



Firm Profile

Grow Trail Consulting Limited



Firm Overview



Founded in 2025, **Grow Trail Consulting Limited** is a management consulting firm that seeks to empower institutions that enable development. Backed by over 20 years of combined professional experience, we deliver evidence-based, robust solutions to complex management challenges. Our expertise spans strategy, governance, organizational turnaround, monitoring and evaluation, revenue enhancement, and industrialization consulting, delivering measurable and sustainable impact.

Operating Philosophy



Our philosophy is to provide products and services that truly add value for our clients. Because every client is different, we work through close, tailored partnerships that share responsibility and aim to deliver lasting results.

Why Grow-Trail?



Our team is dedicated to delivering partner-led, personalized services with a strong commitment to high professional standards tailored to the needs of public sector and growth-oriented organizations. With over 20 years of experience at Global Audit firm the **Grow Trail Consulting Limited-** team has been offering comprehensive consulting services, expert advice, and specialized support to government entities, leading enterprises, non-profit organizations, and commercial businesses in Yemen.

The strength of our team lies in our dynamic ability to understand and align with our clients' real needs while meeting stakeholder expectations. This is enhanced by our deep subject matter expertise, extensive experience, and proficiency in program and project management. We effectively integrate insights and value from various local and international resources to deliver practical, applicable, and realistic outcomes and solutions for our clients.

Executive Team



Our leadership team, with more than 20 years of combined experience, is recognized as leaders and visionaries in their areas of expertise. They have acquired vast local and global experience, which has been dedicated to building a culture of performance for the benefit of our clients and our people.



Sameer Hajar

Managing partner

Sameer Hajar has over 20 years of experience across audit, assurance, and consultant services within international audit firm and consultant. He has led complex engagements for more than 50 national and international clients, covering strategy, business planning, feasibility studies, valuations, financial due diligence, and investment advisory.

Education:

Master Business Administration and Master in Accounting and Taxation, with Bachelor of Accounting Background.



Fatehi Herab

Partner



Fatehi has over 20 years of experience in audit, assurance, and consultant services with international audit firm and consultant. He has led engagements for more than 40 national and international clients, delivering monitoring and evaluation, quality assurance, market and impact assessments, and strategic and financial advisory services.

Education:

Master of Business Administration, and Bachelor's degree in Business Commerce with Computer Science.

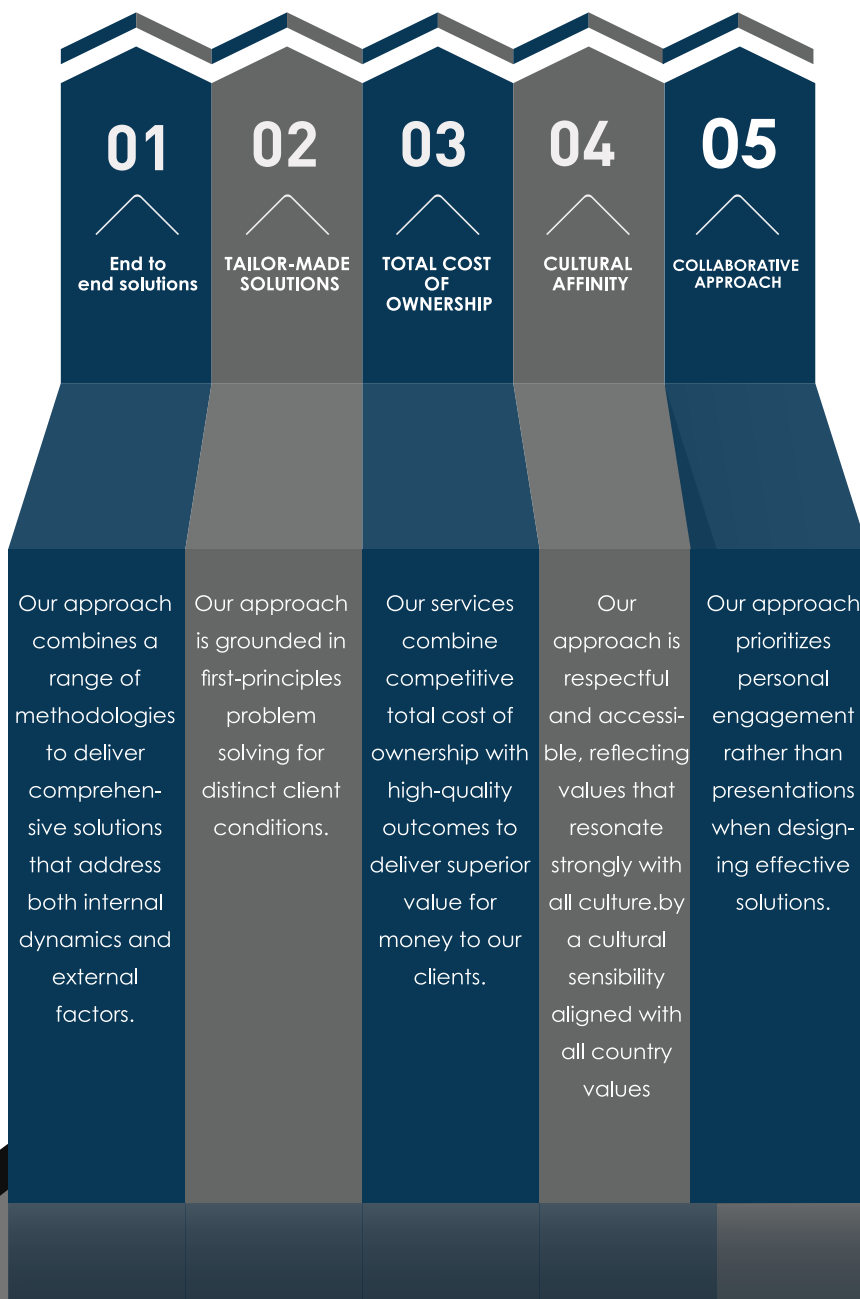
Sectors

At **Grow Trail Consulting Limited**, we are a diversified company delivering professional solutions across key industries. With a strong focus on quality, efficiency, and reliability, we support both public and private sector clients through tailored services, skilled teams, and a commitment to long-term partnerships.

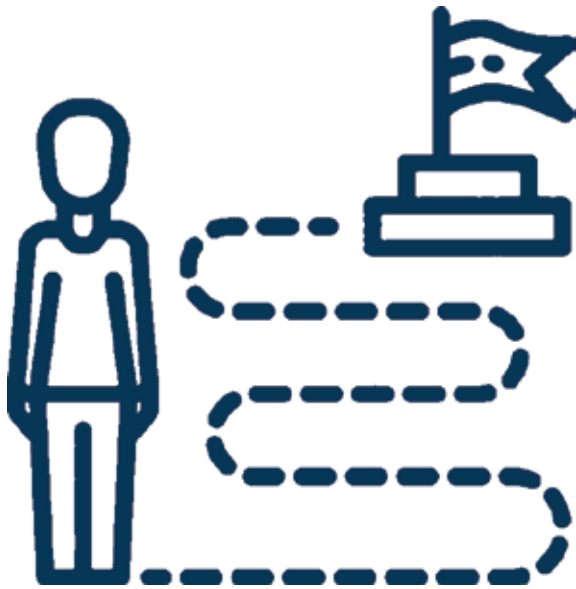


Our Principles

We stand apart through five key differentiators that shape our clients' experience and drive successful, high-value outcomes.



Our Purpose



Our purpose is to turn knowledge and expertise into value for the benefit of our clients, our people and the markets. Our firm aims to provide clients with a globally consistent set of multidisciplinary consulting services based on international and local industry knowledge.

The extensive international and local knowledge possessed by the promoters through the years have supported them to develop their service reputation and providing a distinctive client service to its local and international clientele. The firm adopts best in class international tools, methodologies and independence/ risk management standards across all service lines. The firm ensures that all the services delivered are of highest technical, professional, and ethical standards which are beneficial to its clients and stakeholders.

Our Mission



To be your trusted adviser by delivering limitless sustainable solutions and help our clients make distinctive, lasting, and substantial improvements in their performance and to build a great firm that attracts, develops, excites, and retains exceptional people.

Our Values



Adhere to the highest professional standards

- Put client interests ahead of our firm's
- Maintain high standards and conditions for client service
- Observe high ethical standards
- Preserve client confidences
- Maintain an independent perspective
- Manage client and firm resources cost-effectively

Improve our clients' performance significantly

- Follow the top-management approach
- Pursue holistic impact
- Use our global network to deliver the best of our firm to all clients
- Bring innovations in management practice to clients
- Build client capabilities to sustain improvement
- Build enduring relationships based on trust

Create an unrivaled environment for exceptional people

- Be nonhierarchical and inclusive
- Sustain a caring meritocracy
- Develop one another through apprenticeship and mentoring
- Uphold the obligations to engage and dissent
- Embrace diverse perspectives with curiosity and respect
- Govern ourselves as a "one firm" partnership

Letter from the Managing Partner



Our journey in professional consulting began over 15 years ago, during our early days with Grant Thornton Consulting. Those formative experiences with clients across various sectors served as both inspiration and a foundation for the specialized services we now provide through **Grow Trail Consulting Limited**.

Grow Trail Consulting Limited was established with a clear vision: to support and elevate small and medium-sized enterprises (SMEs). We help them overcome operational challenges, strengthen their management systems, and achieve their strategic goals—whether those involve daily performance improvement or long-term growth and expansion.

Our Service Offering



We leverage the knowledge and skills to develop practical recommendations designed to help you work smarter, grow faster and compete stronger.

We continually seek better ways of working as we collaborate with clients to help them identify and solve their complex industry issues and capitalize on opportunities to grow, optimize and protect their businesses.

Our collaborative approach, combined with our understanding of industry issues, inspires us to ask better questions, design better answers and realize long-lasting results.

We are committed to delivering high-quality, evidence-based consulting services that drive impact, innovation, and sustainable development. Our team brings deep regional expertise, technical excellence, and a client-centered approach to every project we undertake.

We support organizations, government entities, and private sector partners in designing, implementing, and evaluating programs that respond to real-world challenges and opportunities. Through our core service areas—such as Monitoring & Evaluation, Third-Party Monitoring, Market Assessments, and Feasibility Studies.

We empower our clients with the insights, data, and strategies needed to make informed decisions, improve performance, and achieve meaningful outcomes. Below is an overview of the key services we proudly offer at

Grow Trail Consulting Limited:

Our Service Offering

Third-Party Monitoring (TPM) Services

Grow Trail Consulting Limited offers expert Third-Party Monitoring to verify project progress and ensure accountability. We leverage advanced digital tools and rigorous field data analysis to provide donors and NGOs with real-time, general data protection regulation-compliant insights that improve program quality and stakeholder trust.

Feasibility Study Services

Grow Trail Consulting Limited delivers comprehensive Feasibility Study services to assess the viability, risks, and potential of projects and business ventures. Our studies cover market, technical, financial, operational, and regulatory aspects, combining field research, stakeholder engagement, and data-driven analysis to provide clear recommendations and decision-ready insights for informed go/no-go decisions.

Policy and Procedure Development & Im-

Grow Trail Consulting Limited develops tailored Policy and Procedure Manuals that enhance governance, operational efficiency, and regulatory compliance. We translate client structures and workflows into clear, practical manuals across key functions, aligned with national laws and international best practices, and embedded with risk controls, accountability, and performance standards to support effective implementation and sustainable growth.

Governance Services

Grow Trail Consulting Limited provides tailored governance services to build transparent, accountable, and compliant organizations. From drafting policies and defining roles to conducting risk assessments, we help leadership align with international standards. Our approach strengthens decision-making and fosters stakeholder trust for long-term sustainability.

Market Assessment services

Grow Trail Consulting Limited delivers tailored market intelligence through quantitative and qualitative analysis. Using platforms like KoboToolbox and GIS, we provide real-time data on supply chains, distribution, and consumer behavior. Our experts use SPSS and Power BI to turn complex data into strategic roadmaps, ensuring ethical data collection and secure storage at every step.

Our Service Offering

Business Risk Services

Grow Trail Consulting Limited helps organizations anticipate threats and build resilience through specialized risk management. Our services include fraud risk reviews, internal controls, and strategic continuity planning. We deliver actionable insights that minimize disruptions and protect your assets, empowering leadership to make informed decisions with confidence.

Outsourcing services

Grow Trail Consulting Limited offers cost-effective outsourcing that handles critical support functions so you can focus on your core mission. We provide tailored solutions for finance, HR, procurement, and payroll, ensuring high-quality delivery and regulatory compliance. Our experts use secure systems and best practices to reduce your operational burden, providing the flexibility and scalability needed to grow in a changing market.

Impact Assessment Services

Grow Trail Consulting Limited delivers rigorous Impact Assessments to measure the real-world effects of your programs. We use mixed-methodologies—including baseline comparisons and control groups—to evaluate changes at the individual, community, and institutional levels. Powered by SPSS, STATA, and Power BI, our assessments provide the evidence-based insights needed to maximize social impact and refine future strategies.

Valuation Services

Grow Trail Consulting Limited offers expert Valuation Services for machinery, equipment, and real estate. Our certified team conducts detailed physical inspections and market analyses to provide accurate appraisals for financial reporting, insurance, or asset transfers. We ensure every valuation meets international standards, providing the documented credibility required by banks, auditors, and legal authorities.

Previous and Current Projects

Assessing Institutional Readiness of a Microfinance bank to Expand its Cash Transfers Line of Business

Bank and Market Diagnostic for Solar PV Financing in Yemen

Yemen Power Sector Mapping

Market Assessment for Qualitative Gender-specific community Needs and Preferences for Solar PV and Micro-Finance

Provision of Quality Implementation Support Services – Emergency Cash Transfer – cycle 7

Provision of Quality Implementation Support Services – Emergency Cash Transfer – cycle 8

Provision of Quality Implementation Support Services – Emergency Cash Transfer – cycle 9

Provision of Quality Implementation Support Services – Emergency Cash Transfer – cycle 10

Provision of Quality Implementation Support Services – Emergency Cash Transfer – cycle 11

Provision of Quality Implementation Support Services – Emergency Cash Transfer – cycle 12


Provision of Quality Implementation Support Services – Emergency Cash Transfer – cycle 13

Provision of Quality Implementation Support Services – Emergency Cash Transfer – cycle 14

Previous and Current Projects

 <p>Preliminary market assessment of potential opportunities in Islamic banking in East Africa</p>	 <p>Detailed feasibility study to establish an Islamic Bank in Kenya</p>	<p>Future Bank</p> <p>Feasibility Study for establish new Islamic bank in Yemen</p>	 <p>Evaluation Yemen Company for Flour Mills-Aden</p>
 <p>Evaluation Hodeidah Mills Company Ltd</p>	 <p>Evaluation sugar refinery</p>	 <p>Valuation of the fixed assets of the National Dairy and Food Company (NadFood)</p>	 <p>Evaluation Yemen Company for Flour Mills - Hodeidah</p>
 <p>Market and financial Feasibility Study</p>	 <p>Valuation of Enaya For Health Insurance</p>	 <p>Feasibility study to establish new insurance company</p>	 <p>Feasibility study to establish new Islamic insurance company - Djibouti</p>

Previous and Current Projects



Feasibility Study
For Hosing Compound




Feasibility Study for
Commercial Building



Feasibility study to
establish new insurance
company.

AL- Qasmi insurance

Feasibility study to
establish new insurance
company.



Feasibility Study for
Housing Compound



Market Development
Strategic Plan



LPG Market Study in
Yemen



Study assessment on
cost areas in Aden-
Yemen




Feasibility Study
for a Galvanized Steel
Factory



Examination the
Projection for Mukalla
Iron & Steel Co.



Financial analysis for
Y-Telecom 2010-2013



Feasibility Study for
Cement Factory

Client List

Banking, Financial Services & Microfinance Sector


- Islamic Development Bank Group
- Cooperative & Agricultural Credit Bank
- Tadhamon Bank
- Hadramout Bank
- Al-Kurimi International Microfinance Bank
- Al-Amal Microfinance Bank
- Yemen Islamic Bank
- Al-Qasimi Islamic Microfinance Bank
- Al Wataniya Exchange and Money Transfer Company
- Dadiya Money Transfer Company
- Al-Qasimi International Money Transfer Company
- Al-Shara' Exchange and Money Transfer Company
- Enaya Health Insurance Company
- Global Insurance Company
- Islamic Insurance Company

Contacts



Sameer Hajar


 Sameer.hajar@grow-trail.com

 +967-777 750 550



Fatehi Herab

 Fatehi.Herab@grow-trail.com

 +967-777750550

Previous and Current Projects



Valuation Services



National Money Transfer Company Evaluation



Preparing Automotive Market Study in Yemen




Preparing Automotive Market Study by Automotive Types in Yemen



Preparing Chery Business Plan



Preparing Karry Business Plan



Preparing Omoda & Jaecoo Business Plan.



Third Party Monitoring Support to Youth's Entrepreneurship and Financial Inclusion Project in Yemen- First edition, 3 years



Third Party Monitoring Support to Youth's Entrepreneurship and Financial Inclusion Project in Yemen- Second edition, 2 years

Previous and Current Projects

 <p>Feasibility Study for new Factory For Liquid Soap & Cleaning Products</p>	 <p>Study on Developing a New Business Services Centre (BSC) Hosting Youth Enterprises and Offering Extended Business Services to the SME Community.</p>	 <p>Feasibility Study for Yemen Cable TV Company</p>	 <p>Business Plan for Canada Dry Factory</p>
 <p>Feasibility study to establish new Bank in Djibouti</p>	 <p>Assessment of International Microfinance Market</p>	 <p>Due Diligence/Gap Assessment of financing product for Al-kuraimi Islamic Microfinance Bank (KIMB)</p>	 <p>Preparing a feasibility study for the establishment of a microfinance bank in Yemen</p>
 <p>Economic feasibility study for establishing a model printing press</p>	<p>Bank Hadramawt</p> <p>Preparing an economic feasibility study for the establishment of a new bank in Hadramawt</p>	 <p>Preparing a feasibility study for the establishment of a microfinance bank in Yemen</p>	 <p>Feasibility assessment of investing in a cement plant</p>

Client List

Trading & Services Sector

- Hayel Saeed Anam Group
- CAC Security and Maintenance Services
- Al-Shara'a Trading Establishment

Industrial Sector

- Yemen Company for Flour Mills-Aden- Hayel Saeed Anam Group
- Hodeidah Mills Company Ltd- Hayel Saeed Anam Group
- Sugar refinery- Hayel Saeed Anam Group
- National Dairy and Food Company (NadFood) - Hayel Saeed Anam Group
- Company for Flour Mills - Hodeidah- Hayel Saeed Anam Group
- Arabian Yemen Cement Company Limited
- Hadrmount Investment Power Co. Ltd.
- Mukalla Iron and Steel Company
- Yemen United Beverages Company

Construction Sector

- Yemeni Kuwaiti Co. for Real-Estate & Development
- Zafer for Construction – Yemen Branch

Oil & Gas Sector

- OMV's branch office in Sanaa
- Masila Petroleum Exploration and Production Company (Petro-Masila)

Client List

Telecommunications and Technology Sector

- Yemen Mobile Co.
- Y-Telecom

Automotive Industry Sector

- Salem Mohammed Shammakh & Partners Company
- Al-Houri Brothers Holding company- Power On Automation for Cars and Parts

Healthcare & Pharmaceuticals Sector

- Anaya for Medical Insurance
- Jood Plus Pharma Establishment for Importing Medicines and Medical Supplies

Oil & Gas Sector

- OMV's branch office in Sanaa
- Masila Petroleum Exploration and Production Company (Petro-Masila)

Client List

Not for Profit Organizations and Projects

- UNICEF- Yemen

- Provision of Quality Implementation Support Services – Emergency Cash Transfer – cycle 8
- Provision of Quality Implementation Support Services – Emergency Cash Transfer – cycle 9
- Provision of Quality Implementation Support Services – Emergency Cash Transfer – cycle 10
- Provision of Quality Implementation Support Services – Emergency Cash Transfer – cycle 11
- Provision of Quality Implementation Support Services – Emergency Cash Transfer – cycle 12
- Provision of Quality Implementation Support Services – Emergency Cash Transfer – cycle 13
- Provision of Quality Implementation Support Services – Emergency Cash Transfer – cycle 14
- Provision of Quality Implementation Support Services – Emergency Cash Transfer – cycle 15
- Provision of Quality Implementation Support Services – Emergency Cash Transfer – cycle 16
- Provision of Quality Implementation Support Services – Emergency Cash Transfer – cycle 17
- Provision of Quality Implementation Support Services – Emergency Cash Transfer – cycle 18
- Provision of Quality Implementation Support Services – Emergency Cash Transfer – cycle 19
- Provision of Quality Implementation Support Services - Hazard Allowances- Many cycles

Client List

Not for Profit Organizations and Projects

- UNICEF- Yemen

- Provision of Quality Implementation Support Services – Non Cash Transfer – Many cycle
- Partner' Mapping
- Verification of beneficiaries (teachers and school-based staff) of the Education Teacher's Incentive (ETI) for 5 Cycles
- Verification of beneficiaries (teachers and school-based staff) of the Education Teacher's Incentive (ETI), Temporary Teachers Incentives (TTI) and Rural Female Teachers' Salaries (RFT) Project

OCHA

- Third Party Monitoring Services for Yemen Humanitarian Fund (YHF)

WHO

- Third Party Monitoring of Emergency Health and Nutrition Project for Health Facilities in WHO/Yemen's hubs

- SILATECH:

- Third Party Monitoring for Support to Youth's Entrepreneurship and Financial Inclusion Project in Yemen three years 2019-2021
- Third Party Monitoring for Support to Youth's Entrepreneurship and Financial Inclusion Project in Yemen first year 2025

- Social Fund for Development (SFD):

- Head Quarter and branches accounts

Client List

- World Bank

- IFC Assessing Institutional Readiness of a Microfinance Bank to Expand its Cash Transfer Line of Business
- IFC Yemen Power Sector Mapping
- IFC Due Diligence and Market Assessment for Solar PV Financing in Yemen

- Oxfam International

- Oxfam Yemen (Amal Project).
- CSSW/IDP Project.
- Oxfam Yemen SIDA project 2013-2014.
- Oxfam Yemen SIDA project 2015-2016.

United Nations Development Programme (UNDP)

- Qualitative Gender- specific community Needs and Preferences for Solar PV and Microfinance
- Solar PV Market Assessment



- 📍 Sana'a- Hadda-Rimas Circle - front of Almilkia Hall
- ☎ +967 1 821 348
- ✉ Fatehi.Herab@grow-trail.com
- 🌐 www.grow-trail.com

