

EBC Brand Board

OUR CORE VALUES

ONE

We demonstrate passion in what we do.

TWO

We are focused on long term relationships.

THREE

We like to have fun at work.

We are answerable to our customers through quality services

1.

Brand definition

We see ourselves as a relevant business management consulting firm, we take pleasure in solving complex BUT meaningful business problems that transform businesses and in the end build economies. We see businesses from 4 angles – Product, Process, Customers and People.

2.

Our Brand Strength

We are friendly, approachable, upto current trends, free spirited, relatable, and cool peeps. We provide quality services at relative prices. You will enjoy every process of working with us NOT only the results – why? We are fun to work with & we keep communication channels open all the way.

3.

Our Brand target market

Businesses, organizations, and people looking for business solutions from an agency that's friendly, approachable, trendy – current, free spirited, relatable, and cool people who provide quality services at a relatively price.

4.

Our Brand Story

We are individuals with a zeal to solve complex problems. We then make a team and agency, each of us possesses unique qualities but there is ONE that we all share, we like to solve complex BUT meaningful problems.

5.

Our Brand Voice

Even when eliciting an action, we are polite BUT firm in how we communicate, we like to use humour most of the time. We adore the use of creative and catchy communication such as quotes to put across what we want.

6.

Our look and feel – design

Casual BUT firm is who we are & therefore strive to look as such, our design from communication materials and channels to team dressing all resemble our story. When you look at us or read from us, you can feel our pulse or heartbeat with you.

7.

Our Structure

We are answerable to both customers and ourselves, we have individual and team goals, we all want to live happy, meaningful & rewarding lives and we know these things ask of us to give in so much more. We work to transform businesses and subsequently the economies and in the process, we are rewarded as right to be.

Our consultants appreciate the wide difference between consulting & employment, and they use the freedom that consulting provides positively which is **the freedom to become limitless**