

AZAD Legal Ethiopia

Completed Website Content Questionnaire

Purpose	Content and functional direction for the public website and its service-request process.
Operating model	The website is the entry point. A client submits a request; an administrator reviews it, assigns the appropriate professional, and the service continues by email, telephone, or scheduled consultation.
Scope principle	Simple, professional, mobile-friendly, and easy for the administrator to update without developer assistance.

Important content note

Items marked **To be confirmed** must be supplied and approved by AZAD Legal Ethiopia before launch. The developer should use editable placeholders in the content-management system and must not invent or publish unverified claims.

1. Motto / Tagline

Recommended tagline

Legal clarity. Business made easier.

Meaning

The tagline presents AZAD Legal Ethiopia as a practical point of access for legal advice, business establishment, regulatory support, and related concierge assistance in Ethiopia. It should communicate clarity, responsiveness, and convenience without guaranteeing a particular legal or commercial outcome.

2. Services

Legal Consultation and Advisory

Short description: Practical legal guidance for individuals, entrepreneurs, investors, and established businesses operating in or entering Ethiopia.

Full description and typical process: The client submits a short description of the matter. An administrator reviews the request and assigns a suitable legal professional. The professional then follows up by email or telephone and, where needed, schedules a consultation.

Sub-services: General legal consultation; commercial and corporate advice; regulatory guidance; legal research and written opinions.

NGO and INGO Legal, Compliance, and Operational Support

Short description: Specialised legal and compliance support for Ethiopian civil society organisations, international NGOs, charitable organisations, foundations, and development partners.

Full description and typical process: Support is tailored to the organisation's registration status, programmes, workforce, agreements, reporting duties, and engagement with Ethiopian authorities. After an initial assessment, an appropriate legal or compliance professional is assigned to provide advisory, documentation, representation, or training support.

Sub-services: NGO and INGO registration and renewal; Civil Society Organisations Authority compliance; governance documents and board matters; programme and partnership agreements; donor and grant compliance; regulatory reporting; employment and HR support; office closure and phase-out support; legal representation before relevant authorities.

Employment, HR, and Workplace Advisory

Short description: Legal and practical employment support for employers, NGOs, INGOs, companies, and employees in Ethiopia.

Full description and typical process: The assigned professional reviews the employment issue, applicable documents, workplace policies, and legal requirements, then provides advice, drafts or reviews documents, or supports the organisation through the appropriate process.

Sub-services: Employment contracts; HR manuals and workplace policies; disciplinary and grievance procedures; performance management; termination and redundancy; employee benefits; workplace investigations; labour disputes; labour-law compliance reviews.

Legal, Compliance, HR, and Corporate Training

Short description: Customised professional training for management teams, HR staff, employees, boards, NGOs, INGOs, and companies.

Full description and typical process: Training may be delivered in person or online after the subject, participants, objectives, duration, and materials are agreed. Programmes should be adapted to the client's sector and operational risks.

Sub-services: Ethiopian labour law; HR compliance; workplace conduct and sexual-harassment prevention; contract management; NGO compliance; corporate governance; management responsibilities; regulatory compliance; legal-risk awareness.

Company Setup and Registration

Short description: End-to-end support for establishing a new business presence in Ethiopia.

Full description and typical process: Support may cover selecting an appropriate structure, preparing the required information and documents, coordinating applications, and guiding the client through registration and post-registration steps. The exact scope and professional fee are confirmed after reviewing the request.

Sub-services: New local company registration; foreign-owned company setup; branch office setup; representative office setup; trade-name and registration support; post-registration guidance.

Investment Permit and Market Entry Support

Short description: Legal and practical assistance for local and foreign investors evaluating or establishing operations in Ethiopia.

Full description and typical process: The service helps clients understand investment requirements, prepare applications and supporting documents, coordinate with relevant authorities, and complete the required establishment steps. Relevant legal or business professionals are assigned according to the request.

Sub-services: Investment-permit advisory and processing; market-entry orientation; investor documentation; capital-registration guidance; legal and regulatory coordination; incentives and duty-related guidance; local implementation support.

Commercial Registration, Business Licensing, TIN, and Regulatory Permits

Short description: Assistance with obtaining and maintaining the registrations, licences, tax identification, and sector permits required to operate in Ethiopia.

Full description and typical process: The assigned professional reviews the proposed business activity and legal structure, identifies the applicable authority requirements, prepares or reviews documents, and represents or assists the client during the relevant process. Government processing times remain outside AZAD's control.

Sub-services: Commercial registration; trade-name registration; commercial or business licence; Taxpayer Identification Number (TIN); sector-specific licences and permits; renewals; amendments; regulatory follow-up.

Corporate Changes and Governance

Short description: Support for legally documenting and implementing changes within an existing company.

Full description and typical process: The service may include reviewing the proposed change, preparing corporate documents, guiding approvals, and supporting filings or updates with relevant authorities.

Sub-services: Share transfers; capital changes; amendments; director or manager changes; registered-office changes; restructuring support; corporate resolutions.

Compliance and Corporate Support

Short description: Ongoing legal and administrative support that helps a business maintain orderly records and meet applicable obligations.

Full description and typical process: After reviewing the client's needs, AZAD assigns a relevant professional to advise on recurring or one-time compliance matters. The website should not present this as an automated compliance guarantee.

Sub-services: Corporate-record support; compliance reviews; renewal reminders; regulatory updates; document coordination; ongoing advisory retainers.

Contracts and Commercial Documents

Short description: Drafting and review of contracts and other business documents tailored to the client's transaction.

Full description and typical process: The client submits a brief and may upload relevant documents. A legal professional confirms the scope, required information, timing, and fee before work begins.

Sub-services: Contract drafting; contract review; memoranda of understanding; terms and conditions; policies; commercial correspondence.

Legal Representation and Dispute Resolution

Short description: Representation and procedural support before courts, arbitral tribunals, administrative authorities, regulatory offices, and other legally competent bodies.

Full description and typical process: After conflict and eligibility checks, a legal professional reviews the matter and confirms the proposed representation, forum, documents, scope, professional fee, and next steps. Acceptance of an online request does not by itself establish a lawyer-client relationship or guarantee representation.

Sub-services: Court litigation; arbitration; negotiation and settlement; administrative proceedings; regulatory hearings; appearances before authorities and public offices; enforcement and procedural follow-up.

Work Permit, Residence Permit, and Immigration Support

Short description: Advisory, document preparation, representation, and process support for employers, expatriate employees, investors, and accompanying family members.

Full description and typical process: The assigned professional assesses the applicant's status and purpose, identifies the required documents, supports the employer or applicant through the relevant work-permit and residence-permit procedures, and follows up with competent authorities where authorised.

Sub-services: Work-permit applications and renewals; residence-permit applications and renewals; employer documentation; visa and immigration guidance; expatriate compliance; dependent and family documentation; authority representation and follow-up.

Rent, Real Estate, and Immovable Property Advisory

Short description: Legal advisory and transaction support concerning leases, rental arrangements, buildings, land-use interests, and other immovable-property matters.

Full description and typical process: A legal professional reviews the parties, ownership or entitlement documents, proposed transaction, regulatory requirements, and contractual risks before advising on the appropriate process. Services are subject to applicable restrictions on ownership, investment, landholding, and registration.

Sub-services: Residential and commercial lease review; rent agreements; property due diligence; acquisition and disposal advisory; construction and real-estate contracts; title and document review; registration and authority follow-up; property disputes.

Business Concierge and Administrative Support

Short description: Practical coordination services for clients who need local assistance alongside legal or company-setup work.

Full description and typical process: Concierge support is provided according to the client's request and may involve coordinating appointments, documents, service providers, and administrative follow-up. Regulated legal work is handled by an appropriate legal professional.

Sub-services: Appointment and meeting coordination; document collection and delivery coordination; translation or notarisation coordination; local service-provider coordination; administrative follow-up; relocation and operational referrals where available.

3. About Us

Firm history

AZAD Legal Ethiopia is being developed as an Ethiopia-focused legal consultancy and business-support practice designed to make it easier for clients to obtain appropriate professional assistance. The public website will serve as the first point of contact: it will collect the client's request, allow the administrator to assign the right professional, and move the engagement to direct email, telephone, or consultation.

Founding year, founder wording, and any formal firm-registration details: To be confirmed before publication.

Mission

To provide clear, responsive, and practical access to legal, company-setup, regulatory, and business-support services for clients operating in or entering Ethiopia.

Values

- Professional integrity and confidentiality
- Clear communication and practical guidance
- Responsiveness and client-focused service
- Appropriate assignment of qualified professionals
- Respect for applicable laws, professional duties, and regulatory processes

Milestones

Do not publish years in practice, client names, case outcomes, transaction values, or sector statistics unless they are documented and specifically approved. The content-management system should allow verified milestones to be added later.

4. Team

Initial presentation

The site should initially feature only approved partners, senior professionals, or principal contacts. Each published profile should include full name, professional title, short biography, areas of practice, languages, qualifications or admissions where applicable, and a professional photograph.

Names, titles, biographies, photographs, qualifications, and specialisations: To be supplied and approved before publication.

Profile-page approach

Create individual pages for partners and senior professionals. Other team members may appear on a shared team page unless AZAD later decides otherwise. The administrator must be able to add, edit, reorder, publish, unpublish, and remove profiles.

5. Contact and Location

Public contact details

Office address, map location, telephone, WhatsApp number, general email address, and business hours: To be confirmed before publication.

Recommended business-hours placeholder

Monday-Friday, local business hours, excluding public holidays. Replace this text with approved hours before launch.

What happens after a form submission

1. The client receives an immediate acknowledgement email with a request reference number and a notice that the submission does not by itself create a lawyer-client relationship.
2. The administrator receives an email notification and sees the request in the administration area.
3. The administrator reviews the selected service, contact details, description, and any uploaded documents, then assigns an appropriate legal or related professional.
4. The assigned professional and the client receive an assignment or introduction email. The professional continues the service by email, telephone, or scheduled consultation.
5. Internal status options should be limited to **New, Assigned, Contacted, and Closed**.

The administrator must be able to edit intake questions and required-document guidance for each service. A complex workflow builder is not required.

6. Credentials and Recognition

Awards, rankings, memberships, and press

Publish only credentials that can be verified and that AZAD has approved. No awards, rankings, memberships, notable-client claims, or press mentions should be displayed at launch unless supporting information is supplied.

Client testimonials

The website may include a testimonials section that is hidden at launch. The administrator may publish testimonials later only with the client's permission and after reviewing confidentiality and professional-conduct requirements. Do not use fabricated testimonials or stock quotations.

7. Primary Call-to-Action

Primary action

Submit a Service Request

This should be the most prominent action across the website. It should open a short, service-specific intake form asking for the client's name, organisation if applicable, email, telephone/WhatsApp, selected service, brief description, preferred contact method, and optional supporting documents.

Secondary actions

Book a Consultation, **Call Us**, and **Send a WhatsApp Message**, using confirmed contact details before launch.

8. Additional Requirements

Blog and legal updates

The administrator must be able to create, edit, preview, save as draft, schedule, publish, unpublish, and delete daily blog posts and legal or business updates. Each post should support a title, URL slug, summary, formatted body content, author, publication date, category, tags, featured image, search-engine title and description, and social-sharing image. Blog posts should be searchable and easy to share.

Payments

Do not integrate Chapa, Telebirr, or another online gateway in the initial release. After the assigned professional reviews the request and the parties agree on scope and fees, payment may be made by bank transfer and confirmed manually by the administrator. The system should be capable of adding an online gateway later without rebuilding the website.

Content management

The administrator should be able to update normal page content, services, team profiles, contact details, frequently asked questions, blog posts, intake questions, document guidance, and basic search-engine metadata without editing code.

Privacy, security, and legal notices

Include a privacy notice, website terms, cookie notice where applicable, and a clear disclaimer that website information is general and does not constitute legal advice. Uploaded documents and client information must be access-controlled, transmitted securely, stored only as necessary, and handled in accordance with applicable law and professional confidentiality duties.

Design and accessibility

Use a polished, trustworthy, and easy-to-navigate design inspired by the clarity of modern legal-service websites, without copying another site's protected content or visual identity. The site must work well on phones, load quickly, use clear

typography, and follow practical accessibility standards. Launch in English, with the structure prepared for Amharic or additional languages later if required.

Recommended pages

Home; About; Services overview; individual service pages; Team; Blog/Insights; Frequently Asked Questions; Submit a Service Request; Book a Consultation; Contact; Privacy Notice; Website Terms; Disclaimer.

Delivery priority

Prioritise the public website, service intake, professional assignment, email notifications, consultation booking, simple internal request management, blog publishing, and secure administration. A full client portal, automated legal workflow, automated billing, and online payment gateway are outside the initial scope unless separately approved.