




# Company Profile

2024/25

 Your Path to  
Tomorrow,  
Delivered Today.





## CEO Statement



*We see great potential in digital marketing and we are ready to offer a tailored solution backed by a well thought out marketing and social media strategy to meet our clients needs, and unique audience.*

*I would like to assure you we will provide the best solution for your success working day and night. Our team is full of confident professionals.*

*We are looking for challenges to showcase our potential, join with our task force*

**Phanueal Workneh**

*CEO of Malefia Solutions*



# Table of **Contents**



- 1** About Company
- 2** Vision & Mission
- 3** Business Core Values
- 4** Our Services
- 5** Giving Back
- 6** Case Study and Our Project
- 7** Our Core Team
- 8** Our Contact





# About



**Our commitment to quality and strategic approach has helped us carve a niche in the competitive digital landscape, enabling businesses to thrive in a rapidly evolving world.**

*At Malefia Solutions, we believe in the transformative power of technology and digital solutions. Our team of highly skilled professionals is driven by a shared passion for innovation and persistence. We offer a diverse range of services, each specifically designed to align with our clients' vision and mission. Our goal is to empower businesses by enhancing their digital presence and operational efficiency, ensuring they are well-equipped to meet the challenges of today's marketplace.*

*We operate with a deep understanding of our clients' needs, offering services that not only address their current requirements but also anticipate future opportunities for growth. Our expertise spans across various sectors, including branding, digital marketing, digital system development, and ICT consultancy, making us a comprehensive solution provider for businesses looking to excel in the digital age.*

# Vision & **Mission**

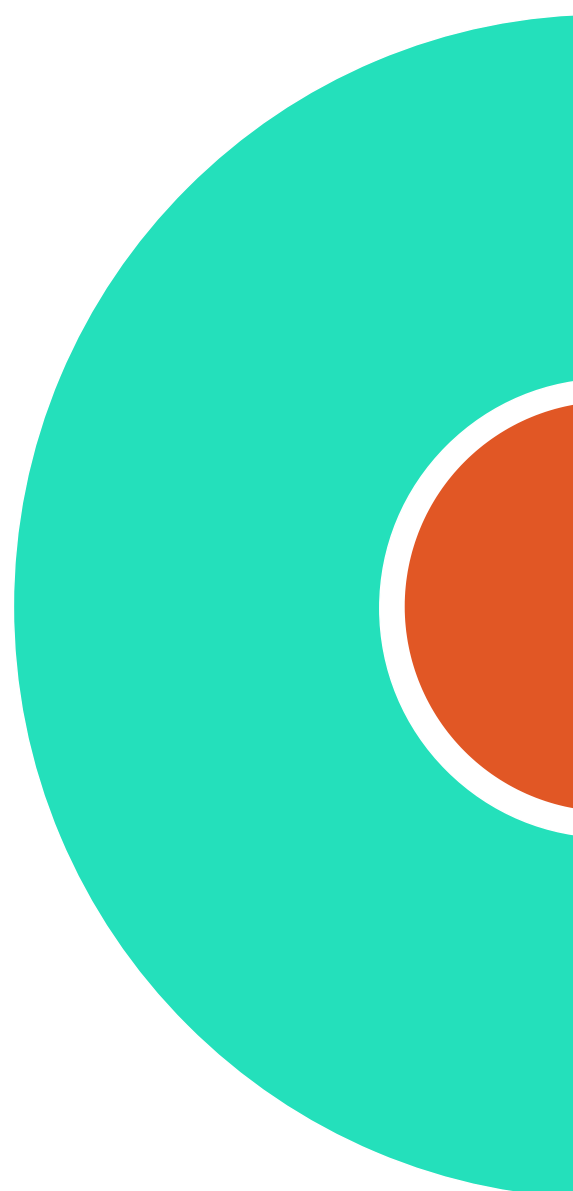
## ■ **Vision**

*To be the leading passageway for businesses to achieve greater success by mastering tomorrow's challenges today, delivering innovative and satisfactory solutions that empower growth and transformation.*

## ■ **Mission**

*Empower businesses by providing innovative and reliable ICT, software, and digital marketing solutions.*

*We are dedicated to being the passageway to bigger opportunities, mastering today's challenges to ensure our clients' success tomorrow. Through our commitment to excellence and satisfaction, we deliver tailored solutions that drive growth, efficiency, and lasting transformation.*





# Business Core Values

---

*We integrate business ethics to be fair and honest in all our business dealings. We honor our commitments and take personal responsibility for our actions, in addition we treat everyone fairly. We desire to measure success for our clients through awareness, increased sales, or other criteria mutually agreed upon between the agency and the client*




Our success is measured by the success of our clients. We work closely with them to achieve their goals, whether it's increasing brand awareness, driving sales, or achieving other key performance indicators. We are dedicated to creating value for our clients and ensuring their long-term success.



We are constantly exploring new ideas and technologies to provide our clients with cutting-edge solutions. Innovation is at the heart of everything we do, driving us to develop creative strategies that keep our clients ahead of the competition.



We believe in the power of teamwork and collaboration. Our approach involves working closely with our clients, understanding their needs, and co-creating solutions that deliver tangible results.





# Our Services

We understand that the first step to achieving impactful results is aligning our clients' mindset and expectations with the value we provide. Through careful positioning and strategic communication, we ensure that our clients recognize the importance of our services and are primed to receive the full benefits of our collaboration.



## Branding and Brand Creative

*We create compelling brand stories with every design, crafting a unique identity that resonates with your target audience. Our branding and product design services ensure your brand stands out in a crowded market, effectively communicating your values and vision.*



## Digital System Development

*We help you digitize your business operations, enabling you to achieve your goals with speed and sustainable quality. Our custom-made resource management systems are tailored to your specific needs, allowing you to track and manage growth effectively.*




## Digital Marketing

*Our digital marketing strategies are designed to enhance your reach and connect you with your target audience on a global scale. We leverage the latest tools and techniques to create impactful campaigns that drive engagement, increase brand awareness, and boost sales.*



## ICT Consultancy & Training

*In today's information-driven era, managing costs and creating an organized system is crucial to business success. We provide expert consultancy and training services, ensuring that your business systems are optimized for efficiency and scalability.*



---

# Why we think we are your best option

*We understand how challenging it can be to find a trustworthy digital marketing partner in a crowded market where many overpromise and underdeliver. The frustration of spending time and money on solutions that don't work often leaves business owners feeling disillusioned and forced to take on marketing themselves, which can hurt their business in the long run.*

*At Malefia Solutions, we're committed to changing that by providing reliable, transparent services that deliver real results, so you can focus on what you do best—growing your business.*

## 1 Proven Expertise

With years of experience and a track record of success, Malefia Solutions has the expertise to help your business navigate the digital landscape. We combine our knowledge of technology and marketing to deliver results that matter.

## 2 Comprehensive Services

From branding and digital marketing to ICT consultancy and system development, we offer a full suite of services that address all aspects of your digital transformation journey.

## 3 Commitment to success and Tailored Solutions

We understand that every business is unique, and we tailor our services to meet your specific needs. Our solutions are designed to align with your business goals, ensuring you achieve the best possible outcomes.

## 4 We are not greedy

We operate with integrity and transparency, ensuring that our clients receive honest and fair service. Our ethical practices have earned us the trust and respect of our clients and partners.





# **giving back to the community**

*At Malefia Solutions, we believe in the importance of giving back to the community. Our CSR initiatives focus on digital inclusion, empowering individuals and organizations through technology. We are committed to building digital skills, supporting social enterprises, and creating opportunities for underrepresented groups.*

*Our CSR efforts are guided by three strategic program pillars:*

## **Building Digital Skills**

We provide training and resources to help individuals and businesses develop the digital skills necessary to thrive in the modern economy.

## **Supporting Social Enterprises**

We collaborate with social enterprises to leverage technology in ways that drive positive social impact.

## **Employee Engagement with Purpose**

We encourage our employees to get involved in meaningful projects that align with their values and contribute to the greater good.

# case Study

Rebranding & Brand Positioning | Online Market research and target segmentation |  
Digitalization | Continuous Marketing Campaign

## ■ Challenge

*Yetenaweg had been compiling contents and operating in a very dormant manner in the overall social media engagement. It faced a challenge of brand recognition amongst the public yetenaweg aims to reach.*

## ■ Solution

*A rebranding was done with new brand colors and positioning. Yetenaweg was to be positioned as the place for health-data-mentorship engine by highly professional of volunteers. the website was developed and other social media designs were standardized with the brand essence.*

## ■ Results

*Yetenaweg now is a bigger brand name in healthcare holding a close relation with major stakeholders in the healthcare both internationally and locally. Yetenaweg now has a continuous program to keep the target audience engaged and closer to the brand.*



# A Few of our Projects

Branding and Product Design | Digital Marketing | Digital System Development | ICT  
Consultancy & Training | Corporate Social Responsibility (CSR)



For reference feel free to contact and get information about our service, we would like to be honest and we believe in service quality we offered.



# Our Core Team

Malefia Solutions is driven by a team of dedicated professionals who bring a wealth of experience and expertise to the table. Each member of our team plays a crucial role in ensuring the success of our clients

## Phanueal Workneh

Co-founder and General Manager

*Passionate about technology and marketing, Phanueal leads Malefia Solutions with strategic expertise in ICT, digital tools, and marketing.*



## Robel Eshetu

Social Media Team Lead

*Robel drives client success with tailored content and strategic communication, leveraging his expertise in business management and customer service.*



## Bethel Tesfaye

Marketing & Strategy Specialist

*Bethel excels in strategic planning and project management, guiding clients through complex markets for sustainable growth and success.*



## Abenezer Tilahun

Researcher & Creative

*Abenezer combines 3D artistry and research to create visually compelling content, enhancing clients' branding and delivering impactful results.*





# *Thank You!*



## Our Contact:



+251 923 251 338  
+251 11 6 139 777



[www.malefia.net](http://www.malefia.net)



[info@malefia.net](mailto:info@malefia.net)  
[phanueal.w@malefia.net](mailto:phanueal.w@malefia.net)



Megenagna, Mulugeta  
Building 501, Addis  
Ababa, Ethiopia