

CAPABILITY STATEMENT 2010

LB **LANGMEAD & BAKER**
MEDIA & CONSULTANCY



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Our Firm

Langmead & Baker is an international consultancy firm providing a range of research, analysis and implementation skills to the public, private and not-for-profit sectors.

Its directors have more than 40 years of experience between them, and their qualifications include a PhD in Finance, an LLB (Hons) and two MBAs.

Our Business

We specialise in providing hands-on client-oriented support, using a combination of quantitative and qualitative skills to provide the information, answers, solutions and tools you require.

Our Services

Our services are customised to meet each new set of circumstances; the common thread is:

- » understanding your requirements;
- » gathering the necessary information;
- » analysing it;
- » presenting it in a useful way.

This could mean:

- » monitoring and evaluation;
- » feasibility studies;
- » value chain analysis;
- » opportunity scoping;
- » business valuations;
- » market or competitor analysis;
- » internal or external publishing.

Commitment

We do the work personally - we don't delegate to trainees and students. We immerse ourselves in the issue in hand, going that extra mile and tackling each project with an enthusiasm and commitment second to none.

Understanding

The watchword of our work is communication. Our skill is in understanding your requirements, using our initiative and producing the information you need, communicated in a clear, concise and useable manner. Our international perspective and business acumen is borne of decades managing our own businesses in Europe, Asia and Africa.

Our Experience

Our experience spans continents and encompasses projects as diverse as agribusiness, mining, transport, publishing.

Recent projects include:

Agribusiness

- Feasibility study of the value chain for organic cotton in Zambia, for Solidaridad/ Woord en Daad.
 - Shortlisting and selection of organisation to implement the five-year multi-million dollar Market Improvement for Food Security, Rural Income and Natural Resource Conservation Programme, Community Markets for Conservation (COMACO) Phase II project on behalf of the Royal Norwegian Embassy, Lusaka.
 - Assessment of the development of the Economic Diversification Component of the Sida-Amhara Rural Development Programme, SARDP III in Amhara State, Ethiopia (SIDA).
 - Statistical analysis of project on dairy and beef farmers for USAID Profit, Zambia.
 - Preparation of programme document for the extension of the Sida-Amhara Rural Development Programme (SARDP III) for Amhara National Regional State, Ethiopia.
 - Market Assessment Study for the Ethiopian Nile Irrigation and Drainage Project (Phase II) in Amhara National Regional State (ANRS) and Oromiya National Regional State (ONRS), in Ethiopia
 - "Cassava Market Research Study", a report for the Smallholder Enterprise and Marketing Programme (SHEMP) under the Ministry of Agriculture and Cooperatives.
 - "Market Research for Paprika and Spices in Zambia", a report for the Smallholder Enterprise and Marketing Programme (SHEMP) under the Ministry of Agriculture and Cooperatives (in conjunction with High Value Horticulture Ltd).
 - "An Assessment of Agribusiness Opportunities in Western Province, Zambia", for the Zambia Agribusiness Technical Assistance Centre (ZATAC), a USAID project.
 - Compilation of a business plan on a proposed soybean extraction plant Lusaka, Zambia.
 - Research, including discussions with various donor agencies, on implementation of agricultural development projects with an economic impact of US\$2 billion in Thailand for a large UK exporter.
 - In-depth research on the Thai rice seed market for a US agro-industrial group.
- Accounting and marketing support for a Zambian farm and essential oils producer.

Transport

- Opportunity scoping and research for a UK plc in Thailand and Cambodia.
- Assessment of the suitability of a potential distributor in Cambodia on behalf of an international manufacturer.
- Support to UK aerospace company in connection with its bid for the construction supervision contract for the terminal at the New Bangkok International Airport, and other transport infrastructure projects in the region.
- Political risk assessment of Cambodia for multinational seeking new markets.
- Feasibility study and government negotiations on re-opening and de-

velopment of an international airport in Cambodia on behalf of an international aerospace conglomerate.

- Financial Feasibility Study of the Maintenance Division of Thai Airways International for UK aerospace company.
- Business and investment report for proposed Area Control Centre in Asia.
- Feasibility study and advice to the Royal Government of Bhutan on provision of an emergency rescue and commercial helicopter service.

Publishing

• Production of Focus magazine, the quarterly in-house publication of Lafarge South East Africa.

• Publishing of Tax Policy Issues in Zambia: Selected Papers, supported by DFID.

Publishing of Development Zambia magazine, a monthly magazine for the development community.

Publishing of The Zambian Marketer, the quarterly journal of the Zambia Institute of Marketing.

Publishing of The Insurance Magazine, the quarterly journal of the Zambia Institute of Insurance.

• Production of guide for the Public Expenditure Management and Financial Accountability (PEMFA) programme (DFID/Zambian Ministry of Finance and National Planning).

- Dialogue and Management Express magazines for the British Council.
- Yell'o staff magazine for MTN Zambia Ltd.

Mining

• Production of sustainability report (environmental, social and economic impact, using GRI guidelines) for Zambezi Resources plc.

• Market research on the Zambian mining bus-bar sector for GE Corner of the UK

Other

• Part of a consortium for the Gates Foundation-sponsored World Cup 2010 Malaria Awareness campaign.

• Assessment of the strengths and weaknesses of a major Asian property development conglomerate.

• Consultancy and business planning for a European hotels company expanding in the Asia.

• Consultancy and business plan compilation for a Thai garment manufacturing company looking to raise additional capital for expansion.

Clients

Past and present clients

- » Department for International Development (DFID)
- » Swedish International Development Agency (SIDA)
- » Royal Norwegian Embassy
- » World Bank
- » Profit (USAID)
- » Conservation Farming Unit (CFU)
- » Dunavant (Zambia) Ltd
- » GE Corner Ltd
- » BAE Systems plc



Our Team

Dr Peter Langmead has 32 years of multi-disciplinary experience ranging from economic appraisal and financial analysis of private and public sector projects, and econometric and statistical analysis, to market analyses and the identification of business opportunities, investment and portfolio analysis, agricultural extension communications and training, databases and data management, and project management.



He has a PhD and MSc in Finance and an MBA.

He has spent all his working life in the international field, in Africa, Asia and the Middle East, and has worked for public and private companies, governments, and multilateral agencies on behalf of organisations such as SIDA, UNDP, FAO and the World Bank.

Gillian Langmead is a financial journalist, publisher and consultant with an international perspective.



She has more than 25 years of experience in the communications, media, research, publishing and information fields, 14 years of which have been spent in Asia and Africa. She is a Contributing Editor to The Banker (an FT publication) and former Asia Contributing Editor for Euromoney magazine.

Her career has extended from financial journalism to aviation sector analysis, while an MBA has added a structured approach to business and project development initiatives. She has a particular interest in privatisation and the interface between the public and private sector, enhanced by a law degree. Interpersonal skills have been developed over a broad range of cultural backgrounds, honed by interviews with people ranging from small-scale farmers to company presidents and government ministers.

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