



LA PRECIOSA LIMITED

PREPARED BY: JANE BELLA

Contact Details

Attn: Jane Bella Njoroge

P.O Box 2694 - 00621

Nairobi, Kenya.

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Mobile Number: +254 700 555 888

+254 731 327 014

A Good Business Leader Creates Vision, owns it, Drives it and most importantly, hands it over to the next Generation through mentorship. (Andrew Carnegie)

Business Description



Business name: La Preciosa Limited

Business structure: Limited company

Business registration number: PVT-Y2UED53

Business location: Ciata City Mall, Nairobi, Kenya

Date established: 2019

Licence by: Government of Kenya

Domain: www.lapreciosa.co.ke

Vision statement



To be the highly recommended Strategic and Human Recourse Support Agency in Eastern Africa and Beyond.

Company Slogan



Strategic Vision

Mission Statement



La Preciosa Limited Guides Organisations through process of change, growth and continuity by carrying out analysis, guidance, advisory, and strategy formulation for growth and continuity.

Values



La Preciosa is guided by the following core values:

- Integrity and ethics
- Teamwork and responsibility
- Efficiency and professionalism
- Quality and community service
- Discovery, innovation and sustainability

Objectives

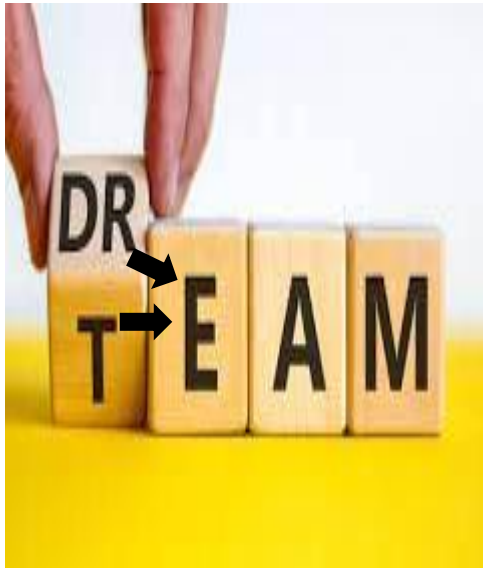


- La Preciosa's objective is offering seamless quality service as Business Strategic and Human Resource Consultancy that is first class and next to none.
 - Guiding organisations on choosing the right Business Strategies to apply that are efficient, quality and affordable.
 - Facilitating exchange programmes between Kenyan and Global Organisation for the entrepreneurs.
 - Assisting Youth and Learners to acquiring Scholarships and Job placements for Global experience and learning.
-
- Bringing into awareness that Business Strategy and Planning is vital in any business.
 - Bridging the gap of quality service delivery in organizations that are looking for top-notch personnel through capacity building placement and training.

Business Model



The Lead Team:



- Jane W. Njoroge- the CEO and Inventor
- James N. Kuria the Director, Diplomacy and International Relations
- Joshua Wandungi Director, Finance
- Grace Wanjiru- Director, IT
- Mary Waiyego- Administrator and Corporate Youth Affairs
- John Njuguna- Director Legal

LA PRECIOSA MEET THE TEAM



JANE NJOROGÉ
C.E.O



JAMES KURIA
Director - Diplomacy &
International Affairs



GRACE WANJIRU
Director - Information
Technology Specialist



MARY WANJIKU
Administrator and youth
affairs



JOSHUA WANDUGI
Director - Finance &
International Education Expert



JOHN NJUGUNA
Director - Legal

LEARN EXPLORE EXPERIENCE THE GULF

Team's Skills and Experience



Jane Njoroge

The CEO

Jane Wairimu Njoroge is a Strategic Management Specialist, a Human Recourse Consultant and a Teacher by Profession. She has over 20 years' Experience in Knowledge Sharing. She holds a Bachelor Degree in Business Administration from St. Paul's University, majoring in Human Resource Management. She was also Awarded a Diploma in Project Planning and Management from Mary Wood University which enables her accomplish all Projects she undertakes within agreed time-frames ensuring, maximum utilization of resources. In addition, Jane has studied Human Psychology and Spanish Language in the National University of Mexico (UNAM).

Currently she is working on her Thesis at Kenyatta University where she is pursuing Master's Degree in Business Administration (MBA) majoring in Strategic Management.



James Kuria (Jimmy)

Director- Diplomacy

Jimmy is the lead person in Diplomatic matters. He holds a Bachelor's Degree in Civil Structural Engineering making him a Civil Structural Engineer by Profession. He has Travelled to various countries and conducted numerous business meetings with Diplomats and Delegates across the world. It is through these Conventions that Jimmy has perfected the art of Interacting with people of different status/tribes and nationalities.

He also runs two other Companies: La Miguela Holdings Limited which deals with Safety and Non-Pharmaceutical products that are outsourced from different parts of the World. Jossie Construction Limited on the other hand, deals with constructions and construction consultancy.



Joshua Wandungi

**Director- International
Education Expert &
Finance Advisor**

Joshua is an Entrepreneur who holds a Bachelor Degree in Education from Kenyatta University. He did His Master's Degree in the United States International University. He is well versed with banking and finance therefore becoming the main advisor when it comes to money matters. This knowledge was gained through his studies in Frankfurt School of Finance and Management in Germany.

Having worked with the World Vision International, Joshua has been able to meet and interact with

people from different parts of the world when training them on leadership skills.

He is also the Director and the Brain behind Kids Zone Education Centres, that has two learning centres in Sigona and Gitaru where learners' carriers and talents are discovered, natured and developed in an Exemplary way



Grace is a seasoned Information Systems specialist with over 15 years' experience in IT Support, Mobile Money Service Delivery and IT Strategy Formulation. She guides the company on the best ways to utilize the Modern Technologies and as a result the company is able to give efficient and effective service delivery to its clients. Besides this, she advises the company on the best IT systems to implement.

Grace Wanjiru

Director- Information Technology

She Holds a Bachelor of Science Degree in Computer Information Systems from the Kenya Methodist University. Grace is a Microsoft Certified Systems Engineer (MCSE), a Certified Amazon Web Services Expert (AWS) and a Cloud Practitioner Information Technology Infrastructure Library (ITIL) Strategist.

Grace currently works as a Service Operations Manager in one of the Biggest Telecommunication Companies in Africa.

She is pursuing her Master in Business Administration majoring in Management Information Systems.



Mary Wanjiku

Administrator and Youth Affairs

Mary is the youngest member of the team and keeps the team up to speed with the current affairs of what is happening Globally. Being young and brainy, Mary is the Leader of Career Selection Advice Team (LCSA). She is able to interact with other young minds who are intending to pursue their career or run businesses. Mary and her team, also organize for seminars and workshops in different fields in East Africa to assist and guide young talents on the career path and on Business operations.

She Graduated with Bachelor's Degree in Cooperative Business from the Cooperative University Kenya.



John Njuguna

Director Legal

John is the Company's legal expert with a Bachelor Degree in Law from the Catholic University of Eastern Africa. He holds a Post Graduate Diploma from the Kenya School of Law. He too is a Certified Mediator.

He guides the company on the legal affairs and gives direction to be undertaken. John advises the team on both national and international law matters. He also represents the company in the legal workshops and

seminars to guide and mentor young Entrepreneurs who are planning to start new businesses.

Additionally, John runs a law firm by the name Njuguna J.K & Co. Advocates.

Products/services



La Preciosa Limited specializes in exploring opportunities in skills enhancement and capacity development for better prepared Human Resources.

We offer mentorship and trainings to entrepreneurs to guide them on how their business can continue growing even after their retirement.

This is done in various forums including cooperate meetings, group or one to one sessions.

We also offer guidance and training to young upcoming entrepreneurs who are looking forward to starting their business or inheriting one. This helps them avoid mistakes committed by their predecessors.

La Preciosa Limited is also very active in capacity and strategic development for organizations looking for top-notch service delivery from their staff. We specialize in trainings such as customer care services and career development for new entrants in organization and formulation of both Strategic and Business Plans. These are either offered to group of companies or tailor-made to an organization and offered in-house.

Target market



La Preciosa Limited's target market is Global. This has been informed by statistics of Kenya Chamber of Commerce which reveals that many businesses in Kenya Fail because of lack of both Strategy and Proper Staff training. This has forced many Businesses to close down even before they reach the maturity stage.

La Preciosa therefore assists SMEs to achieve their dreams by providing proper guidance on policy, objectives and goals formulation. This creates a clear road map that is easily understood and easy to be implemented by the stakeholders..

Target Customers



La Preciosa Limited targets both corporate and individual customers calling for different engagement terms.

Corporate Customers

- Corporate customers include financial institutions such as banks where we plan for training of the investors, universities with intention training the young generation and SMEs where the directors are guided on the best ways to grow and sustain their business. These will be strategic partners who will engage La Preciosa Limited to identify both strengths and weakness, Opportunities and threats or hinder the SMEs from achieving their customers dreams.. This will call for B2B relationships and will involve groups with a common need rather than individuals.
- Another set of corporate customers are organizations looking for top notch service delivery from their staff. La Preciosa in partnership with the best teams from all

over the world organize tailor-made capacity building and coaching programs in line with customer's needs.

Individual customers

Individual clients or B2C will include O – Level leavers and post-graduates from middle earning class earners looking forward to starting their business.

Value Proposition

La preciosa Ltd has positioned herself competitively with the following values:

Vetted and Accredited



La Preciosa Ltd has been vetted and accredited by the Government of Kenya as a service provider for HRM solutions. Some rigorous filters that include product knowledge, experience, skills and values prove credibility and reliability of La Preciosa Ltd.

It also has a vast team of experienced experts who are ready and willing to train entrepreneurs on how to grow, sustain and rtheir business.

La Preciosa has been accredited by UAE to recruit students to Abu Dhabi University and young talents to St Mars.

Cost-effective



La Preciosa Ltd has carried out surveys over time and has satisfied clients by giving them Consultancy services that are cost-effective in global set-ups.

Personalization of services



La Preciosa works on tailor-made services for each of its clients. This is because of diverse needs of the clients including the services they are looking for and financial status. One on one model has been adopted to satisfy clients needs effectively.

Guaranteed Quality



La Preciosa gives guarantee over their Consultancy on quality and seamless services for our clients. This is enabled by our strong knowledge of the product and proven experience and our team of experts.

Talent and expertise



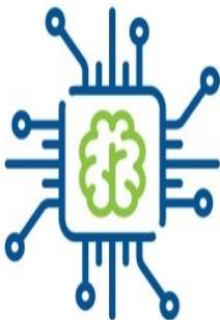
Our team shares over forty years in cumulative experience in Business and capacity building. It is also supported by a team of experienced and trained support staff. Talents and continuous learning, are amongst the La Preciosa's pillars and core values under discovery and innovation. As such we target, recruit and retain the best talent. To ensure solutions provided to our clients are **pragmatic, sound and relevant**, learning is part of our culture to keep abreast of entrepreneurial needs in our society.

Efficiency and professionalism



La Preciosa Limited believes in the need for utmost speed in executing tasks, as well as the need for prompt feedback to the client. This is highly ingrained in our corporate culture. We ensure that the clients' needs of knowledge are professionally addressed and guided in the best way possible. This is made possible due to having the right talent at La Preciosa as well as entrenching the use of technology in all our operations.

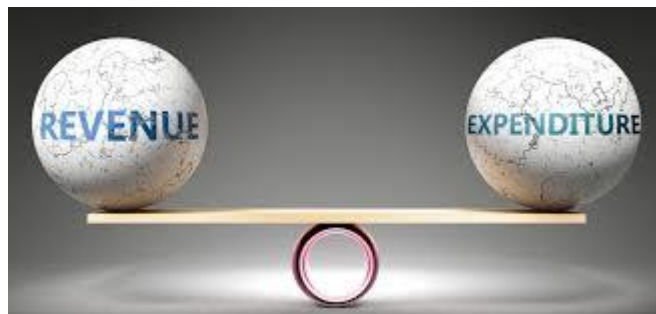
Knowledge product and innovation



La Preciosa staff are well travelled and highly educated. This has given them wider knowledge of the product and are able to innovate around needs of their clients.

This makes La Preciosa the one stop solution for all searching, Recruitment, Strategic Formulation and any other business challenge

Business Revenue Model



Impact to society



- La Preciosa Limited has a passion for people and the world around us. We ensure that middle-class earners get opportunity to increase and grow their income. This helps in GoK Sustainable Development Goals (SDG) numbers eight and nine of vision 2030.
- La Preciosa Limited also give an opportunity to other organizations to impact on the society directly. This is done by giving information to those who would like to support young upcoming entrepreneurs through mentorship and guidance.
- La Preciosa Limited also gives back to the society by giving free workshops in schools and other forums giving insights on starting and running Business.
- La Preciosa wants the society to see the positive side of having right human resource, plans and strategies in running the SMEs and eliminate the “Juakali” mentality of operating business.

Growth ambition for the next 24 months



In the next 24 months, La Preciosa would like to grow moving from Medium to large agency

Tactics Towards Growth

- Strengthening Marketing by Attending Exhibitions and Trade fairs in other countries for Business to Business (B2B) and Business to Consumer (B2C) accessibility.
- Look for Mentors who would be ready to take La Preciosa through the journey to success
- Procuring Enterprise Resource Planning (ERP) system that would make work easier and faster response – from Enquiry, Costing, Invoicing and Accounting.
- Procuring and Renewing Office Equipment like Desktops, Laptops, Printers, Scanner and Video Cameras.
- Networking the office through Local Area Network (LAN) or cloud
- Joining stronger Networks for High Level Partnerships – subscribing to high-end networks with members interested in Global Quality Strategic Management.

Supporting documentation/Company Profile

Attached are the supporting documentation in relation to this business plan. The attached documents include:

- Business registration document
- PIN and VAT certificate
- Licences
- CVs

Parting Shot.

Without Strategy, Execution is Aimless. Without Execution, Strategy is Useless
(Morris Chang, CEO TSMC)

MEMBERSHIP NO

0 0 / A08



ASMAK
ASSOCIATION OF SKILLED
MIGRANT AGENCIES OF KENYA

DATE OF ISSUE: 14 / 03 / 2023

DATE OF EXPIRY: 13 / 03 / 2024

SERIAL NO: 2023/56

Certificate OF MEMBERSHIP

This is to certify that

La Preciosa Limited

is a member of the

**ASSOCIATION OF SKILLED MIGRANT AGENCIES
OF KENYA**

Chairman

Secretary





REPUBLIC OF KENYA



N? 000665

SERIAL NO. FL.....

NATIONAL EMPLOYMENT AUTHORITY

REGISTRATION CERTIFICATE

REF/NEA/FE/LES/.....1846.....

Issued to

LA PRECIOSA LIMITED


Located at

CIATIA CITY MALL, KIAMBU ROAD

As an accredited Private Employment Agency involved in the recruitment of Kenyan Nationals for Overseas and Local Employment including domestic workers destined to Saudi Arabia, UAE and Qatar only in line with the requirements of the Labour Institutions Act, 2007.

Valid from16TH MARCH 2023.....

To15TH MARCH 2024.....

Signed.....
Director of Employment

Date17/8/2023.....



BUSINESS REGISTRATION SERVICE
P. O. BOX 30031
NAIROBI
4 NOV 2022

To
LA PRECIOSA LIMITED
P.O. Box 2694
00621 - VILLAGE MARKET

THE COMPANIES ACT, 2015

Records relating to the below company held by the Companies Registry as at 4 Nov 2022

COMPANY	LA PRECIOSA LIMITED
COMPANY NUMBER	PVT-Y2UED53
NOMINAL SHARE CAPITAL	5,000,000.00
NUMBER AND TYPE OF SHARES (VALUE PER SHARE)	ORDINARY: 50000 (KES 100.00 EACH)
DATE OF REGISTRATION	11TH NOV, 2019
REGISTERED OFFICE	P.O BOX 2694 VILLAGE MARKET TELEPHONE: +254722691503, EMAIL: PRECIOSALIMITED@GMAIL.COM COUNTY: KIAMBU, DISTRICT: KIAMBU DISTRICT , LOCALITY: RUAKA STREET: LIMURU ROAD, BUILDING: LA MIGUELLA BUILDING
POSTAL ADDRESS	P.O BOX 2694 VILLAGE MARKET
ENCUMBRANCES	

Name of Directors and Shareholders of the above company with their particular are as follows

NAME	DESCRIPTION	ADDRESS	NATIONALITY	SHARES
JANE WAIRIMU NJOROGE	DIRECTOR/SHAREHOLDER	P.O BOX 2694 VILLAGE MARKET	KENYA	ORDINARY: 800
TOTAL				800

Yours Faithfully,
REGISTRAR OF COMPANIES



REF NO: OS-7EFXJ2VX

DISCLAIMER: THIS IS A SYSTEM GENERATED CERTIFICATE AND DOES NOT REQUIRE A SIGNATURE



KENYA REVENUE
AUTHORITY

Tax Compliance Certificate

For General Tax Questions
Contact KRA Call Centre
Tel: +254 (020) 4999 999
Cell: +254(0711)099 999
Email: calicentre@kra.go.ke

www.kra.go.ke

Taxpayer PIN : P051854697C

Certificate Date: 01/03/2023

Name and Address :

LA PRECIOSA LIMITED

NA, LA MIGUELLA BUILDING, NA, Kiambu District,
PO Box:2694,
Postal Code:00621

Certificate Number:

KRATKA1316695123



**This is to confirm that LA PRECIOSA LIMITED,
Personal Identification Number P051854697C
has filed relevant tax returns and
paid taxes due as provided by Law.**

**This Certificate will be valid for
twelve (12) months up to 29/02/2024.**

Caveat: This certificate is issued on the basis of information available with the authority as at the certificate date mentioned above. The Authority reserves the right to withdraw the certificate if new evidence materially alters the tax compliance status of the recipient.

Disclaimer : This certificate is system Generated and therefore does not require signature. You may confirm validity of this certificate on the iTax Portal by using the TCC Checker. This certificate confirms your compliance status for a period of five years preceding the date of issue. The certificate may however be withdrawn on grounds of outstanding debt affecting periods prior to this.



No. **PVT-Y2UED53**

CERTIFICATE OF INCORPORATION

I hereby **CERTIFY** that,

LA PRECIOSA LIMITED

is on this date 11 Nov 2019 Incorporated under the Companies Act, 2015 and that the Company is a **PRIVATE LIMITED COMPANY**.



.....
Registrar Of Companies

This is a system generated certificate. To validate this document send the word **BRS** to **21546**



NAIROBI CITY COUNTY

SINGLE BUSINESS PERMIT

Effective Date: **11th January 2023** Expiry Date: **10th January 2024** Duration: **12 Months**

Nairobi City County grant this Business Permit to

Applicant / Business / Commercial Name: **La Preciosa Limited -**

Permit ID: **SBP-ED35694D** KRA Pin: **P051854697C**

To engage in the activity/business or occupation of **Technical and Financial Services**

Activity Code: **615-Small professional services firm with over 1 - 20 employees/professionals. Technical guards e.t.c. &-RECRUITMENT AGENCY**

Having Paid a business Permit Fee of KES: **35,000**

Amount in words *****Thirty Five Thousand Shillings Only*****

Business under this permit shall be conducted at the address as indicated below

Sub County **Westlands** Ward **Karura**

P.O Box: - Plot No: **5989/178**

Road Street: -

Building: **CIATA MALL** Floor: - Door / Stall No: -

Date of Issue **11th January 2023** By order of



Powered By



Notice: It is an offence to give false information. Granting this permit does not exempt the business identified above from complying and any other relevant laws and regulations as established by the Government of Kenya and Nairobi City County



TERMS AND CONDITIONS FOR THE LICENCE

This licence is issued under section 12 of the Act subject to the following terms and conditions: -

1. Compliance with the provisions of the Nairobi City County Trade Licensing Act and subsidiary Legislation.
2. The licence shall be valid for trade and areas specified in the licence.
3. The licence holder must notify the Director of any changes in the nature of trade, directorship or ownership of the business, location of business or cessation of trade.
4. The licence is a Nairobi City County Government property and must be displayed in a conspicuous place within the business premises and the licence holder must produce the licence whenever an authorized officer requires him or her
5. The licence shall apply to only one business or trade.
6. A Permit can be cancelled or suspended if any of the conditions in the Nairobi City County Trade Licensing Act, 2019 is Contravened.
7. Renewal of this Permit shall be done on Expiry Date to after 12 months from the date of payment.
8. The owner of the business should notify director trade Licensing in writing once s/he closes the business and the License to be surrendered to the same office.
9. The owner of the business should not sell/display their goods outside their licensed premises.
10. A person who forges or alters a licence without authority commits an offence and shall be liable on conviction to a fine not exceeding Kenya shillings fifty thousand or to imprisonment for a term not exceeding three months, or both.
11. A person who fails or neglects to renew a licence as required and continues to operate the business or trade commits an offence and shall be liable on conviction to a fine not exceeding Kenya shillings fifty thousand or to imprisonment for a term not exceeding three months, or to both.



Commission for University Education

Office of the Chief Executive

CUE/17/TPY/2/Vol. 9

17th January, 2023

Jane Wairimu Njoroge
Director
La Preciosa Limited
P.O. Box 2694 - 00621
NAIROBI
Email: janebella2007@gmail.com

Dear

APPLICATION FOR LICENSING AS A STUDENT RECRUITMENT AGENCY

Reference is made to your application dated 11th January, 2023 requesting for licensing of La Preciosa Limited as a Student Recruitment Agency.

We acknowledge receipt of Kenya Shillings one hundred thousand (KES.100,000/=) being payment for the requisite annual license fee along with the following documents:

- (i) Duly filled application form;
- (ii) Copy of the Certificate of Incorporation;
- (iii) Copy of the Business Permit;
- (iv) Staff Profiles;
- (v) Agency Agreement with Abu Dhabi University;
- (vi) Human Resource Policy and Procedure Manual;
- (vii) Lease Agreement; and
- (viii) Company Profile.

The Commission Team will carry out an inspection of your agency's resources and facilities to assess compliance with the Universities Standards and Guidelines, 2014 on a date to be communicated later. Meanwhile, you are at liberty to operate as student recruitment agency as the Commission processes the license.

Yours

PROF. MIKE KURIA, PhD
COMMISSION SECRETARY/CHIEF EXECUTIVE OFFICER

MK/gwo

Redhil Rd. off Limuru Rd., Gigiri, P. O. Box 54999-00200 Nairobi, Kenya.
Tel: +254 (020) - 7205000, 0726 - 445566, 0717 - 445566, 0780 - 656575
Email: ceo@cue.or.ke Website: <http://www.cue.or.ke>

