ConsulRain Co.

CONSULTING & TRAINING

COMPANY PROFILE

Impact That Lasts

Training and consulting built around your people and your goals, so the improvements you invest in show up in your results and stay there.



2027

Training

14 LINES · 3 LEVELS

Consulting

HANDS-ON SUPPORT

Mystery Shopping

YOUR CUSTOMERS' EYES

www.consulrain.com

EGYPT | ALGERIA



02 · WHO WE ARE

A Regional Partner For Lasting Performance

ConsulRain Co. is a training and consulting firm based in Giza, Egypt, with a branch in Blida, Algeria. We build training programmes around each client, offer hands-on consulting across fourteen business lines, and run mystery shopping so you can see your service the way your customers do.

Our founders bring more than twenty years of experience. It taught us to listen first, look closely at how things really work, and only then suggest a solution that fits. We judge our work by what changes in your performance, not by how a course was rated.

20+	14	3	1,000+
Years of founders’ experience	Business lines, in training and consulting	Training levels, Beginner to Expert	Organisations served by our founders

INSIDE THIS PROFILE

03 Vision, Mission & Pillars
04 Our Values
05 Training Approach
06 Three Training Levels
07 Pre-Training Gap Analysis
08 Post-Training Evaluation
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10 Business Lines
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29 Who We Serve
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OUR VISION

To Build Enduring, High-Impact Partnerships Through Tailored Training And Consulting Services That Empower Decision-Makers Across Sectors To Create **Measurable Value**, Drive Growth, And Advance Sustainable Development.



OUR MISSION

To understand each client's need, deliver training and consulting led by practising experts, and measure the impact on performance, so we become a lasting partner rather than just a supplier.

FIVE PILLARS BEHIND OUR VISION

P1

Enduring Partnerships

Lasting relationships, not one-off deals.

P2

Tailored Solutions

Every solution fits the client.

P3

Empowering Decision-Makers

Experts who speak to top management.

P4

Value & Growth

Client value always comes first.

P5

Sustainable Development

Sustainability in everything we design.

04 · OUR VALUES

How We Deliver On Our Vision

Six values that shape how we work with every client, every day.

01

Sustainability

Impact that outlives the programme.

02

Progress

We measure progress, not attendance.

03

Community Building

A network that stays connected after training.

04

Resilience

We adapt to change without compromising quality.

05

Integrity

We only promise what we can deliver.

06

Transparency

Everything agreed openly, with no surprises.



OUR GUIDING WORDS

«إنما العلم بالتعلّم»

Knowledge comes only through learning.

«إن الله كتب الإحسان على كل شيء»

Excellence has been prescribed in all things.

05 · OUR TRAINING APPROACH

Understand The Need First. Then Train For The Result

We don't sell off-the-shelf courses. Every programme across our fourteen business lines starts with what your people actually need, is taught by trainers who practise what they teach, and ends with results you can see on the job.



HOW EVERY PROGRAMME WORKS

1
Analyse
Find what each role really needs.

2
Design
Built around your sector and level.

3
Deliver
Led by practising experts.

4
Assess
Confirm what was learned.

5
Measure
Prove the change on the job.

DELIVERY
In-House
At your premises, for your team only.

DELIVERY
At A Venue We Arrange
A fully equipped training hall.

CERTIFICATES
Recognised Completion
A ConsulRain certificate for every participant.

06 · THREE TRAINING LEVELS

The Right Depth For Every Person On Your Team

Three levels, one clear path. Everyone starts where their knowledge fits and moves up as their role grows.



LEVEL 01

Beginner

Build the foundation.

WHO IT IS FOR

New joiners, frontline staff and anyone new to the field.

Outcome: a shared language and confidence in the core tasks.



LEVEL 02

Intermediate

Apply with skill.

WHO IT IS FOR

Experienced practitioners, specialists and supervisors.

Outcome: works independently and solves real problems.



LEVEL 03

Expert

Lead, advise and certify.

WHO IT IS FOR

Senior specialists, managers, auditors and future leaders.

Outcome: leads, audits and advises with authority.



07 · TRAINING SERVICE

Pre-Training Gap Analysis

Train for the gap that really exists.

Before we train anyone, we find out what each role really needs and where your people are today. The programme then fixes real gaps, and we have a baseline to measure against later.

WHEN TO USE IT

- Before your annual training plan
- Before introducing a new system or standard
- When performance or quality falls short of target
- After restructuring or creating new roles
- When building or onboarding a new team

WHAT WE LOOK AT

Knowledge
What people know

Skills
What they can do

Behaviour
How they work

Results
What the KPIs say

HOW IT WORKS

1 **Map**
Define what each role needs.

2 **Measure**
See where your people are today.

3 **Compare**
Find the gaps that matter most.

4 **Plan**
Recommend the right training.

WHAT YOU RECEIVE

- Gap report & skills matrix
- A targeted training plan
- A baseline to prove results

THE VALUE

Smarter spending

Right people, right level

Proof of results

08 · TRAINING SERVICE

Post-Training Performance Evaluation

Prove that training made a difference.

A feedback form tells you whether people enjoyed the course. We come back weeks later to see what actually changed at work, compared with the baseline from the gap analysis.

WHAT WE MEASURE

Reaction
Did they value it?

Learning
What did they gain?

Behaviour
Do they use it?

Results
What changed in KPIs?

HOW IT WORKS

1. **Define**
Agree what success looks like.

2. **Measure**
Check reaction and learning.

3. **Follow up**
See what sticks on the job.

4. **Report**
Show the results and next steps.



WHAT YOU RECEIVE

- A four-level evaluation report
- Before-and-after comparison
- Clear next steps

THE VALUE

Evidence for leadership

Smarter future investment

Change that lasts

We can also evaluate training delivered by other providers.



09 · OUR CONSULTING APPROACH

Practical Consulting That Works On The Floor, Not Only On Paper

Our consultants are practitioners, not theorists. We don't hand over a report and walk away. We work next to your team until the solution is in place and your people can keep it going.

01

Agree Scope

Clear goals before we start.

02

Diagnose

Find the real gaps.

03

Design

Solutions that fit you.

04

Implement

Side by side with your team.

05

Train & Transfer

Your people own the result.

06

Measure

Results verified.

WAYS TO WORK WITH US

01

Implementation Projects

From first gap to certification readiness.

02

Assessments & Audits

An independent view of where you stand.

03

Advisory Support

Expert advice whenever you need it.

04

Targeted Solutions

One focused improvement project.

Multi Business Lines One Approach

Each line has its own one-page brief. Find the one that matches your challenge; lines 08 to 14 continue on the next page.



01 Supply Chain & Logistics

Keep goods, information and money moving.

PAGE 12 →



02 Administration

The backbone of every well-run organisation.

PAGE 13 →



03 Leadership

From managing tasks to leading people.

PAGE 14 →



04 Soft Skills

The skills that make technical skills work.

PAGE 15 →



05 Production

More output, less waste, steadier quality.

PAGE 16 →



06 Quality Control

Quality you can measure and prove.

PAGE 17 →



07 Human Resources

Attract, develop and retain the right people.

PAGE 18 →

ONE APPROACH, EVERY LINE — 1 Challenge — 2 Train — 3 Fix — 4 Results

More Lines Same Approach

From winning customers to keeping food safe and data secure. Each line comes as training, consulting or both, and our third service, mystery shopping, shows how it all lands with your customers.



08

Sales

Win more business through trusted relationships.

PAGE 19 →



09

Marketing

Know your customer, strengthen your brand.

PAGE 20 →



10

Compliance & Management Systems

ISO management systems: quality, risk, continuity and more.

PAGE 21 →



11

Finance & Accounting

Numbers that guide better decisions.

PAGE 22 →



12

Food Safety

Protect consumers, your brand and your licence.

PAGE 23 →

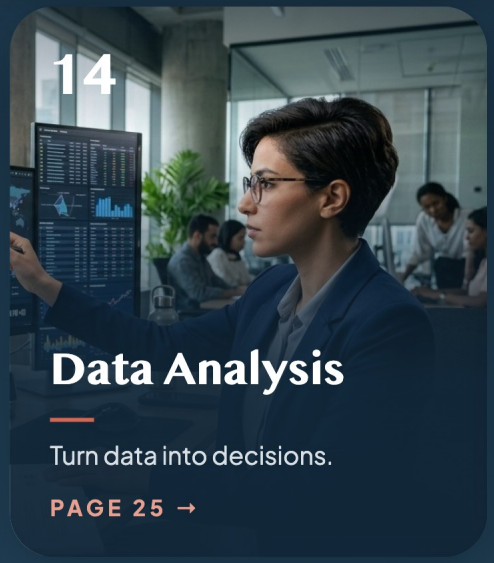


13

Information Technology

Secure, well-governed technology.

PAGE 24 →



14

Data Analysis

Turn data into decisions.

PAGE 25 →



OUR THIRD SERVICE

Mystery Shopping

Alongside training and consulting: see your business through your customers' eyes.

PAGE 26 →

01



Supply Chain & Logistics

Keep goods, information and money moving.

SOUND FAMILIAR?

Stock That Won't Move, Deliveries That Run Late, Cash Stuck On The Shelves? Let's Fix The Flow.

TRAINING

We train your team

Beginner · Intermediate · Expert

- Smarter buying and supplier deals
- Stock control that actually works
- Planning ahead, not firefighting

CONSULTING

We fix the system

- Find where time and money leak
- Tighten procurement and warehousing
- Dashboards that show what's moving

WHAT YOU GET

- ✓ Lower costs
- ✓ Fewer stock-outs
- ✓ Suppliers on track

PAIRS WELL WITH: 05 Production · 11 Finance · 14 Data Analysis



BUSINESS LINE 02 / 14

02

Administration

The backbone of every well-run organisation.

SOUND FAMILIAR?

Approvals Stuck, Files Lost, Everyone Doing A Bit Of Everything? Time To Get Organised.

TRAINING

We train your team

Beginner | Intermediate | Expert

- Run a tidy, efficient office
- Write clear emails, reports and minutes
- Keep records easy to find

CONSULTING

We fix the system

- Simplify your workflows
- Clear roles and approval rules
- Policies and document control

WHAT YOU GET

- ✓ Faster approvals
- ✓ Clear roles
- ✓ Nothing gets lost

PAIRS WELL WITH

07 Human Resources | 10 Compliance | 13 IT



03

Leadership

From managing tasks to leading people.

SOUND FAMILIAR?

Great Specialists Don't Automatically Become Great Leaders. We Help Them Get There, Fast.

TRAINING
We train your team

Beginner · Intermediate · Expert

- Lead, delegate and decide
- Give feedback that actually lands
- Guide teams through change

CONSULTING
We fix the system

- A clear leadership model
- Succession plans for key roles
- One-to-one executive coaching

WHAT YOU GET

- ✓ Aligned leaders
- ✓ Ready successors
- ✓ Smoother change

PAIRS WELL WITH

- 04 Soft Skills
- 07 Human Resources
- 14 Data Analysis

04



Soft Skills

The skills that make technical skills work.

SOUND FAMILIAR?

Great CVs, But Teamwork And Communication Just Aren't Clicking? That's Where We Come In.

TRAINING

We train your team

Beginner · Intermediate · Expert

- Communicate and present with confidence
- Manage time and pressure
- Handle conflict calmly

CONSULTING

We fix the system

- Define the behaviours that matter
- See where each person stands
- Service standards your team lives by

WHAT YOU GET

- ✓ Better teamwork
- ✓ Happier customers
- ✓ Real change

PAIRS WELL WITH: 03 Leadership · 08 Sales · Mystery Shopping



BUSINESS LINE 05 / 14

05

Production

More output, less waste, steadier quality.

SOUND FAMILIAR?

Downtime, Scrap, Slow Changeovers. Small Losses That Quietly Eat Into Your Profit Every Day.

TRAINING
We train your team

Beginner · Intermediate · Expert

- Spot and remove waste (Lean, 5S)
- Measure and raise OEE
- Solve problems at the root

CONSULTING
We fix the system

- Find where output is lost
- Lean and maintenance on the floor
- Daily routines that keep the gains

WHAT YOU GET — ✓ More output · ✓ Less waste · ✓ Steadier quality

PAIRS WELL WITH — 06 Quality Control · 01 Supply Chain · 12 Food Safety

06



Quality Control

Quality you can measure and prove.

SOUND FAMILIAR?

Customers Want Consistency. Auditors Want Proof. We Help You Deliver Both, Without The Paperwork Pile.

TRAINING
We train your team

Beginner · Intermediate · Expert

- ISO 9001 made practical
- Quality tools and SPC
- Internal audits done right

CONSULTING
We fix the system

- Build or upgrade your QMS
- Inspection and testing plans
- Get certification-ready

WHAT YOU GET

- ✓ Fewer defects
- ✓ Audit-ready
- ✓ Decisions on data

PAIRS WELL WITH 05 Production · 10 Compliance · 12 Food Safety

07



Human Resources

Attract, develop and retain the right people.

SOUND FAMILIAR?

Hiring Feels Like Guesswork And Good People Keep Walking Out? Let's Build People Systems That Are Fair And Clear.

TRAINING

We train your team

Beginner · Intermediate · Expert

- Hire the right people
- Run fair, useful appraisals
- Plan training that really matters

CONSULTING

We fix the system

- Structure and job descriptions
- Performance and reward frameworks
- HR policies that fit the law

WHAT YOU GET

✓ Clear roles

✓ Fair reward

✓ People who stay

PAIRS WELL WITH

03 Leadership · 04 Soft Skills · 02 Administration

08



Sales

Win more business through trusted relationships.

SOUND FAMILIAR?

Relying On One Or Two Star Sellers? Let's Build A Whole Team That Wins, Month After Month.

TRAINING
We train your team

Beginner · Intermediate · Expert

- Sell by solving customer needs
- Handle objections and close
- Grow your key accounts

CONSULTING
We fix the system

- A clear, repeatable sales process
- Targets and incentives that work
- Dashboards to track the pipeline

WHAT YOU GET

- ✓ More deals
- ✓ Reliable forecasts
- ✓ Loyal accounts

PAIRS WELL WITH

09 Marketing · 04 Soft Skills · Mystery Shopping

09



Marketing

Know your customer, strengthen your brand.

SOUND FAMILIAR?

Spending On Marketing But Not Sure What's Actually Working? Let's Start With Your Customer.

TRAINING
We train your team

Beginner | Intermediate | Expert

- Know your market and customer
- Position your brand clearly
- Digital marketing that pays off

CONSULTING
We fix the system

- Market and competitor insight
- Positioning and key messages
- A plan with budget and KPIs

WHAT YOU GET

- ✓ Clear positioning
- ✓ Smarter spend
- ✓ One brand voice

PAIRS WELL WITH: 08 Sales | 14 Data Analysis | Mystery Shopping

10



Compliance & Management Systems

Resilient, compliant and well-governed, by standard.

SOUND FAMILIAR?

Many Standards, One Smart System: Compliant, Resilient And Well-Governed.

ISO MANAGEMENT SYSTEMS WE COVER

Quality & Excellence

ISO 9001 Quality
ISO 22000 Food safety
ISO 21001 Education
ISO 55001 Assets

Risk & Resilience

ISO 31000 Risk
ISO 22301 Continuity
ISO 27001 Info security
ISO 28000 Supply chain

Governance & Compliance

ISO 37000 Governance
ISO 37301 Compliance
ISO 37001 Anti-bribery

Health, Safety & Environment

ISO 45001 OH&S
ISO 14001 Environment
ISO 50001 Energy

+ More ISO standards on request

TRAINING

We train your team

Beginner · Intermediate · Expert

- What each standard requires
- Combine standards in one system
- Internal auditing (ISO 19011)

CONSULTING

We fix the system

- Gap assessment per standard
- Build one integrated system
- Pre-certification audits

WHAT YOU GET

- ✓ Certification-ready
- ✓ Disruption-ready
- ✓ Clear governance

PAIRS WELL WITH

06 Quality Control · 12 Food Safety · 13 IT

11



Finance & Accounting

Numbers that guide better decisions.

SOUND FAMILIAR?

Numbers Everywhere, But Hard To Act On? Let's Make Them Work For You.

TRAINING
We train your team

Beginner · Intermediate · Expert

- Read financial statements with confidence
- Budget, forecast and control costs
- Price and invest smarter

CONSULTING
We fix the system

- Budget and forecasting models
- Costing and pricing analysis
- Feasibility studies and business plans

WHAT YOU GET

- ✓ Clear profitability
- ✓ Tighter control
- ✓ Confident decisions

PAIRS WELL WITH

14 Data Analysis · 01 Supply Chain · 02 Administration



BUSINESS LINE 12 / 14

CORE SPECIALISATION

12

Food Safety

Protect consumers, your brand and your licence to operate.

SOUND FAMILIAR?

One Food Safety Slip Can Cost You Your Customers And Your Licence. We Help You Stay Safe.

TRAINING
We train your team

Beginner · Intermediate · Expert

- Hygiene and food safety basics
- HACCP: the seven principles
- ISO 22000 and FSSC 22000

CONSULTING
We fix the system

- From gap assessment to certification
- HACCP plans and documentation
- Mock audits and supplier audits

WHAT YOU GET	✓ Safer food	✓ Certification-ready	✓ A culture that lasts

PAIRS WELL WITH: 06 Quality Control · 10 Compliance · Mystery Shopping

13



Information Technology

Secure, well-governed technology.

SOUND FAMILIAR?

One Wrong Click Can Cost A Lot. Let's Protect Your Information And Run IT With Confidence.

TRAINING

We train your team

Beginner | Intermediate | Expert

- Spot phishing and cyber threats
- Safe passwords, email and devices
- ISO/IEC 27001 essentials

CONSULTING

We fix the system

- Security risk assessment
- ISO/IEC 27001 implementation
- Continuity and recovery plans

WHAT YOU GET

- ✓ Lower cyber risk
- ✓ 27001-ready
- ✓ IT that serves the business

PAIRS WELL WITH

14 Data Analysis | 10 Compliance | 02 Administration

14



Data Analysis

Turn data into decisions.

SOUND FAMILIAR?

Plenty Of Data, Not Much Insight? Let's Turn It Into Decisions You Can Act On.

TRAINING

We train your team

Beginner · Intermediate · Expert

- Clean and analyse data
- Build clear dashboards
- Pick the KPIs that matter

CONSULTING

We fix the system

- KPI framework and scorecard
- Management dashboards
- Reporting your team can run

WHAT YOU GET

- ✓ Faster decisions
- ✓ One version of the truth
- ✓ Less report-chasing

PAIRS WELL WITH: 13 IT · 11 Finance · 09 Marketing



Mystery Shopping

See your business through your customers' eyes.

Surveys show what people say. Mystery shopping shows what really happens at the moment of truth.

WHAT IT IS

A Trained Evaluator Visits, Calls or goes Online like any Ordinary Customer, then Scores what really Happened.

Your staff don't know who the evaluator is, so you see the service customers get on an ordinary day, not the one they put on when the manager is around.

FORMATS WE OFFER

01
In-person Visits
Branches, stores & outlets

02
Telephone Shopping
Call centres & hotlines

03
Online & Digital
Websites, chat, email & apps

04
Compliance & Hygiene
Safety & procedures

05
Complaint Handling
When things go wrong

PROGRAMME OPTIONS

Baseline study
One round to see where you stand today.

Regular programme
Monthly or quarterly rounds to track progress.

Launch or campaign check
Confirms a new product or standard is applied.

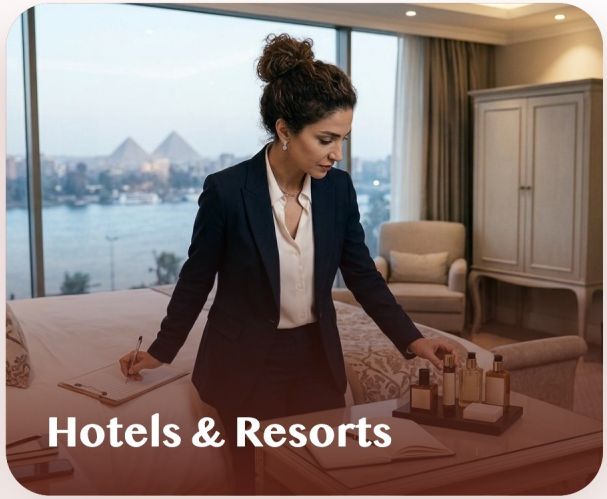
Before-and-after study
Measure service before and after Corrective Actions and Recommendations

Wherever Your Customers Meet You

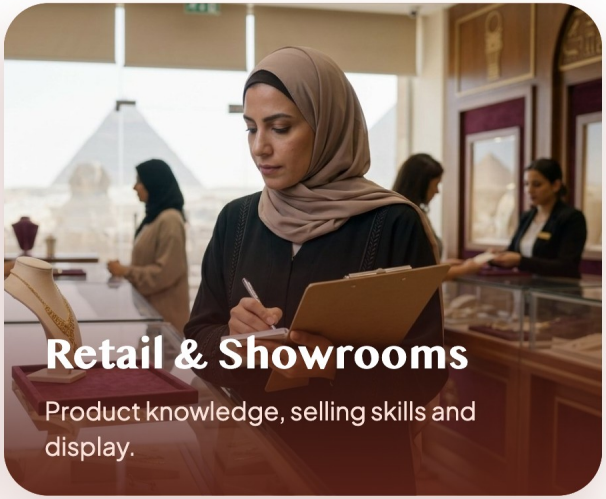
Our evaluators blend in as ordinary customers in restaurants, hotels, showrooms and service counters, then tell you exactly what they experienced.



Restaurants & Cafés



Hotels & Resorts



Retail & Showrooms

Product knowledge, selling skills and display.



Dining Experience

The full journey, from welcome to bill.



Rooms & Housekeeping

Cleanliness, amenities and brand standards.

ALSO EVALUATED

- Banks & financial services
- Hospitals, clinics & pharmacies
- Telecom & call centres
- Public service counters

We Don’t Stop At A Report

Because we’re also a training and consulting firm, every gap we find gets a fix: targeted training, coaching or a process change. Then we measure again to prove it worked.

THE CONSULRAIN IMPROVEMENT CYCLE

1 — Measure
See how service is delivered today.

2 — Analyse
Find the root of every gap.

3 — Improve
Training, coaching or process change.

4 — Re-measure
Prove the progress.



WHAT WE LOOK AT

- First Impression
- Customer Service
- Product Knowledge
- Speed Of Service
- Brand Standards
- Hygiene & Safety

OUR PROMISE

Objective
Facts, not opinions.

Confidential
Results stay with you.

Actionable
Every finding leads to a next step.

Hand In Hand, Toward Real Impact

We work with the people who own the decision to change, from owners and managers to the teams who make it happen, in the sectors we know best.



01

Food, Feed & Agribusiness

Food safety, quality and production systems for food and feed factories, farms and central kitchens.



02

Industry, Energy & Construction

Quality, safety and supply-chain systems for plants, petrochemical suppliers and contractors.



03

Hospitality, Retail & Healthcare

Service excellence, hygiene and mystery shopping for hotels, restaurants, showrooms and hospitals.



04

Trading, Distribution & Services

Sales, logistics and people systems for trading houses, distributors and service firms.

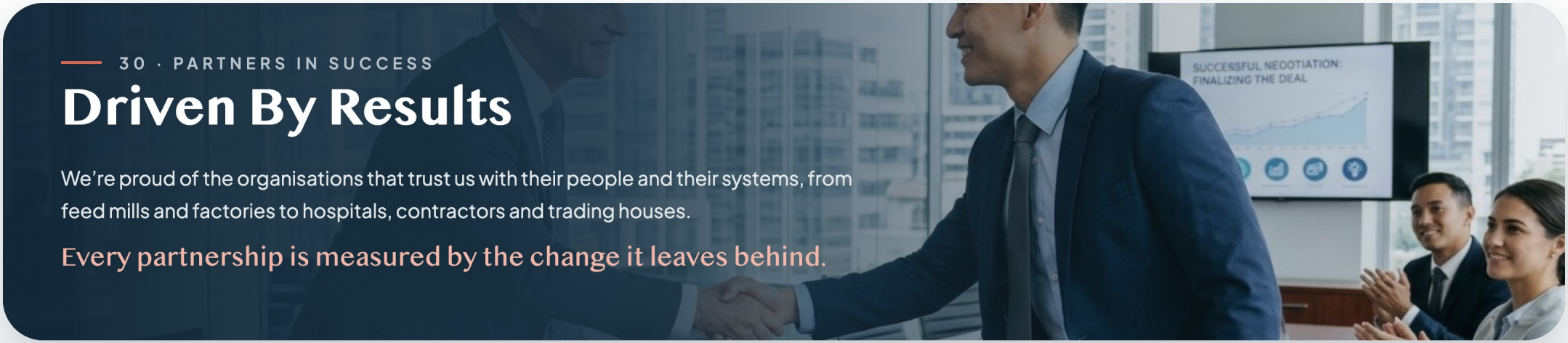


05

SMEs & Family Businesses

Strong foundations, streamlined operations and the confidence to scale.

Driven By Results



We're proud of the organisations that trust us with their people and their systems, from feed mills and factories to hospitals, contractors and trading houses.

Every partnership is measured by the change it leaves behind.

SOME OF THE ORGANISATIONS WE'VE WORKED WITH

NPC — شركة الوطني للبولي إثيلين — National Polyethylene Company

aimco — ايمكو

SAUDI MIX — سعودي ميكس

Naba Alsaha — نبع الصحة — Alanwar Medical Hospital — مستشفى الأنوار الطبي

ABU ALJADAYEL INDUSTRY — أبو الجدايل للصناعة

Arkada Construction Group — شركة العمر المقاولات العامة

ALOKA ORGANIC — الدكة عضوي

MRA TRADING CO.

RUSTIN — رستن

REC

ACROSS

- Food & Feed
- Petrochemicals
- Healthcare
- Manufacturing
- Construction
- Trading & Distribution

ConsulRain Co.
Consulting and Training

31 · PARTNER WITH US

Let's Build Lasting Impact Together

Tell us your challenge. Here is the value we add:

Built Around Your Need

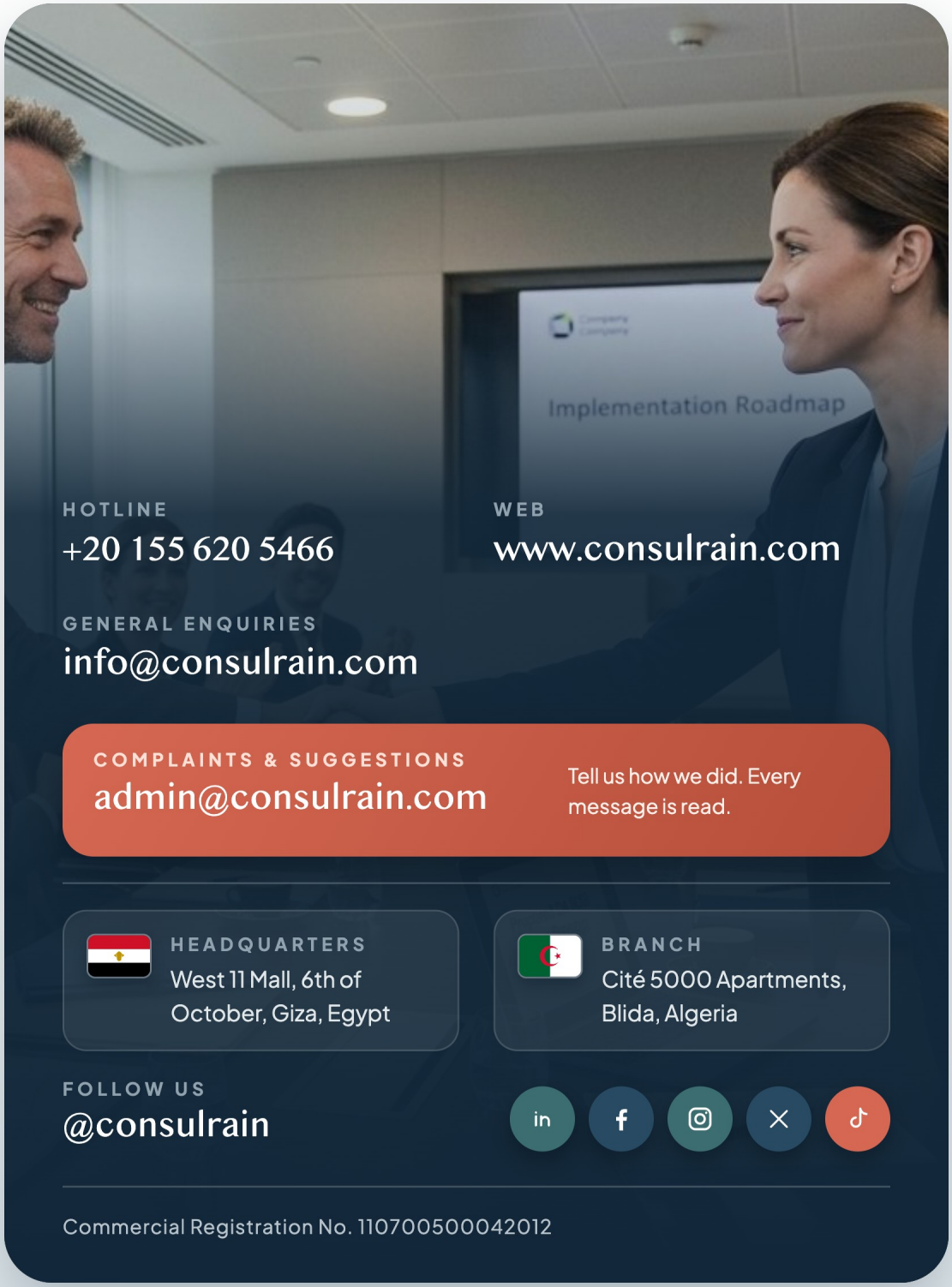
No off-the-shelf solutions.

Practising Experts

Training and consulting that work on the job.

Results You Can See

Measured, not just reported.



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WEB
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info@consulrain.com

COMPLAINTS & SUGGESTIONS
admin@consulrain.com
Tell us how we did. Every message is read.

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BRANCH
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