

# COMPANY PROFILE



**Bluelight Consulting**  
LEADING THE INDUSTRY



Consulting | Research | Training | Advisory |  
Coaching | Mentoring | Events | Public Relations

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Delegates at Effective Supervision Training for Puma Filling Station Managers and Supervisors at Riverside Hotel in Lilongwe

# ABOUT BLUELIGHT CONSULTING

Bluelight Consulting, established in 2016, is a contemporary Malawian consulting firm, specializing in general consulting, training and development, research and advisory services.

Our corporate colours are blue and silver grey. Blue symbolizes calmness, trust and knowledge while silver grey symbolizes prosperity and elegance.

These colours are meant to reflect our commitment to use our skills and knowledge to support our clients and ourselves to be more prosperous and successful.

Our actions will always be guided by courage and integrity. We shall not back down from any noble challenge, no matter how much the odds are stacked against us.





## WHO WE ARE

### Our Strategy

Our unique vision, mission and values capture the essence of who we are and how we interact with one another, how we go to market and our commitment to delivering excellence to our clients, and the community.

### Our Vision

To be the most trusted and respected professional services consulting firm recognized by our clients for delivering excellence in research, training and consultancy.

### Our Mission

To serve our clients by providing the highest quality professional consulting services that address their business issues. This we shall do by attracting, recruiting, and retaining the most knowledgeable and passionate professionals in a collaborative environment that enables them to thrive professionally and personally.

### Our Purpose

To empower businesses to achieve their potential capabilities and performance; operate responsibly and with integrity as a living example to uplift individuals & businesses; operate with joy in our journey of excellence in delivering our consulting services; and live authentically with passion and purpose in whatever we do.



## OUR CORE VALUES

We live and breathe our values as our personal and business lifestyle.

### **Integrity**

We put high importance on personal & corporate integrity.

### **Pursuit of Excellence**

We have a culture of continuously striving for excellence and for the best in everything we do.

### **Connecting**

We are constantly connecting with ourselves, with other people, businesses & networks.

### **Family**

We love the feeling of being a family of humanity, supporting each other's growth and in creating win-win for all.

### **Collaboration**

We work together to achieve collective and individual goals.



# OUR PLEDGE

We, at Bluelight Consulting, realize the importance of integrity in conducting business, and as such put personal and corporate integrity above other concerns.



Training session in progress...

## **Our business is built on the following premises:**

1. The trust that our clients place on us must never be misplaced;
2. We shall always provide the most truthful and accurate information and assessment to our clients, partners or associates;
3. We shall never disclose any trade secrets, project scope of works, project results or any other sensitive information disclosed to us by our clients or partners;
4. We shall only be involved in businesses or projects that are not harmful to the environment, and responsibly conducted with regard to social, financial and environmental concerns;

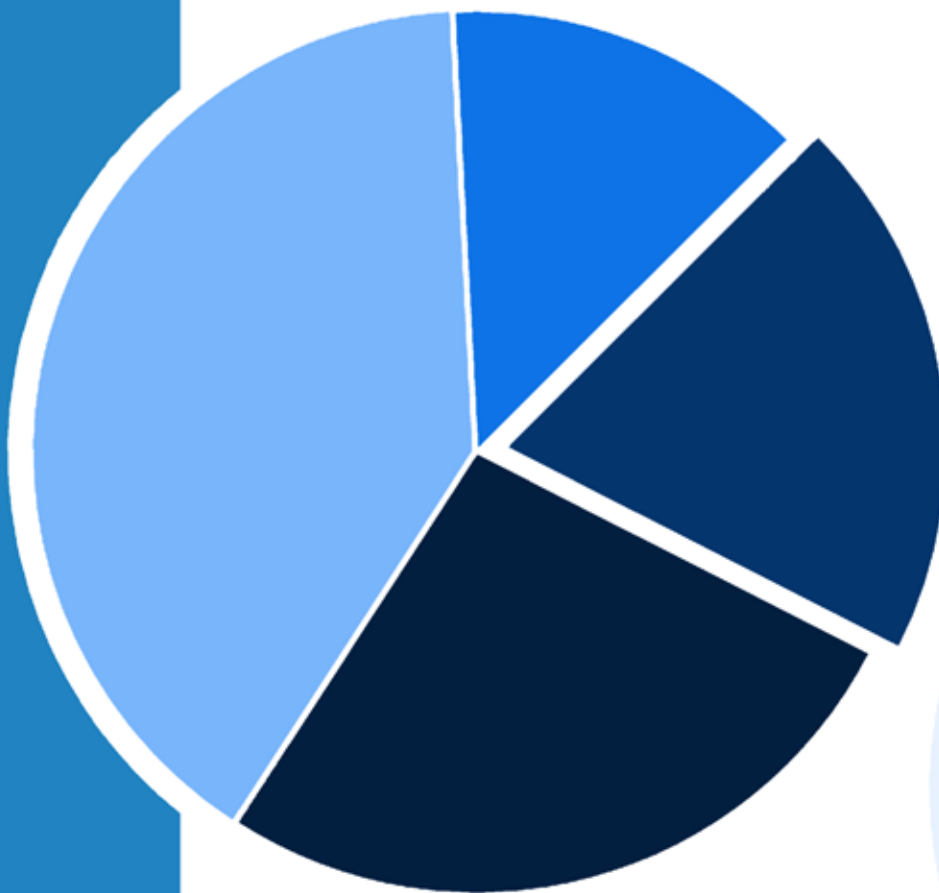


Customer service training for Puma Energy Malawi filling station attendants



## **WHY BLUELIGHT CONSULTING**

1. We believe that our clients' success is our success.
2. We believe in professionalism.
3. We consistently maintain high standards for service.
4. Our consultants are highly trained and qualified professionals with hands on experience.
5. We understand our clients business needs and comprehend their business specific language.
6. We live the way they live.
7. We help enterprises explore extraordinary opportunities, manage and sustain growth, and maximize revenue.



- Business Advisory
- PR and Event Management
- Training and Development
- Business Consultancy

## OUR SERVICES

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Bluelight services are grouped into four main categories:

- Business Advisory
- Business Consultancy
- Training and Development
- PR and Events Management



## **Consultancy**

Strategic Planning Facilitation  
Needs Assessments and Programme Evaluations  
Organizational & Core Function Analysis  
Policy Analysis & Development  
Orientation & Training Programmes  
General Management Consulting

## **Training and development**

### **ESSENTIAL HUMAN RELATIONS TRAINING COURSES**

Customer Service for Helpdesk staff  
Effective Customer Service for Filling Station Attendants  
Effective Customer Care Skills  
Effective Business Etiquette  
Effective communication Skills  
Effective Public Relations Skills  
Effective Front Office Management  
Building Effective Teams

### **GENERAL MANAGEMENT TRAINING COURSES**

Effective Corporate/Brand Image Management  
Effective Supervisory Skills and Practices  
Effective Time Management Skills and Techniques  
Effective Leadership Skills and Practices  
Effective Business Negotiation Skills  
Total Quality Management and Control  
Advanced Performance Management and Appraisal Techniques

### **SALES AND MARKETING TRAINING COURSES**

Strategic Marketing Planning Techniques  
Offensive Sales and Marketing Strategies for Small and Medium Enterprises  
Effective Key Account Management  
Effective Media Relations  
Customer Relationship Management  
Integrated Marketing Communications Techniques  
Internet and Social Media Marketing Techniques

### **STRATEGIC MANAGEMENT TRAINING COURSE**

Strategic Performance Measurement using Balanced Scorecard  
Strategic Planning  
Delivering the Big Change Successfully  
Developing Position Papers  
Strategic Financial Management







## OUR CLIENTS

Almost every company has something about client focus in its mission statement. The larger the service organization, the more executives tend to insulate themselves from clients. Some rely on client-satisfaction surveys and focus groups. Others simply assume that clients are just like them!

These kinds of service companies end up delivering services that suit them, not their clients. Well, we do not ...!

### **Some of the organisations we have served include the following**

- . PGI
- . PUMA Energy Malawi Limited
- . Powermac Electronics
- . Ogilvy Roofhouse
- . Maranatha Private Primary School
- . Hallmark Creations Limited
- . African Trade Insurance Agency (Kenya)
- . PrintMat
- . FD Communications Limited



## OUR CORE TEAM

**Timothy Nzima,**  
MCIM, MBA, BBA-  
Managing Consultant

A top-notch seasoned professional marketer, trainer and motivational speaker with over 18 years of consulting experience, Timothy Nzima is a full member of the Chartered Institute of Marketing.

He holds an MBA and Bachelor of Business Administration. He has lectured on Marketing and Strategy at University of Malawi, The Polytechnic for seven years and chaired Business Administration Consulting Unit (BACU) for three years. He was Controller of Business Affairs at MBC for three years and Marketing Manager at Nation Publications Limited for six years. He has developed and facilitated numerous courses for both public and private sector organizations.

More recently, Timothy has developed and facilitated trainings in Effective Supervisory Skills and Effective Customer Service for PUMA Filling Station Attendants in all the three regions of the country. He is a Management Development Consultant in General Management, Marketing and Strategy.

**James Mkandawire**

MBA, Postgr. Bus Admin, BBA, -  
Client Services Manager

James Mkandawire is a seasoned taxman with over 11 years of tax experience. For the past 8 years he has worked as a trainer in all taxes as a policy maker with Malawi Revenue Authority and KPMG, Malawi.



He holds a Master of Business Administration(MBA) and a Postgraduate Diploma in Management with a bias towards Marketing obtained at Indira Gandhi Open University, India. He is an Adjunct Faculty at Polytechnic's Continuing Education Centre where lectures on Marketing, Sales Management and Human Resources Management.

He has been a tax manager at KPMG, Malawi for three years and has comprehensive experience in tax planning and advisory services. Mr. Mkandawire is a Management Development Consultant in Taxation Planning and Administration, Management and Marketing





**Bongani Magawa**  
ACCA, CA (Mw), BBA, Dip. Acc.  
**Finance Manager and  
Courses Coordinator**

A seasoned finance and accounting professional, trainer and motivational speaker. Bongani Magawa is a full member of the Chartered Certified Accountants internationally and Institute of Chartered Accountants locally.

He also holds a Bachelors of Business Administration degree from the University of Malawi (ThePolytechnic) and Diploma in Accountancy. He has 19 years of practical experience with requisite skills in Financial and Management accounting, Auditing, Project Financial Management, Professional coaching and training, Lecturing, Consulting on Financial Literacy, Credit Risk Management, Operations, International Trade and Treasury Operations.

He has been Senior Officer –Recoveries and Workouts for seven years at both Indebank Limited and National Bank of Malawi plc., was Treasury Back office Supervisor for three years at Indebank Limited, Operations Controller for two years and Finance Officer for three year at Nedbank Mw Limited, Audit Assistant at EY for one year and Finance and Administration Officer at Habitat for Humanity for two years. He has developed and facilitated several trainings on Debt Management and Capacity Building.



**Samson Mwalungila,**  
BEd (Education)  
**RESEARCH AND INFORMATION MANAGER**

A knowledgeable, focused and experienced marketer with over 10 years' experience in Microfinance, Samson Mwalungila holds a Bachelor of Science (Education) from Mzuzu University and is currently pursuing a Master of Business Administration (MBA) with Malawi Institute of Management in Malawi.

He is Business Development, Integration and Social Performance Manager at Vision Fund Malawi. Prior to joining VisionFund Malawi, Samson was the Marketing Manager for FINCA Malawi since July 2013. He was part of the key staff during FINCA transformation into the first deposit taking microfinance institution in Malawi which came to life in 2015. He was responsible for policy documentation, execution of staff and clients culture transformation programs, lead developer of products and services, rebranding of FINCA, planning and execution of Sales and Promotional campaigns, management of research and social performance activities, communications and stakeholder management.

Mr Mwalungila has also worked as Marketing and Product Development Officer and Business Area Supervisor for Concern Universal Microfinance (CUMO) as well as Research and Information Officer for Nation Publications Limited, a reputable Print Media House in Malawi. He has attended several marketing, research and microfinance trainings with institutions such as Microsave in Kenya, FINCA Inhouse training with Harvard University in the USA, African School of Microfinance in Kenya and Economic Policy Institute from South Africa. Samson is currently task force chairman for development of MFI Best Practice document in Malawi under National Social Support Programs with Ministry of Finance and Economic Planning and is party to Reserve Bank of Malawi (central bank) stakeholder consultation programs targeting financial inclusion such as Financial Literacy Education, Hub project, Microfinance Handbook, review of MFI Directives just to mention a few. He represents VisionFund Chief Executive Officer (CEO) when he is off duty and out of the country to take care of VisionFund Malawi business. This is as a result of his knowledge, skills and integrity gained through industry experience in the Microfinance industry – a wide scope from operations, research, marketing and communications, coaching, grants acquisition and management and mainstreaming customer experience. Mr Mwalungila is Management Development Consultant in Marketing, Research and Microfinance.

# OUR CONTACT INFORMATION

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## PICTORIAL FOCUS









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