

MAPEMOND
LIMITED



WELCOME

What you are about to read
is beyond a company profile,
it is a story that is still unfolding

MAPEMOND
Est. 2008

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OUR STORY

Our ship began its voyage in 2008 with the aim of helping more local businesses and organizations in Africa adopt branding as a means of standardizing their processes as well as preserving their uniqueness.

We pride ourselves as a firm possessing both the bird's and worm's eye view in providing practical solutions for our numerous clients.

Today, we are pivoting into a global brand consulting firm with interest in various countries. You can read the full story at www.mapemond.com

ABOUT US

Mapemond is a business consulting firm focused on brand development and management. We are adept at melding creative intelligence with studious research and market insights in transforming viable businesses into profitable, sustainable, and reputable brands.





OUR VISION

To provide solutions that empower businesses to become profitable, sustainable, and reputable brands.

OUR MISSION

To awaken brand consciousness in businesses.

OUR CORE VALUES

R

RESOURCEFULNESS

It is in our character as an organisation to come up with clever ways of helping clients actualize their goals

A

ALTRUISM

We value the human life and as such we show special concern in the well-being of our people. This care also extends to disadvantaged citizens of our society

I

INTEGRITY

We are committed to being upright in every of our activities as an organisation

S

SERVICES

We believe in profit maximization through the genuine heart of service

E

EXCELLENCE

We handle clients' job as though it's ours. Our aim is to consistently deliver quality and outstanding results



Branding is beyond the momentary excitement it evokes, it's more about the long lasting principles, values and culture that the brand inhales and exhales.

MAPLE DAPPA

Lead Consultant, Mapemond Limited

Our Brand Belief

At Mapemond, we believe that dwelling on problems doesn't make any difference; we would rather be fixated on thinking of solutions. As much as it lies within our capacity, we believe that we should be the light.

Our Brand Inspiration

Mapemond as a Brand draws a huge part of its brand inspiration from a ship and below are some correlation we make between a ship and a brand;

- The crew(team)
- The bridge (vision)
- The sea (market)
- The hull (strategy)
- Rudder (leadership)
- Propeller (sales)
- Engine (product/service)
- Draught (ideology & belief)

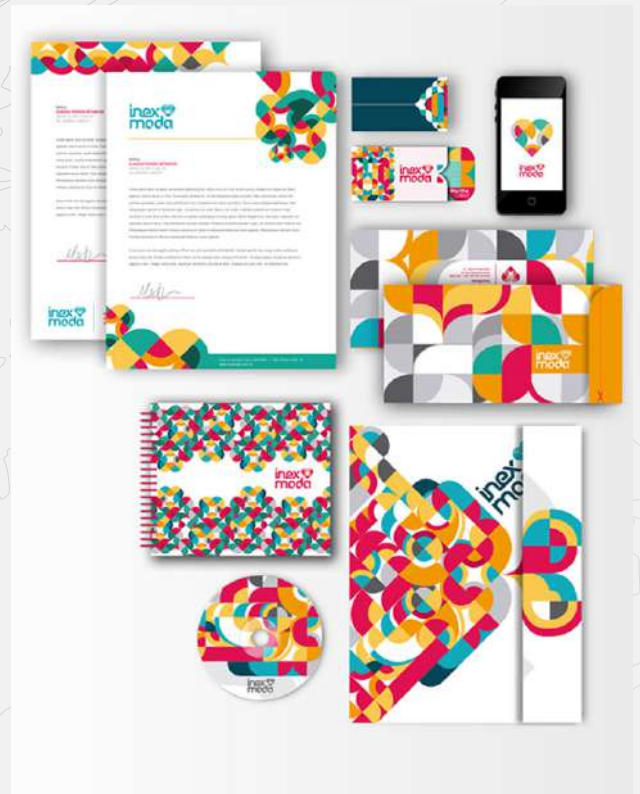


Our Services



Brand Development

- We do branding
- We develop brand strategies
- We design roadmaps that connect brand strategy perfectly with business goals
- We help with business strategy
- We help with organizational structure
- We provide market research services
- We train your people to help them fit into the brand vision



Visual Identity & Marketing Communications

- We design logos & elements
- We create packaging designs
- We create communication designs
- We develop marketing strategies
- We design marketing materials & stationery
- We do professional graphic designs
- We manage print production processes

Media

- We develop content
- We craft stories and narratives
- We develop and execute digital media strategies
- We manage social media platforms
- We design publicity strategies
- We execute outdoor advertorials
- We develop commercials for TV and Digital Platforms

Consultancy

- We provide professional advice
- We develop policy frameworks
- We conduct development research
- We plan and execute citizens' engagement strategies
- We adopt new trends in helping cities evolve
- We conduct opinion polls to gather data





We consider ourselves the
outstation department of
your organization. Because
our success is dependent on
yours, we pour ourselves on
your project for best possible
results.

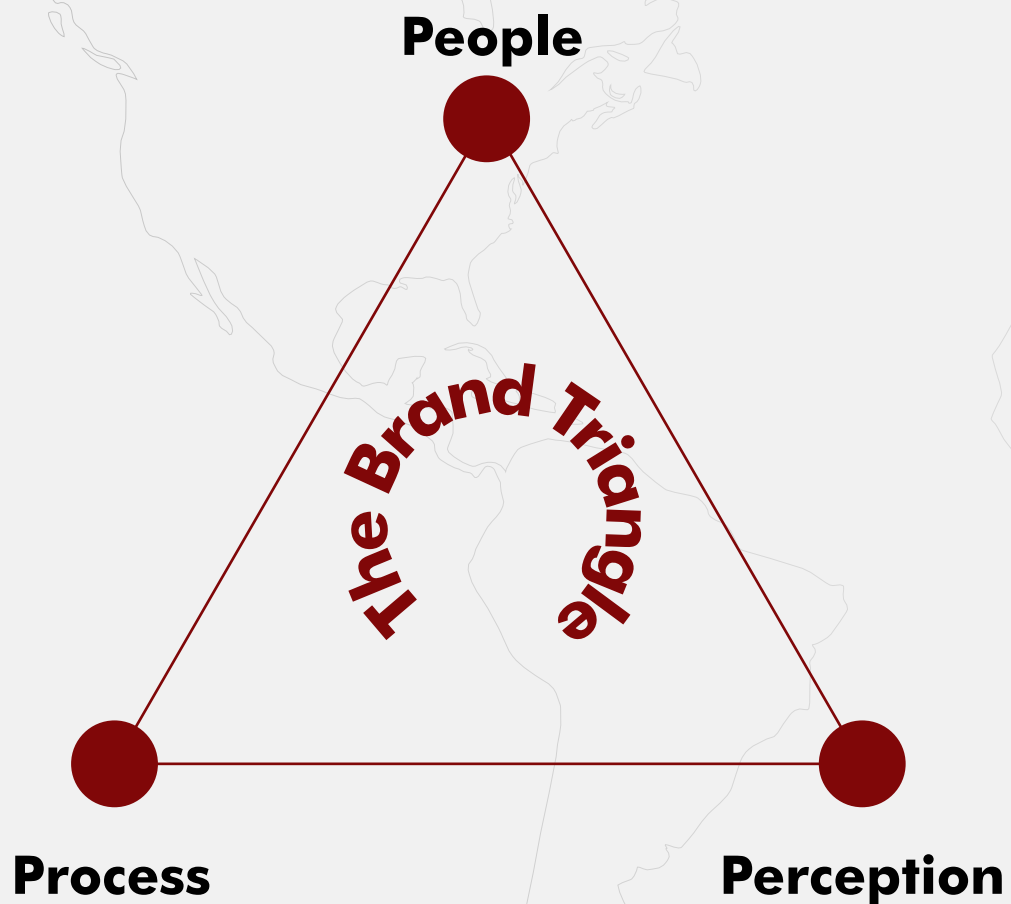


Our Work Flow



Our Model

Our approach to brand development and management is founded on what we term **"The brand triangle"**



People

Get the right people into your team, keep them happy and customer satisfaction will be a natural phenomenon.

Process

The day-to-day processes of the business must be aligned to all that the brand seeks to reflect.

Perception

There must be deliberateness in projecting the right perception through appealing communication designs, prints, digital and multimedia content.



OUR BOARD AND TEAM



Adebisi Jackson

Board Chairman,

Mapemond Limited



Maple Dappa

Chief Consultant/CEO,

Mapemond Limited



Etinosa Omoregie

Director

Mapemond Limited



Nneoma Chikeka

Junior Partner/

Chief Operations Officer

Mapemond Limited



Augustine Burutolu

Associate Consultant,

Mapemond Limited

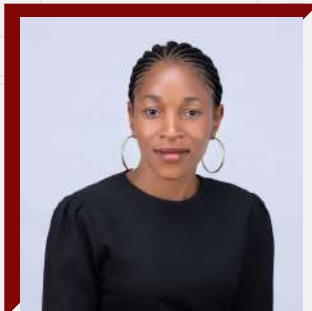
OUR BOARD AND TEAM



Comfort Adebayo

Head of Admin & Accounts

Mapemond Limited



Blessing Kamanu

Project Assistant,

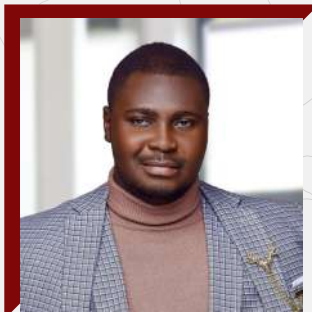
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Ebiwari Shedrach

Creative Designer

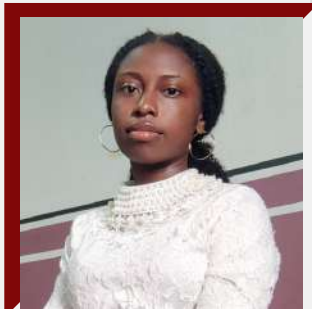
Mapemond Limited



Simeon Taiwo

Web Developer

Mapemond Limited



Esther Julius

Welfare Officer

Mapemond Limited



Our Clients

Our Clients



BUILDING REPUTABLE BRANDS..

Get in touch with us and let
your brand transformation begin

Anchor Hub, Trans Amadi, **Port Harcourt.**

Sail Hub, Lekki, **Lagos**

Berth Hub, Maitama, **Abuja**

✉ wecare@mapemond.com

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