



# MANARA CONSULTANCY

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## Company Profile

Strategy • Direction • Counsel • منارة

*A fixed point in changing waters.*

Beirut • London • New York • Toronto • Dubai

[manaraconsultancy.online](https://manaraconsultancy.online)

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# What follows

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# Manara is a trilingual advisory house that both counsels and delivers, with published entry prices and a 24-hour first response.

|    |                                                       |                                                                                                                                                                                                                                                                             |
|----|-------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 01 | <b>One house, three rooms</b>                         | Established 2026 in Beirut on more than ten years of practice, Manara advises companies (Manara Advisory), individuals at a turning point (Manara Private) and students and researchers (Manara Scholars). The counsel is tailored to the room; the standard does not move. |
| 02 | <b>Advice and execution under one roof</b>            | Six consulting services span AI agents, social content, HR, bids and tenders, legal and fashion. Three delivery solutions, solar and energy, shipping and freight, and water, take the house beyond advice into installed, warrantied and shipped outcomes.                 |
| 03 | <b>Terms published before the first meeting</b>       | Consultations start from \$100 and are listed openly. A free initial review confirms fit and scope within 24 hours; payment follows confirmation, never precedes it. Every engagement is confidential, with NDAs on request.                                                |
| 04 | <b>Rooted in Lebanon, working across nine markets</b> | Beirut is the base; London, New York, Toronto and Dubai are the reach. Work is delivered in Arabic, English and French, mostly remotely, by the practitioner who scoped it.                                                                                                 |

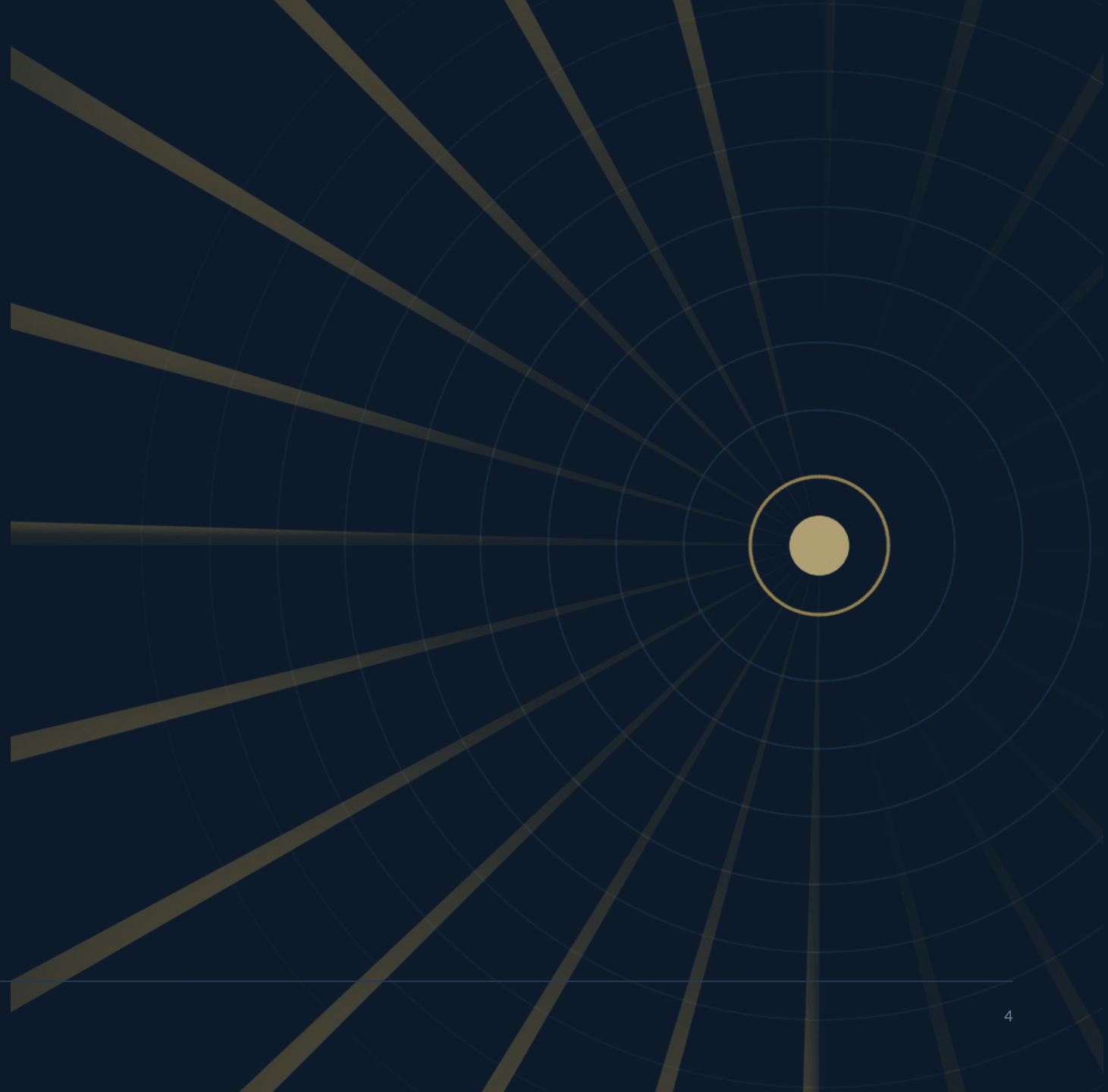
# 01

## THE HOUSE

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Who we are, the three practices, and how we work.

- Manara at a glance
- The three practices and who each serves
- The approach and the engagement arc



# A 2026 house carrying a decade of practice, trilingual by default and accountable to one practitioner per file.

Manara is an advisory house guiding companies, individuals and scholars through the decisions that define them. Strategy for businesses, direction for careers, and counsel for the students who will lead the region next.

The name means lighthouse. It never chases the ship: it stays still, burns clearly, and lets the captain find the way. That principle governs how the house takes work and how it hands it back.

AT A GLANCE

|                      |                                     |
|----------------------|-------------------------------------|
| Established          | 2026, Beirut, Lebanon               |
| Experience behind it | 10+ years, local, regional and MENA |
| Practices            | Advisory · Private · Scholars       |
| Consulting services  | Six, plus six priced consultations  |
| Delivery solutions   | Solar and energy · Freight · Water  |
| Markets              | 9 across MENA and the Gulf          |
| Working languages    | Arabic · English · French           |
| Confidentiality      | 100%, NDAs on request               |

10+

Years of experience

3

Practices, one standard

9

Markets served

3

Languages

A fixed point in changing waters.

## Three rooms serve three different clients, so counsel is scoped to the decision rather than to a product catalogue.



01 / CORPORATE

### Manara Advisory

للشركات والمؤسسات

Founders, family offices and institutions building across Lebanon, the Levant and the Gulf.

#### WHAT WE DO

- Growth and market entry strategy
- Brand positioning and go-to-market
- Monitoring and evaluation frameworks
- Investment readiness and modelling

Typical entry: Business Strategy Consultation, \$150



02 / PERSONAL

### Manara Private

للأفراد والمسارات المهنية

Professionals at a turning point: a career move, a relocation or a new venture.

#### WHAT WE DO

- Career direction and positioning
- Personal brand and presence
- Relocation and Gulf guidance
- Founder mentorship and support

Typical entry: Career Advisory, \$100



03 / SCHOLARS

### Manara Scholars

للطلاب والباحثين

Ambitious students and researchers choosing universities, applying, and writing.

#### WHAT WE DO

- University and programme selection
- Admissions and scholarship strategy
- Dissertation and research mentoring
- Study abroad and placement support

Typical entry: Thesis support, from \$15 per page

# Every engagement runs the same three movements, so the client knows what happens next before it happens.



I

## Listen first

We begin with the question behind the question. No deck, no template, until we understand what success looks like for you.

Output: a scoped brief, agreed in writing



II

## Map the ground

We read the market, the numbers and the people honestly, so the plan is built on what is true rather than what is convenient.

Output: evidence, options and a recommendation



III

## Walk it with you

Advice is only as good as its delivery. We stay close through execution, adjusting as conditions change.

Output: the work, handed over with reasoning intact



*A lighthouse never chases the ship. It stays still, burns clearly, and lets the captain find the way.*

The principle behind everything we do

# 02

## CONSULTING SERVICES

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Six services, six consultations, one flagship.

- Service portfolio mapped to each practice
- Six core services in detail
- Published consultation fees
- Thesis and research support

Most services serve more than one room, which is why a structural problem here does not need five suppliers.

| SERVICE                   | Advisory<br>(companies) | Private<br>(individuals) | Scholars<br>(students) |
|---------------------------|-------------------------|--------------------------|------------------------|
| AI Agent Development      | ●                       | ●                        | ●                      |
| Social Content Studio     | ●                       | ●                        | ●                      |
| HR Consultancy            | ●                       | ●                        | ●                      |
| Bid and Tender Support    | ●                       | ●                        | ●                      |
| Legal Consultancy         | ●                       | ●                        | ●                      |
| Fashion Consultancy       | ●                       | ●                        | ●                      |
| Business Strategy         | ●                       | ●                        | ●                      |
| Startup Consultancy       | ●                       | ●                        | ●                      |
| Marketing Strategy        | ●                       | ●                        | ●                      |
| Career Advisory           | ●                       | ●                        | ●                      |
| LinkedIn Management       | ●                       | ●                        | ●                      |
| Thesis & Research Support | ●                       | ●                        | ●                      |
| Solar, Freight & Water    | ●                       | ●                        | ●                      |

HOW TO READ

● Served by the practice

● Not offered in that room

Three rooms, one standard.  
Where two rooms are marked,  
the same practitioner covers both  
sides of the table.

# AI, content and people: three services that take repeatable work off the team and put it on a system.



## AI Agent Development

*Stop losing customers to slow replies*

### WHAT YOU GET

- Built around your pain points
- WhatsApp Business and website
- Answers, books, takes payment
- Qualifies leads, logs to your CRM
- Escalates with full context, 24/7

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**Live in weeks, in three languages**



## Social Content Studio

*Your channels stay loud whilst you stay focused*

### WHAT YOU GET

- Psychology-driven carousels
- Automated posting calendars
- Copy matched to each platform
- A month of content in one sitting
- Arabic, English and French

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**A month of content, approved in one sitting**



## HR Consultancy

*The right people, structures and policies*

### WHAT YOU GET

- Recruitment and selection
- Job design and org structure
- HR policies and procedures
- CV, LinkedIn and interviews
- Employer and candidate services

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**One partner, both sides of the table**

[Read the full service pages: manaraconsultancy.online](https://manaraconsultancy.online)

# Tenders, law and image: three services where the deadline, the wording and the impression decide the outcome.



## Bid and Tender Support

*Submissions that meet every requirement*

WHAT YOU GET

- Technical and financial proposals
- Compliance matrices
- Capability statements
- NGO, donor and RFP responses
- Deadline-driven turnaround

Aligned to the evaluator's criteria



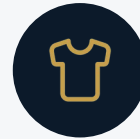
## Legal Consultancy

*General law and AI law under one roof*

WHAT YOU GET

- Litigation and arbitration
- Corporate and cross-border
- Real estate and family law
- AI governance and the EU AI Act
- Data protection and IP

15+ years of complex litigation



## Fashion Consultancy

*A polished, cohesive image*

WHAT YOU GET

- Wardrobe audits and styling
- Personal shopping and sourcing
- Trend and colour advice
- Executive and event styling
- In person or virtual

Always confidential

[Read the full service pages: manaraconsultancy.online](https://manaraconsultancy.online)

Entry prices are published before the first meeting, so the conversation starts with the problem rather than the quote.

| ENGAGEMENT                                                                                                              | WHAT IT COVERS                                                                      | PRACTICE | FROM               |
|-------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|----------|--------------------|
|  <b>Business Strategy Consultation</b> | Growth, market positioning, expansion, restructuring and executive advisory.        | Advisory | <b>\$150</b>       |
|  <b>Startup Idea Consultancy</b>       | Validate the idea, build the business model, define the market and growth strategy. | Advisory | <b>\$200</b>       |
|  <b>Marketing Strategy</b>             | Brand positioning, marketing plans, digital strategy and campaign development.      | Advisory | <b>\$250</b>       |
|  <b>Career Advisory</b>                | Career planning, executive coaching, CV optimisation and interview preparation.     | Private  | <b>\$100</b>       |
|  <b>LinkedIn Profile Management</b>    | One month of profile optimisation, networking strategy and professional branding.   | Private  | <b>\$250 / mo</b>  |
|  <b>Thesis &amp; Research Support</b> | Supervision, methodology, drafting, proofreading and defence preparation.           | Scholars | <b>\$15 / page</b> |

|                                                                                    |                                                                                                 |                                                                                      |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| <b>Free initial review</b><br>Fit and scope confirmed within 24 hours, at no cost. | <b>Payment after confirmation</b><br>A payment request follows confirmation, never precedes it. | <b>Retainers</b><br>Ongoing advisory is scoped monthly and priced to the engagement. |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|

# The house's deepest single service: end-to-end thesis support across three continents, priced per page and built for top grades.

End-to-end thesis and dissertation support at competitive prices, engineered for the highest grades. From topic and proposal to defence, in English, French and Arabic. Master's and PhD alike, with early-booking discounts.

SEVEN STAGES, FULLY GUIDED

- 1 Topic and proposal
- 2 Literature review
- 3 Methodology design
- 4 Analysis: SPSS and Stata
- 5 Drafting and editing
- 6 Proofreading
- 7 Defence preparation

3

Continents: Europe, MENA, Canada and the US

100%

Original and confidential

7

Stages, fully guided

EN·FR·ع

Three languages

From \$15 per page

# 03

## MANARA SOLUTIONS

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Beyond advice, we deliver.

- Solar and energy: design, install, monitor, warranty
- Shipping and freight: air, sea, land, customs, 75+ destinations
- Water: test, treat, filter, purify, maintain

# Three delivery services move the house from recommendation to installed outcome, on the same standard and one accountable team.

Consulting is where Manara started, not where it ends. Solar and energy, shipping and freight, and water solutions are delivered for homes and businesses across Lebanon, coordinated by the same team that advises.



## Solar & Energy

Smart solar and renewable-energy systems, designed, installed, monitored and warrantied.

Power that does not quit



## Shipping & Freight

Air, sea and land freight, customs clearance, warehousing and door-to-door delivery.

75+ destinations worldwide



## Water Solutions

Treatment, filtration and purification, turnkey design, install and maintenance.

Tested first, then designed

### ONE DELIVERY CHAIN ACROSS ALL THREE



**3** New services, one house

**75+** Freight destinations

**100%** Turnkey and guaranteed

# Solar is scoped against your real load and outages, not a catalogue, and the system is monitored so faults surface before you do.

Smart solar and renewable-energy systems, designed, installed and monitored for homes and businesses across Lebanon and the region. Clean, reliable power, backed by real warranties and long-term support.

Design • Installation • Battery Storage  
Monitoring • Maintenance • Warranty

## Solar system design

Sizing and layout matched to your actual load and roof, with honest projections of output and savings, not optimistic ones.

## Supply & installation

End-to-end installation by qualified engineers: panels, inverters, mounting and wiring, done properly and safely.

## Battery & storage

Storage sized for real outages, so the lights and the work stay on when the grid does not.

## Live monitoring

Continuous monitoring of production and consumption, so faults are caught before you ever notice them.

## Maintenance & warranty

Scheduled maintenance and warranty-backed support that keeps the system performing for years, not months.

## Energy audits

A clear picture of what you use and where it goes, before you spend a lira on generation.

*Is solar worth it with the current grid? Especially now. We model the payback honestly before you commit.*

[Full page: manaraconsultancy.online/solar-energy.html](https://manaraconsultancy.online/solar-energy.html)

# Freight is handled end to end, so the customs paperwork that strands most shipments is part of the service, not the client's problem.

Air, sea and land freight, customs clearance, warehousing and door-to-door delivery, moving goods to and from more than 75 destinations worldwide, with the paperwork handled and the timeline honoured.

Air • Sea • Land • Customs  
Warehousing • Door-to-Door

## Air freight

Fast, tracked air cargo for time-sensitive shipments, with the documentation handled end to end.

## Sea freight

Full- and part-container ocean freight for larger loads, priced and scheduled around your needs.

## Land freight

Regional road transport and cross-border trucking, coordinated door to door.

## Customs clearance

Import and export clearance handled by people who know the paperwork, so goods do not sit at the border.

## Warehousing & distribution

Storage, handling and distribution, with your stock visible and accounted for.

## Door-to-door

One point of contact from pickup to final delivery. You track it, we move it.

Personal shipments or commercial only? Both, from a single parcel to full commercial freight.

Full page: [manaraconsultancy.online/shipping-freight.html](https://manaraconsultancy.online/shipping-freight.html)

# Water systems are designed against a test of your actual water, which is why the specification differs from the package on the shelf.

Treatment, filtration and purification for homes and businesses. Turnkey systems designed, installed and maintained so every drop is clean, safe and reliable. We test your water first and design around the real results.

Treatment • Filtration • Purification  
Design • Installation • Maintenance



## Water treatment

Systems matched to your water's actual quality: softening, sediment, and chemical and biological treatment.



## Filtration

Multi-stage filtration for homes and businesses, sized to your usage and your space.



## Purification

Drinking-water purification you can rely on, from point-of-use to whole-building systems.



## Turnkey design & install

We test, design, supply and install. One team, one accountable result.



## Maintenance

Scheduled servicing, filter changes and support that keep the system performing.



## Homes & businesses

From a family home to a hotel, factory or clinic, right-sized every time.

*Is it warrantied? Yes. Systems are warrantied and supported, with scheduled servicing.*

[Full page: manaraconsultancy.online/water-solutions.html](https://manaraconsultancy.online/water-solutions.html)

# 04

## WORKING WITH MANARA

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Footprint, engagement model, governance and references.

- Geographic footprint and sector coverage
- How an engagement runs, week by week
- Governance, payment and confidentiality
- Client references

# Beirut is the base and the differentiator: the Lebanese market read from inside it, the Gulf read from practice.

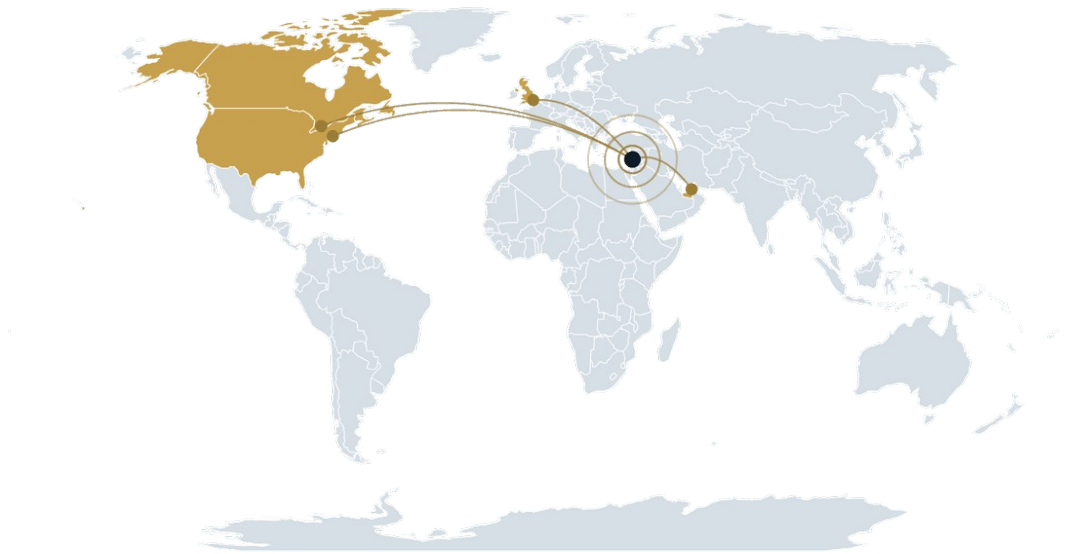
We understand the Lebanese market in our bones and the Gulf in practice, so clients receive counsel that speaks to both worlds at once.

MARKETS

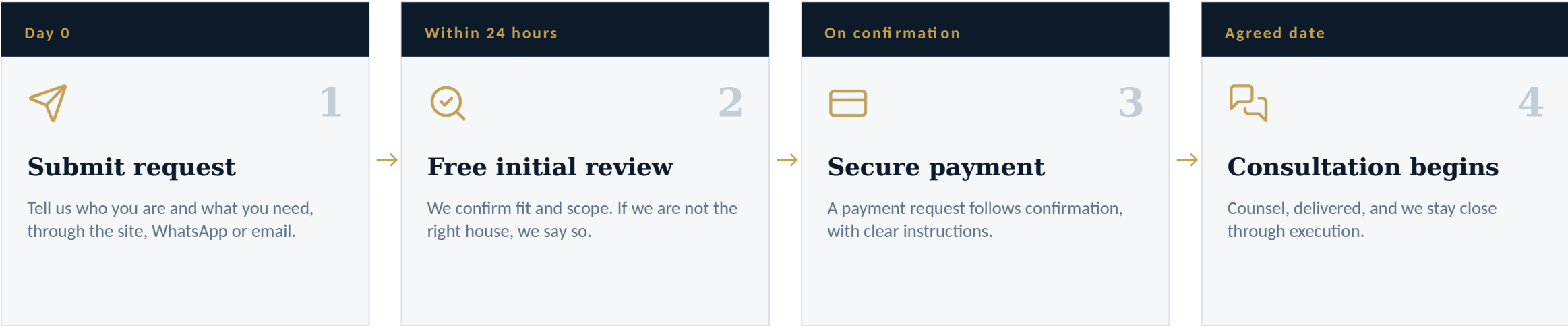
|                  |                              |
|------------------|------------------------------|
| ● Lebanon        | Home base, national coverage |
| ● United Kingdom | London                       |
| ● United States  | New York                     |
| ● Canada         | Toronto                      |
| ● Dubai          | United Arab Emirates         |

SECTOR COVERAGE

|                                                                                                                                                       |                                                                                                                                                      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <b>Finance</b><br>Banking, capital markets and family offices.     |  <b>Consumer</b><br>Fashion, retail and hospitality brands.        |
|  <b>Impact</b><br>Humanitarian, development and the social sector. |  <b>Education</b><br>Universities, students and academic careers. |



# Four steps, and the client owes nothing until scope is confirmed: the free review does the qualifying for both sides.



WHAT THE CLIENT CAN EXPECT

- Senior attention**  
The practitioner who scopes the work delivers it. Nothing is handed to a junior team after signature.
- Remote or in person**  
Most work across the Gulf, Europe and North America runs remotely.

- Language of the client**  
Arabic, English or French, chosen by the client, not translated after the fact.
- An honest no**  
If the house is not the right fit, the free review says so and no fee follows.

## Confidentiality, payment and scope are settled before work starts, in writing.



### Confidentiality

Every engagement is 100% confidential. All discussions and documents are handled under strict confidentiality, and non-disclosure agreements are signed whenever requested. Client names are withheld from all published material, including this profile.



### Payment

Payments are processed only after consultation confirmation, never before. A payment request with clear instructions follows. Accepted through Whish Money, OMT and Neo by Bank Audi, with Western Union for international clients.



### Scope and retainers

Consultation fees are published starting points. Ongoing advisory is scoped as a monthly retainer tailored to the engagement, raised and agreed in the first consultation rather than assumed afterwards.

*All discussions and documents are handled with strict confidentiality. Non-disclosure agreements are available upon request.*

Response to any request within 24 hours.

# The same note recurs across all three rooms: clients value being told the thing they did not want to hear.



★★★★★

*They told us what we needed to hear, not what we wanted to. Our Gulf entry was clearer for it.*

**Managing Partner, Family Office**

London • Manara Advisory



★★★★★

*Calm, precise and genuinely invested. I made the hardest career decision of my life with steady counsel beside me.*

**Marketing Director**

Dubai • Manara Private



★★★★★

*My daughter's admissions felt impossible. Manara turned a scattered process into a plan we could trust.*

**Parent of an admitted scholar**

Beirut • Manara Scholars

Client names are withheld under our confidentiality policy. References are available on request, subject to the client's consent.

## Four things a client cannot easily assemble from separate suppliers, which is the whole argument for the house.



### Trilingual by default

Arabic, English and French are working languages, not an add-on. A tender in Arabic and a board paper in English come from the same desk, on the same day.



### Practitioners, not layers

The person who scopes the work delivers it. There is no handover to a junior team once the contract is signed, and no partner who never returns after the pitch.



### Advice and delivery

Strategy, marketing, HR, legal and AI sit beside solar, freight and water. The house can recommend a course of action and then carry it out.



### Regional fluency

A decade of practice in Lebanese and Gulf conditions, where regulation, timing and relationships behave differently from the textbook.

*One house. Advice that holds, and delivery that follows.*



# Direction begins with a conversation.

Tell us where you are and where you want to be. We will tell you honestly whether, and how, we can help. Response within 24 hours.



[hello@manaraconsultancy.online](mailto:hello@manaraconsultancy.online)



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[wa.me/96176952134](https://wa.me/96176952134)



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