



INSTITUTIONAL TRANSFORMATION & ECOSYSTEM PARTNER
Building Future-Ready Institutions, Enterprises,
Talent and Ecosystems Across Africa

CORPORATE PROFILE 2026

INSTITUTIONS
TRANSFORM

TALENT
EMPOWER

INNOVATION
ACTIVATE

PARTNERSHIPS
CONNECT

IMPACT
SUSTAIN

Enabling Growth. Driving Change.

1. Corporate Profile

SAMOK Consulting Company Limited is a Zanzibar-based Tanzanian advisory and development firm repositioning consulting around a larger ambition: strengthening the institutions, enterprises, talent and ecosystems that convert Africa's potential into sustainable results.

Registered under the Business Entities Registration Act No. 12 of 2012, with Registration No. Z0000198718 and TIN 167-835-287, SAMOK has evolved from a business-development and capacity-building consultancy into an Institutional Transformation and Ecosystem Partner. Its established work spans strategic planning, organizational development, research, project design and evaluation, entrepreneurship and business development, capacity strengthening and social innovation.

SAMOK works with governments, public institutions, development partners, universities, civil-society organizations, businesses, entrepreneurs and communities. Its approach combines institutional diagnostics, evidence, strategy, capability development, innovation, enterprise support and partnerships to move clients from planning to execution and from isolated interventions to sustainable systems.

Our proposition: Strong institutions create opportunity. Competitive enterprises create value. Connected ecosystems multiply impact.

2. Vision, Mission and Purpose

Vision

To be a trusted African partner in institutional transformation and ecosystem building, enabling resilient institutions, competitive enterprises and sustainable development.

Mission

To strengthen institutions, enterprises and development ecosystems through evidence, innovation, capacity development and strategic partnerships that translate ideas, resources and opportunities into sustainable results.

Our Purpose

SAMOK exists to transform the systems that enable people, institutions and enterprises to thrive.

We strengthen institutional capability, enterprise competitiveness and development ecosystems so that strategies are implemented, businesses grow, talent connects to opportunity, investment generates value, and communities benefit from sustainable and inclusive development.

Through advisory services, research and evaluation, entrepreneurship development, innovation, learning and strategic partnerships, SAMOK helps convert potential into capability, capability into performance, and performance into lasting impact.

3. Our Strategic Identity

FROM	TO	VALUE CREATED
Project-based consulting	Institutional transformation	Stronger systems, governance and execution
Training events	Capability development	Leaders and teams able to sustain change
Enterprise support	Enterprise & ecosystem development	Competitive businesses linked to markets, finance and opportunity
Research reports	Evidence-to-action	Knowledge translated into decisions and implementation
Networking	Strategic partnerships	Resources, expertise and opportunities connected around shared outcomes

4. The SAMOK Transformation Ecosystem

SAMOK operates through two complementary wings. The Commercial Wing delivers professional advisory and enterprise-development solutions. The Social Impact Wing builds talent, youth opportunity, knowledge and influence. Together, they create an integrated platform for institutional, economic and social transformation.



ONE ECOSYSTEM. TWO WINGS. ONE TRANSFORMATION MISSION.

5. Core Practice Areas

5.1 Institutional Transformation & Governance

Institutional diagnostics; governance and accountability systems; organizational review and restructuring; business-process improvement; change management; institutional strengthening; implementation support; public-sector modernization.

5.2 Strategy, Performance & Execution

Strategic and operational planning; institutional reviews; results frameworks; theories of change; KPI systems; implementation matrices; performance dashboards; strategy monitoring and adaptive management.

5.3 Research, Evaluation, MEL & Policy

Applied research; baseline and endline studies; evaluations; M&E/MEL systems; policy analysis; qualitative and quantitative research; stakeholder studies; evidence synthesis; learning and knowledge translation.

5.4 Private Sector Development

Business-enabling environment; MSME competitiveness; regulatory and institutional reform; business formalization; entrepreneurship ecosystems; market and value-chain development; public-private dialogue; investment-climate assessment; youth and women economic empowerment.

5.5 Development Finance & Investment Readiness

Development-finance advisory; investment readiness; financing strategies; financing-gap analysis; resource mobilization; blended and catalytic finance concepts; PPP support; enterprise access-to-finance readiness; investment and partnership facilitation.

5.6 Entrepreneurship, MSMEs & Innovation Ecosystems

Enterprise diagnostics; incubation and acceleration; entrepreneurship development; business-development services; innovation support; commercialization; market access; mentoring; youth- and women-led enterprise development.

5.7 Digital Transformation, AI Readiness & Data Governance

Digital transformation roadmaps; institutional AI readiness; data governance; digital policy; process automation; innovation systems; digital leadership; cybersecurity and ICT governance support.

5.8 Leadership, Talent & Capacity Development

Leadership and management development; institutional capacity assessments; customized training; professional learning; talent pipelines; mentorship; practical learning and capability-transfer programmes.

5.9 Social Protection, Inclusion & Sustainable Development

Social protection; gender equality; disability inclusion; youth employment; education; climate resilience; green enterprise; blue economy; community development and inclusive growth.

5.10 Resource Mobilization, Partnerships & Sustainability

Programme design; concept notes; proposal development; partnership architecture; stakeholder engagement; sustainability strategies; resource-mobilization support and consortium development.

6. Five Levers of Transformation

SAMOK's transformation philosophy recognizes that sustainable change rarely comes from one intervention. It emerges when five mutually reinforcing levers are aligned:

Institutions — Transform — Build capable, accountable and adaptive institutions that can deliver public and organizational value.

Talent — Empower — Develop people with the skills, mindset, leadership capability and values required to lead and sustain change.

Innovation — Activate — Turn ideas, research, evidence and technology into practical solutions that can create value and scale.

Partnerships — Connect — Build trusted relationships and ecosystems that mobilize resources, expertise, markets and opportunities.

Impact — Sustain — Embed measurement, learning, adaptation and scaling so that transformation continues beyond individual projects.

7. How We Work

SAMOK uses a participatory, evidence-driven and implementation-oriented approach. Engagements are adapted to the client and context, but typically follow six linked stages:

1. Diagnose — understand the institutional, enterprise or ecosystem baseline, constraints, opportunities and stakeholder landscape.
2. Co-design — define the transformation challenge, priorities, outcomes and practical pathway with the client.
3. Mobilize — align leadership, teams, stakeholders, resources, finance and partnerships around implementation.
4. Implement — translate strategy into systems, capabilities, processes, programmes and action.
5. Learn & Adapt — use evidence, feedback, performance intelligence and evaluation to improve delivery.
6. Sustain & Scale — institutionalize successful practices, strengthen ownership and extend impact across the wider ecosystem.

8. Selected Institutional Experience

SAMOK's portfolio spans public-sector transformation, strategic planning, organizational development, finance and management systems, ICT governance, private-sector development, entrepreneurship, research, evaluation and capacity development.

CLIENT / INSTITUTION	SELECTED ASSIGNMENT
Attorney General's Chambers – Zanzibar	Strategic planning and institutional performance support.
Zanzibar National Roads Agency (ZANROAD)	Strategic Plan development.
Zanzibar Maritime Authority (ZMA)	Accounting and financial management/procedures support.
Zanzibar Airports Authority (ZAA)	ICT, cybersecurity, data governance and related institutional policies/guidelines.
Business Licensing Management & Regulatory Authority (BLRA)	Doing Business Report 2025 / business-enabling environment assessment.
Judiciary of Zanzibar	Change Management and Communication Strategy under a World Bank-supported reform programme.
Zanzibar Planning Commission	Strategic Plan development.
Government of Zanzibar / UNICEF-supported assignment	Zanzibar Social Protection Policy Implementation Plan 2025–2030.
Ministry of Education and Vocational Training – Zanzibar	Gender Mainstreaming Guidelines in education-sector planning, implementation and M&E; Safe School Guidelines.
President's Office responsible for Labour and Economic Affairs / ILO-supported assignment	Sector Skills Strategy for Horticulture.

SOS Children's Villages

Zanzibar National Council for Persons with Disabilities

Zanzibar Paralegal Network

Zanzibar Tourism Business Incubator

WeWorld and LVIA

Monitoring and Evaluation Strategy.

Strategic planning and institutional development.

Strategic planning.

Blue Economy Strategic Plan.

Green-business training and enterprise support.

9. Enterprise, Talent and Capacity Results

SAMOK's earlier business-development and capacity-building portfolio provides a practical foundation for its expanded ecosystem approach. Documented results include:

- 150 youth-led startups trained through a youth agribusiness programme.
- 200 enterprises in Zanzibar supported with business formalization and financial-management training.
- 160 graduates equipped with employability skills and career guidance.
- More than 500 entrepreneurs trained, with market linkages facilitated for 50 agribusinesses.

10. Sector Focus

- Governance and public-sector institutions
- Private-sector and MSME development
- Education, universities and skills development
- Youth employment and entrepreneurship
- Social protection, gender and inclusion
- Digital transformation, AI and ICT governance
- Blue economy, fisheries and maritime development
- Tourism and sustainable enterprise
- Infrastructure, transport and logistics
- Agriculture and agribusiness
- Climate action, green business and circular economy
- Development finance, investment and resource mobilization

11. Partnership Proposition

SAMOK is building a partnership-led model designed for co-creation, joint delivery, local implementation capability, knowledge exchange and long-term ecosystem development. The firm is open to partnerships that combine complementary expertise and create stronger outcomes than organizations can achieve independently.

Who We Partner With

- Government ministries, departments, agencies, regulators and public corporations.
- Development partners, UN agencies, foundations, international NGOs and development-finance institutions.
- Universities, research institutions, think tanks and professional bodies.
- Private companies, investors, financial institutions and technology providers.
- International and regional consulting firms seeking a credible Tanzania/Zanzibar delivery and knowledge partner.
- Innovation hubs, accelerators, entrepreneurship networks and youth-serving organizations.

Priority Partnership Opportunities

- Joint bids and consortium arrangements for institutional reform, research, evaluation, private-sector development and capacity-building assignments.
- Co-design of institutional transformation, organizational performance, digital transformation and AI-readiness programmes.
- Private-sector and enterprise-development initiatives linking businesses to finance, markets, technology and value chains.
- Development-finance and investment-readiness programmes connecting viable opportunities with appropriate capital and partnerships.
- Talent and leadership pipelines connecting universities, employers, practitioners and development programmes.
- Applied research, foresight and policy intelligence on institutional transformation, entrepreneurship, innovation, finance and sustainable development.
- Regional knowledge exchange and locally anchored implementation partnerships across Tanzania, Zanzibar, East Africa and wider African markets.

12. Why SAMOK

- Transformation orientation — focus on institutional capability, execution and sustainable results rather than reports alone.
- Strong Zanzibar and Tanzania contextual knowledge combined with a growing regional partnership outlook.
- Cross-sector capability spanning governance, strategy, research, MEL, entrepreneurship, private-sector development, digital transformation and inclusion.

- Experience engaging government, development programmes, universities, civil society, businesses and entrepreneurs.
- Ability to combine institutional reform with enterprise, talent and ecosystem development.
- Evidence-to-action approach that translates research and diagnostics into practical implementation.
- Partnership-ready model suitable for consortiums, co-delivery, local implementation and long-term capability transfer.

13. Quality, Ethics and Delivery Principles

SAMOK's delivery is guided by professional integrity, confidentiality, inclusion, evidence, accountability, client ownership and continuous learning. Assignments emphasize clear methodologies, stakeholder participation, quality assurance, ethical data management, practical recommendations and implementation feasibility.

14. Geographic Reach and Ambition

Headquartered in Zanzibar, Tanzania, SAMOK's strongest operating base is Zanzibar and Tanzania. The firm is intentionally building partnerships that extend its institutional transformation, enterprise-development and ecosystem-building capabilities across East Africa and the wider African continent.

15. Corporate Information

Legal Name	SAMOK Consulting Company Limited
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Registration No.	Z0000198718
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