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## SNAPSHOT

### Febert Consult Elevates Its Position with USAID Assistance

The Pursuit of Gaining Competitive Advantage Pays off for a Ghanaian Training Provider



Photo: Albert Tetteh-Entsie, Managing partner and Lead Trainer at Febert Consult

***As more local firms continue to explore opportunities available in Oil & Gas activities, it is imperative to associate with industry stakeholders that can be of assistance. Febert Consult identifies the SCD program as one that assists them with needed capacity building programs to survive in a highly competitive market like Oil & Gas.***

Incorporated as a business consultancy firm under Ghanaian law, Febert Consult acknowledges that the supply of similar like-minded advisory firms in Takoradi necessitates differentiating services or identifying competitive advantages within the local marketplace.

Albert Tetteh-Entsie, Managing Partner and Lead Trainer at Febert Consult, considered opportunities on how to gain such advantages; in partnering with the Ghana Supply Chain Development (SCD) Program, Mr. Tetteh-Entsie feels he was able to enhance his firm's position and success, via participation in the SCD Training of Trainers (ToT) with the International Finance Corporation (IFC) Business Edge program and certification.

As lead trainer for the firm, Mr. Tetteh-Entsie testifies his training skills were greatly improved after attending this workshop. "Being a part time lecturer at the University of Ghana Business School Centre for Management and Research Development, where I continue to develop and deliver Professional Development Training Programs for junior staff through to senior management, I often used the traditional classroom approach to carry out Febert trainings. The SCD ToT gave me new perspective as to how I target adult learning. I now practice what I was taught at the ToT both in consulting and training work. Trainings became easier and more streamlined, feedback from participants more positive, and referrals and contracts increased for the firm. In short, I feel empowered to compete with both international and local consulting firms for contracts."

Albert believed so greatly in his professional progress, that he in-turn held an in-house ToT session for colleague trainers. Capacity and effectiveness have sharply risen, and company results speak for themselves.

Since participation with the USAID SCD, Febert has diversified its client base, and recently won a new consulting contract providing upwards of \$500,000 of advisory services to a \$195 million dollar public sector project in Accra, Ghana. It seems Febert's competitive advantage is indeed quickly rising and gaining traction in this business environment.

#### Telling Our Story

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