

**EDUCATIONAL SERVICES**

TRAINING, EDUCATIONAL CONSULTANCY, STUDENT RECRUITMENT,  
EDUCATION EXCHANGE PROGRAMS, CAREER DEVELOPMENT  
ADVISORY SERVICES & GENERAL CONTRACT



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

**COMPANY  
PROFILE**

📍 Suite 17, God's Own Plaza, 1037  
Takum Street, Area 11, Garki, Abuja.

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## *Connecting Learners to Global Opportunities*

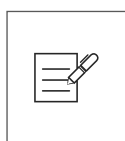
**Mfon Industrial Solutions** empowers learners, institutions and employers by creating effective education pathways, facilitating mobility and offering career guidance that transforms potential into measurable outcomes.

# PREAMBLE

Mfon Industrial Solutions is a duly registered Nigerian company providing educational consultancy, student recruitment, education exchange programs, and career development advisory services. Since incorporation, we have supported learners, families, and institutions to navigate admission processes, secure scholarships, and build employability through tailored advisory services.

Our core proposition is a blend of in-country expertise and international networks. We manage end-to-end student lifecycles: from pre-application counseling, visa and travel preparation, placement and post-arrival support, to career placement and internship facilitation.

## KEY HIGHLIGHTS:



Registered and compliant with Nigerian corporate regulations and a multi-disciplinary team with experience in international admissions, visa processing, and career coaching.



Partnerships with universities, language schools, and internship providers internationally.



Proven track record of placements and student satisfaction.





## OBJECTIVES FOR THE NEXT 3 YEARS:



Increase annual placements by 30%.



Expand partner institution network across Europe, North America and Asia.



Launch scholarship-matchmaking products and a digital career-bootcamp program.



Achieve ISO-aligned quality processes for consultancy services.



### Vision

To be West Africa's most trusted gateway for global education and career pathways.



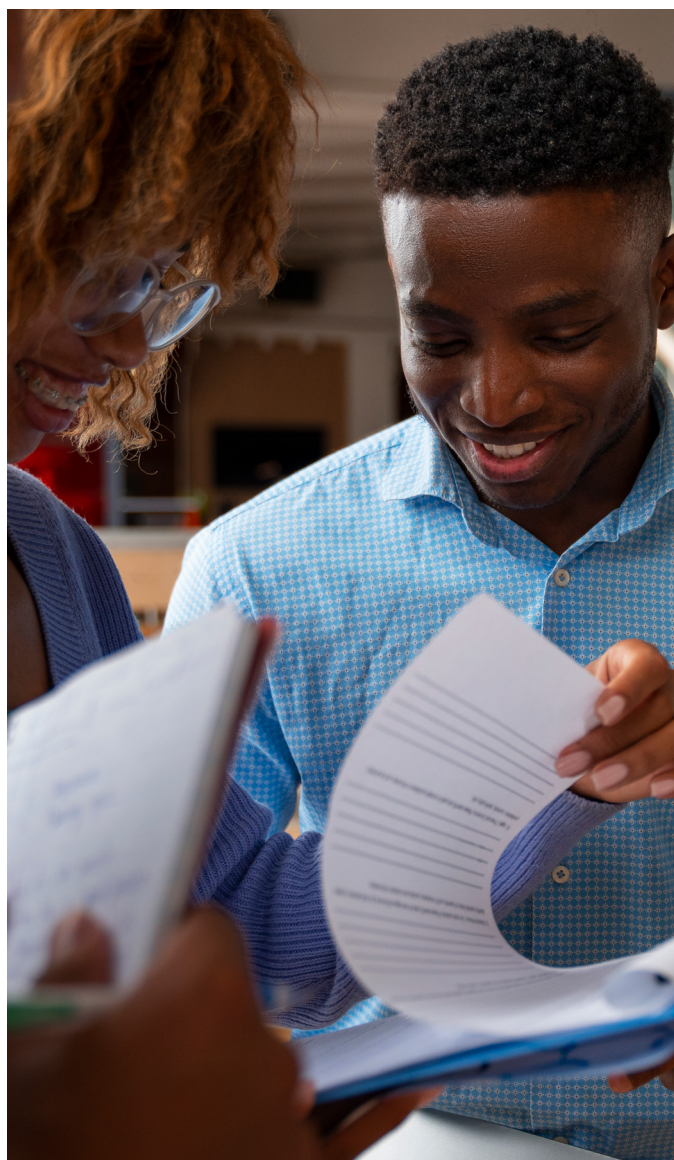
### Mission

To provide ethical, high-quality education advisory and career development services that open global opportunities for Nigerian learners and professionals.



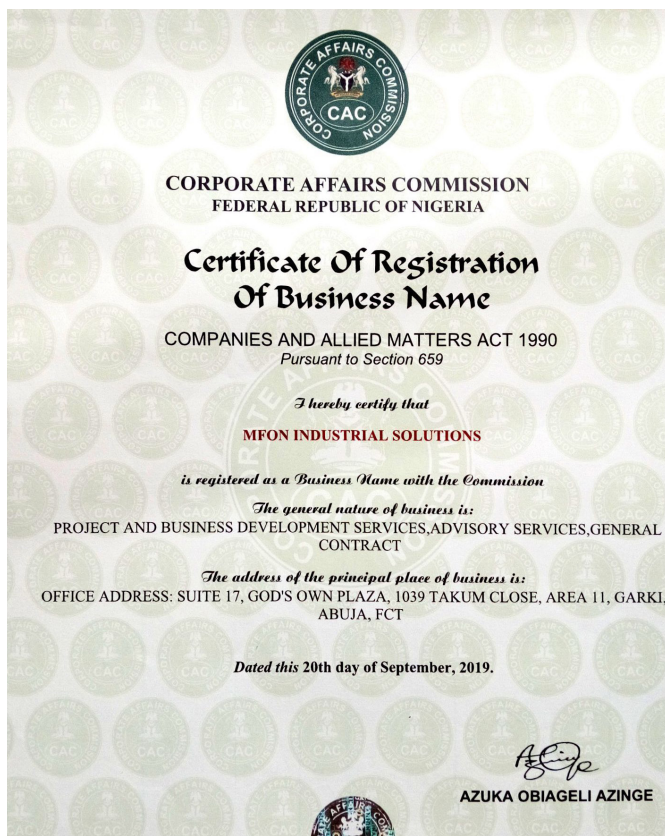
### Core Values

Integrity | Excellence  
| Student-centricity |  
Inclusivity | Continuous  
learning | Partnership





## COMPANY LEGAL STATUS









# MEET OUR PRINCIPAL CONSULTANT



**Mfon Offiong Bassey**  
Principal Consultant

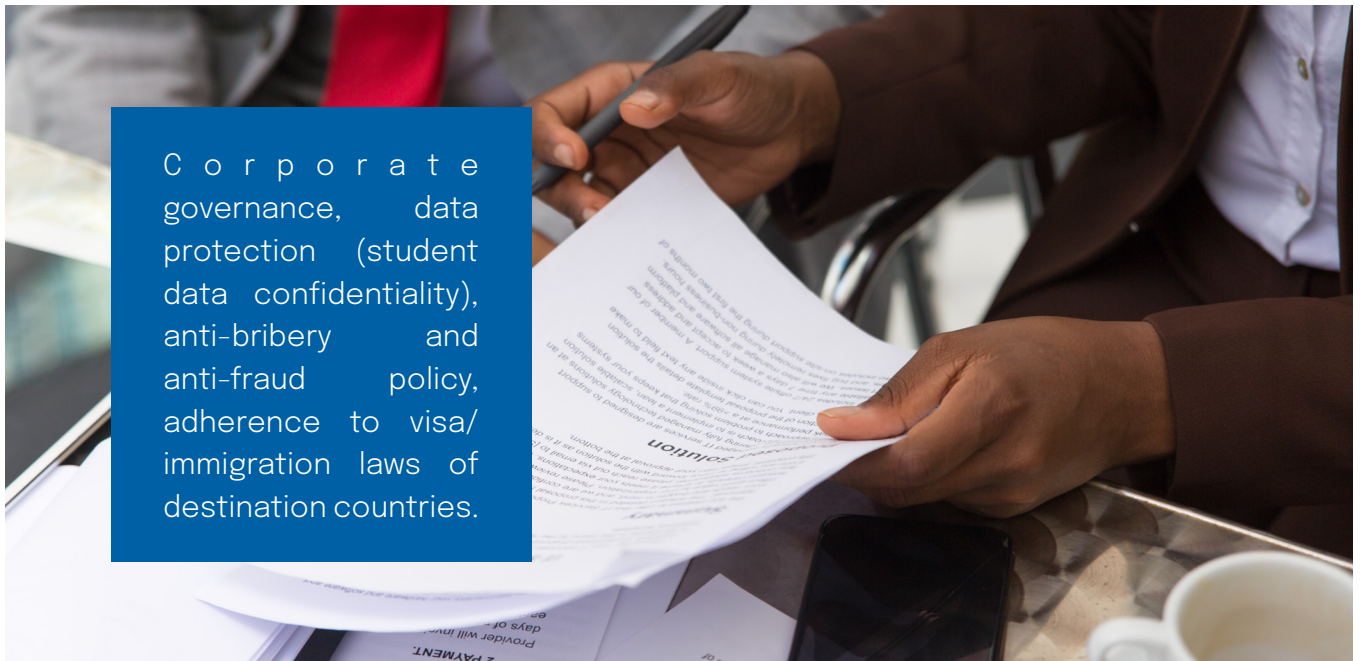
Bassey, Mfon Offiong is the Managing Consultant of Mfon Industrial Solutions, an Industrial, Management and Educational advisory firm whose mission is to provide products and services that will help organizations in all industry sectors achieve optimum performance in key aspects of their operations. The firm provide services in educational consultancy, student recruitment, education exchange programs, and career development advisory services. Other services are Industrial and business development/advisory, Investment facilitation, Training and capacity building, Trade Missions and Investment Summits, Corporate and management services. His book, "Guide to Writing an Effective

BusinessPlan" can be purchased online at [https://www.amazon.com/dp/B0994YPH55/ref=cm\\_sw\\_r\\_wa\\_awdb\\_2A B06E5EENCFEVR1ME0G](https://www.amazon.com/dp/B0994YPH55/ref=cm_sw_r_wa_awdb_2A B06E5EENCFEVR1ME0G)

He is a graduate of Mechanical Engineering with specialization in Industrial Production from the renowned Federal University of Technology, Owerri. He conceived Industrial Solutions Consulting while still an undergraduate. After his NYSC, owing to the need for corporate experience and exposure, he served as the Executive Assistant to Dr. Mfon Amana, the Chairman/CEO of Datec Group where he also worked as a Special Projects Executive from 2009 to 2011 and cut his corporate teeth. The group's expertise covered Engineering Procurement and Management Consulting; Power, Aviation and Security Technology Consulting; IT Consulting and Procurement; PR, Marketing Communications and Brands Management; Car Rental/Fleet Management; Training and Human Resources Management; Trade and Investment Facilitation; Oil and Gas Logistics Solutions among Others. He also worked as the country rep/project manager for OZ Consulting Firm, a Canadian based education consultancy, training, human resources and business development firm.

Mfon is also the Director, Design Systems/Cost Engineering at Somatrix Marine Limited, a leading COREN-registered (EF.1589) engineering consulting /Marine Survey firm based in Nigeria with office in the Republic of South Africa. The firm has a reputation for delivering high-quality services Marine Engineering and Naval Architecture Services, Vessel Design, Construction Management Consultancy, Technical Training, Marine Survey and in Research and Development (R&D). Mfon is similarly the Managing Partner of HBG Tracon Ltd, a business management consulting firm.

## COMPLIANCE COMMITMENTS:

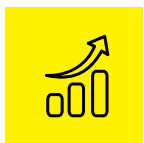


## STRATEGIC OBJECTIVES & GROWTH PILLARS



### Strategic objectives (5-year horizon):

- Grow service revenue by 20% year-on-year.
- Diversify into online micro-credentials and predeparture bootcamps.
- Build a scholarship advisory desk to secure at least 50 scholarships per year for qualified candidates.
- Institutionalize partnerships with 50+ institutions globally.



### Growth pillars:

- Partnerships & Network Expansion
- Digital Productization
- Operational Excellence & Compliance
- Market Penetration & Brand Awareness
- Human Capital Development



# SERVICES OVERVIEW

## Educational Consultancy



### Services include:

- Personalized pathway counseling (secondary, undergraduate, postgraduate)
- Application strategy and document preparation (SOPs, LORs, CVs)
- Scholarship search & application support
- Pre-departure orientation & cultural readiness

### Deliverables per client:

- Customized study-plan report
- List of matched programs and institutions
- Application tracker and timeline
- On-call support during admission process

## Student Recruitment



### We recruit students for partner institutions via:

- Outreach at schools, education fairs, and webinars
- Direct lead generation and conversion via digital marketing
- Structured interview & eligibility assessment
- Management of admissions, offer acceptance, and deposit processing

### Value provided to partners:

- Screened applicants with verified academic credentials
- Quality assurance on submitted applications
- Local liaison and in-country representation for remote institutions

## Education Exchange Programs



### Program types:

- Semester exchange & short-term academic programs
- Internship exchange and work-study placements
- Cultural exchange and language immersion programs

### Program management:

- Partnership sourcing and MOUs
- Participant recruitment and selection
- Logistics: accommodation, insurance guidance, travel planning
- Monitoring, evaluation and reporting

## Career Development Advisory Services



### Offerings:

- Career assessment & profiling
- CV optimization and LinkedIn strategy
- Interview coaching (mock interviews, technical and behavioral)
- Internship and job placement facilitation
- Soft-skills bootcamps and employer engagement sessions



# SERVICE DELIVERY MODEL & WORKFLOW

## Stages of engagement (Standard Client Journey)



Lead generation  
& initial inquiry



Free consultation  
& eligibility check



Paid diagnostic &  
pathway mapping



Application preparation  
& submission



Offer  
management &  
acceptance



Pre-departure  
support (visa, travel,  
accommodation)



Post-arrival and  
onboarding  
support



Career services &  
alumni follow-up

## Roles & responsibilities

- **Client Relationship Manager:** primary contact, progress updates
- **Admissions Specialist:** application support, document review
- **Visa Consultant:** visa guidance and checklist
- **Logistics & Travel Coordinator:** flight and accommodation support
- **Career Coach:** employability services



## Technology support

- CRM for lead and case management
- Document storage with encryption
- Client portal for status tracking and payments



## MARKET ANALYSIS & TARGET SEGMENTS



### Market Overview:

Nigeria has an expanding youth population and high demand for international education.

### Key drivers:

quest for quality education, employability, and access to specialized programs unavailable locally.

### Target segments

- Secondary school leavers seeking undergraduate study abroad.
- University graduates seeking postgraduate study
- Working professionals seeking short courses, microcredentials, and career advancement
- Institutions seeking reliable recruitment partners in Nigeria



## Geographies of interest



- Europe (UK, Ireland, Germany, Netherlands, Malta)
- North America (USA, Canada)
- Asia (China, Malaysia, Singapore)
- Oceania (Australia, New Zealand)

## Competitive Landscape

Major local competitors include other education consultancies, licensing agents, and some online platforms. Mfon Industrial Solutions differentiates on:

- Strong post-arrival support and career services
- Focus on student outcomes and employability
- Transparent pricing and ethics-first approach



## SWOT SUMMARY:

### STRENGTHS:



Local presence, relationships, alumni network

### WEAKNESSES:



Brand awareness outside target areas (addressable)

### THREATS:



Regulatory changes in destination countries, currency volatility

### OPPORTUNITIES:



Digital products and scholarship services

## Partnerships & Stakeholder Engagement



### Potential partner categories:

- Universities and colleges (international partners)
- Language and test-prep centers
- Travel agents and insurers
- Employers and internship providers
- NGOs and scholarship funds

### Partnership management:

- MoU templates and performance SLAs
- Quarterly partner reviews and reporting
- Joint marketing campaigns and co-branded events

## Human Resources & Talent Development



### HR policies and talent programs:

- Recruitment and onboarding policies
- Staff training (monthly learning sessions, external certifications)
- Performance appraisal framework and reward system
- Safeguarding and student welfare training

### Staff wellbeing and retention:

- Competitive remuneration
- Flexible working policies
- Career progression and mentorship program

## Quality Assurance & Monitoring



### Quality framework components:

- Standard Operating Procedures (SOPs) for each service line
- Client satisfaction surveys
- Internal audit and periodic reviews
- Continuous improvement logs

### Sample quality KPI examples:

- Application acceptance rate
- Visa success rate
- Student satisfaction score
- Time-to-offer metric

## Compliance, Ethics & Risk Management



### Key compliance areas:

- Corporate governance
- Data protection and privacy (student records)
- Adherence to destination countries' visa and admission laws
- Anti-bribery policy and conflict-of-interest declarations

### Risk register (sample entries):

- Risk: Visa refusal – Mitigation: robust preapplication checks and alternate program suggestions
- Risk: Currency fluctuations impacting fees – Mitigation: fee hedging options, transparent payment policies



## Standard Operating Procedures (SOPs)



### Included SOP templates:

#### SOP 1: Client Intake & Verification

1. Receive inquiry and schedule consultation.
2. Conduct eligibility screening (academics, funds, documentation).
3. Collect completed client intake form and verify ID.
4. Assign client ID and open file in CRM.
5. Issue quotation and agreement form.

#### SOP 2: Application Draft & Review

1. Counselor prepares program shortlist for institutions we have agency partnership with.
2. Client reviews and selects preferred options.
3. Compile academic transcripts, CV, SOP, and LORs.
4. Admissions specialist reviews for compliance.
5. Submit through institution portals and track status.

#### SOP 3: Visa Assessment & Submission

1. Confirm offer letter and payment of deposit.
2. Review visa documentation checklist (funding, medical, police clearance).
3. Book biometrics and medicals.
4. Submit visa file with supporting documents.
5. Track and update client on status until outcome.

#### SOP 4: Refund & Cancellation Policy

1. Review client request and verify eligibility.
2. Document communication and reason for refund.
3. Validate receipts and calculate applicable refund.
4. Submit approval request to Finance Department.
5. Process payment within 14 working days.

## SOP 5: Partner Onboarding & SLA Management

1. Verify institution credentials and accreditation.
2. Sign MoU or representation agreement.
3. Upload partner data to CRM.
4. Train staff on partner-specific policies.
5. Conduct quarterly partner review and feedback session.

## Monitoring, Evaluation & KPIs



### Core KPIs:

- Number of students placed per quarter
- Offer acceptance rate
- Visa success rate
- Client satisfaction
- Revenue per client

## Sustainability & Corporate Social Responsibility (CSR)



### CSR priorities:

- Scholarship program for underprivileged students
- Free career workshops for graduates of public institutions
- Partnerships with NGOs focusing on girls' education and STEM access

### Sustainability practices:

- Paperless application processes
- Digital-first delivery of pre-departure programs
- Local community engagement

## Frequently Asked Questions (FAQs)

**Q1: How much do your services cost?**

A: We offer tiered packages. Pricing varies by service.

**Q2: Do you guarantee visa success?**

A: No reputable consultancy guarantees visas. We provide robust guidance to maximize success.

**Q3: Can you help with scholarship applications?**

A: Yes – we offer dedicated scholarship search and application support.

**Q4: What destinations do you work with?**

A: We work with partner institutions in Europe, North America, Asia and Oceania.



# Sample Annexes & Supporting Materials

## Annex A – Client Intake Form

### MFON INDUSTRIAL SOLUTIONS \_ Client Intake Form

📍 Suite 17, God's Own Plaza, 1037 Takum Street, Area 11, Garki, Abuja.

✉ info@mfonindustrialsolutions.com

📞 +2348052012872, +2349123232029

## SECTION A – CLIENT INFORMATION

Field	Details
Full Name	
Date of Birth	
Gender	
Nationality	
Address	
Phone Number	
Email	

## SECTION B – SERVICE INTEREST

(Please tick or specify the service(s) you are interested in)

- ☐ Study Abroad / Student Recruitment
- ☐ Career Advisory
- ☐ Education Exchange Program
- ☐ Institutional Partnership
- ☐ Visa Processing Support
- ☐ Capacity Building / Training

If other, please specify:

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## SECTION C – EDUCATIONAL BACKGROUND

Level	Institution	Qualification	Year Completed
Secondary			
Tertiary			
Postgraduate			

Intended Countries of Study:

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Preferred Country of Study:

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Preferred Course / Field:

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## SECTION D – DOCUMENT CHECKLIST

Please attach or indicate availability of:

- ☐ International Passport
- ☐ Academic Transcripts
- ☐ Degree / Certificate Copies
- ☐ Reference Letters
- ☐ English Test (IELTS/TOEFL)
- ☐ Curriculum Vitae (CV)

## SECTION E – ADDITIONAL INFORMATION

How did you hear about Mfon Industrial Solutions?

- ☐ Referral    ☐ Social Media    ☐ Website    ☐ Agent    ☐ Education Fair



Special Requests or Notes:

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## SECTION F – DECLARATION

I hereby confirm that the information provided above is true and accurate to the best of my knowledge.

I authorize Mfon Industrial Solutions to use my data solely for the purpose of providing consultancy and recruitment services.

Client's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Consultant's Name: \_\_\_\_\_

Signature: \_\_\_\_\_







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