expansion Problem Addressed: Businesses struggling to expand or scale effectively.</p> <p>#200,000</p>	<p>Services Included:</p> <ul style="list-style-type: none"><li>✦ <b>Market Research &amp; Analysis:</b> Understanding target markets and customer preferences.</li><li>✦ <b>Sales Optimization:</b> Developing effective sales strategies for growth.</li><li>✦ <b>Business Strategy:</b> Long-term growth and expansion planning.</li></ul>	<p>Objective: Designed for businesses that are ready to grow, this package provides the insights and strategies needed to scale operations, enhance sales, and break into new markets.</p>

Packages	Services	Objectives
<p><b>The Leadership Evolution Package: Empowering Your Team</b></p> <p><b>Problem Addressed:</b> Business owners facing challenges in leadership or employee skill gaps.</p> <p>Pricing will be customized based on the client's specific needs and requirements.</p>	<p><b>Services Included:</b></p> <ul style="list-style-type: none"> <li>📌 <b>Training:</b> leadership and management development.</li> <li>📌 <b>Employee Skills Development:</b> Training teams in key areas like customer service and sales.</li> <li>📌 <b>Team Collaboration &amp; Efficiency:</b> Enhancing team productivity and communication.</li> </ul>	<p><b>Objective:</b> This package equips business owners and their teams with the leadership skills and practical knowledge needed to excel in a fast-paced business environment.</p>
<p><b>The Resilience Package: Navigating Challenges &amp; Risk Management</b></p> <p><b>Problem Addressed:</b> Businesses facing financial instability, operational risks, or external challenges.</p> <p>Pricing will be customized based on the client's specific needs and requirements.</p>	<p><b>Services Included:</b></p> <ul style="list-style-type: none"> <li>📌 <b>Risk Management and Mitigation:</b> Identifying potential risks and creating action plans.</li> <li>📌 <b>Crisis Management and Recovery:</b> Strategies to manage and recover from crises.</li> <li>📌 <b>Financial Strategy Development:</b> Creating a robust financial plan for sustainable growth.</li> </ul>	<p><b>Objective:</b> This package helps businesses become more resilient by equipping them with the tools and strategies needed to navigate risks and challenges effectively, ensuring long-term success.</p>
<p><b>The Process Optimization Package: Streamlining Operations for Efficiency</b></p> <p><b>Problem Addressed:</b> Inefficient processes that hinder productivity and profitability.</p> <p>Pricing will be customized based on the client's specific needs and requirements.</p>	<p><b>Services Included:</b></p> <ul style="list-style-type: none"> <li>📌 <b>Business Process Improvement:</b> Assessing and optimizing existing processes.</li> <li>📌 <b>Operational Efficiency Enhancement:</b> Identifying areas of waste and inefficiency.</li> <li>📌 <b>Organizational Structure Optimization:</b> Refining the structure to support operational flow.</li> </ul>	<p><b>Objective:</b> Designed for businesses looking to increase operational efficiency, this package focuses on streamlining processes and optimizing the organizational structure to maximize productivity and minimize costs.</p>

Packages	Services	Objectives
<p><b>The Strategic Vision Package: Crafting the Future of Your Business</b> Problem Addressed: Businesses lack a clear long-term strategy or vision.</p> <p>Pricing will be customized based on the client's specific needs and requirements.</p>	<p><b>Services Included:</b></p> <ul style="list-style-type: none"><li>✦ <b>Strategic Planning &amp; Implementation:</b> Defining the vision, mission, and strategic goals.</li><li>✦ <b>Market entry strategies:</b> identifying and preparing for new market opportunities.</li><li>✦ <b>Business Model Innovation:</b> Evolving business models for future growth.</li></ul>	<p><b>Objective:</b> This package helps business owners develop a clear, actionable long-term strategy that ensures their business remains relevant and competitive in the marketplace.</p>
<p><b>The Corporate Compliance Package: Navigating Governance and Legal Challenges</b> Problem Addressed: Businesses struggling with compliance, governance, or legal issues.</p> <p>Pricing will be customized based on the client's specific needs and requirements.</p>	<p><b>Services Included:</b></p> <ul style="list-style-type: none"><li>✦ <b>Governance and Compliance Solutions:</b> ensuring that your business adheres to all necessary laws and regulations.</li><li>✦ <b>Crisis Management &amp; Recovery:</b> Helping businesses recover from compliance or legal crises.</li><li>✦ <b>Business Consulting:</b> Offering expert advice on business operations and governance.</li></ul>	<p><b>Objective:</b> Designed for businesses in need of expert guidance on legal, regulatory, and governance matters, this package ensures compliance while reducing risk.</p>



# NEXT STEP

***Let's Build Together***

## Step 1

Schedule a Free  
Discovery Call  
Let's understand  
your business  
goals

## Step 2

Select Your Ideal  
Package  
→ Choose the  
service package  
that aligns with  
your current  
challenges.

## Step 3

Receive a  
Tailored Strategy  
Plan. We'll draft a  
personalized  
implementation  
plan for your  
business.

## Step 4

Kick Off With  
Our Expert  
Team  
→ Begin  
execution with  
dedicated  
consultants and  
regular progress  
updates.

## Step 5

Track & Optimize  
→ Monitor growth  
with our ongoing  
support and  
check-ins.

# ***What You'll Need to Get Started***

## **Onboarding checklist**

- **Business Overview (Company name, structure, current challenges)**
- **Goals & Expectations**
- **Financial Snapshot (for relevant packages)**
- **Team Overview (for leadership/training packages)**
- **Key Contacts**
- **Signed Service Agreement**



# *Let's Talk About Your Business*

**Book a free Strategy session  
today**



**+2348089267953**



**correctsolution2020@gmail.com**



**www.correctva.com**

*Thank  
you!*