

Market Entry Research

New markets may signify new opportunities but they equally signify new risks, we help our clients by examining all sides of the coin in markets and sectors they intend to do business in within Africa, employing a mix of their own requirements as well as our local knowledge.

- **Sector analysis:** Research to understand new markets and sectors as a whole, from the opportunities to product and service gaps, guiding legislation, future prospects and other issues.
- **Competitive analysis:** Mapping out the presence and network of competitors in markets of interest and understanding their strengths as well as operating strategies .
- **Strategy development:** Supporting client strategies by understanding their product offering and advising on what strengths they would have in local markets and how to navigate local challenges successfully.
- **Market surveys:** Conducting market surveys and research to see how disposed the target population would be to a new product or service. These surveys are carried out with an understanding of the different demographics of the target market, cultural sensibilities and peculiarities.
- **Partner identification:** Identifying potential partners for a market entry strategy, ranging from distributors, to marketing, communications and other specialties critical for success in local markets.
- **Added services:** These non-standard services involve areas of market research that may be unique to the specific client. Added services may include custom requests to support the original brief, such as screening of employees to be hired by the local operations of the client, risk advisory for the potential site of operations or the general region where the business is to operate etc.

South Africa

Angola
Botswana
Lesotho
Malawi
Mozambique
Namibia
Swaziland
Zambia
Zimbabwe

Kenya

Ethiopia
South Sudan
Tanzania
Uganda
Rwanda
Burundi
Central African Republic
DRC
Republic of Congo
Equatorial Guinea
Gabon
Cameroon

Nigeria

Ghana
Cote d'Ivoire
Benin
Togo
Burkina Faso
Mali
Guinea
Senegal
Gambia
Sierra Leone
Liberia