

CAPABILITY STATEMENT

Headquartered in Washington, DC 20006, USA. Boma is a premier digital marketing, consulting, and management brand dedicated to helping businesses thrive in the digital landscape. Our team of experts brings a wealth of knowledge and innovative solutions to the table, ensuring your business reaches its full potential. We specialize in creating tailored strategies that align with your unique goals, driving growth and success. Whether you're looking to enhance your



online presence, optimize your marketing efforts, or streamline your operations, we provide the expertise and support your need to excel in today's competitive market.

CORE COMPETENCES

Strategic Planning and Analysis:

- Expertise in developing comprehensive strategic plans tailored to client goals and market conditions.
- Ability to conduct thorough market and competitive analysis to inform strategic decisions.

Project Management:

- Strong project management capabilities, ensuring timely and efficient delivery of services.
- Experience in coordinating cross-functional teams and managing multiple projects simultaneously.

Client-Centric Approach:

- Commitment to understanding client needs and delivering customized solutions.
- Focus on building long-term relationships and ensuring client satisfaction.

DIFFERENTIATORS

- **Expertise and Innovation:** Deep industry knowledge combined with cutting-edge strategies and technologies.
- **Customized Approach:** Tailored solutions designed to meet the specific needs and goals of each client.
- **Proven Success:** A track record of delivering measurable results and achieving business objectives.
- **Client-Centric Service:** Commitment to understanding client needs and providing exceptional support and service.

MISSION

Empowering Brands to Flourish in the Digital Age through Expert Consultation, Strategic Marketing, and Dynamic Brand Management.

VISION

To be the Catalyst for Transformative Growth, Elevating Brands to Unprecedented Heights in the Evolving Digital Landscape.

NACIS CODE

TRANSPORTATION AND LOGISTICS

- 484110 - General freight trucking, local
- 484121 - General freight trucking, long distance, truckload
- 484122 - General freight trucking, long distance, less than truckload
- 484210 - Used household and office goods moving
- 484220 - Specialized freight [except used goods] trucking, local.
- 484230 - Specialized freight [except used goods] trucking, long distance.

ACQUISITION AND SUPPLIES

- 325611 - Soap and other detergent manufacturing.
- 423420 - Office equipment merchant wholesalers.
- 423450 - Medical, dental, and hospital equipment and supplies merchant wholesalers
- 423490 - Other professional equipment and supplies merchant wholesalers
- 424120 - Stationary and office supplies merchantwholesalers
- 424340 - Footwear merchant wholesalers
- 456120 - Cosmetics, beauty supplies, perfume retailers
- 458210 - Shoe retailers.

MANAGEMENT & DIGITAL MARKETING

- 541720 - Research and development in social sciences and humanities.
- 541810 - Advertising agencies
- 541820 - Public relations agencies
- 541910 - Marketing research and public opinion polling.
- 541921 - Photography, studios, portrait.
- 561320 - Temporary help services.
- 561421 - Telephone answering services.
- 561520 - Tour operators.
- 561720 - Janitorial services.
- 561730 - Landscaping services.
- 561910 - Packaging and labeling services.
- 561920 - Convention and trade show organisers.
- 611110 - Elementary and secondary school.
- 611210 - Junior colleges
- 611420 - Computer training
- 611519 - Other technical and trade schools.
- 624210 - Community food services.
- 624310 - Vocational rehabilitation services.
- 711130 - Music group & artist
- 711190 - Other performing arts companies.
- 711410 - Agents & managers for artist, athletes, entertainers and other public figures.
- 711510 - Independent artist, writers, and performers.
- 541430 - Graphics and design services.

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NAICS CODE

CONSULTING

- 541611 - Administrative management and general management consulting services.
- 561110 - Administrative support
- 541613 - Marketing consulting services
- 541614 - Process, physical distribution and consulting services
- 541612 - Human resources consulting services
- 541618 - Other management consulting services
- 541620 - Environmental consulting services

PAST PERFORMANCES

- Coca Cola Africa
- Finserve Accounting and Consulting
- Throne Digital
- Serenova Suites
- The Von Fredrick Security Africa
- Cloud Solutions Technology
- AnewSkin LLC
- Boma Prize for Africa
- Sunwabe Law
- Nexus International University
- Stoncrest Financial
- AtarahBaby LLC

OUR SERVICES

- Consulting Services:

Boma Consult specializes in SEO strategies to boost visibility, increase traffic, and improve rankings, ensuring sustainable online growth.

Such as:

- Administrative management and general management consulting services.
- Human resources consulting services.
- Process, physical distribution, and logistics consulting services.
- Marketing consulting services.

- Management:

Boma Consult Services offers expert management solutions to enhance strategic planning, operational efficiency, HR, change management, and financial stability.

Such as:

- Research and Development in the Social Sciences and Humanities.
- Advertising Agencies.
- Public Relations Agencies.
- Graphics and Design Services.

- Digital Marketing:

Boma Consult delivers top-notch digital marketing services, covering advertising, PR, market research, and design to enhance brand presence and drive engagement.

Such as:

- Advertising Agencies: Creates and manages advertising campaigns.
- Public Relations Agencies: Manages public image and communication strategies.