



AFRICA HOUSE

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Market Entry Studies

For Companies Wanting to Expand their Presence in
Key Markets in Sub-Saharan Africa

Why?

- Allows business development managers to understand:
 - The opportunity provided by a particular market or region;
 - The route to market for their company;
 - The competitive landscape at a regional (supra-national), national, or sub-national level;
 - The opportunity to enter a new market or defend market share in a current market of operation;
 - Develop a long-term sub-regional and regional expansion strategy through a thorough analysis of the drivers of growth, competitive landscape and areas of opportunity;
- Provides the tools to motivate expansion plans to boards, financiers or investors, through:
 - Accurate market sizing and forecasting;
 - Realistic growth forecasts for individual countries and regions;
 - A well-defined mapping of drivers, obstacles, growth areas, threats and opportunities;
 - Direct contact with key end users, potential partners and key intermediary organisations;

What is included?

- **Country Overview:**
 - A basic overview of the country is provided, including key economic, demographic and business related data;
 - This includes times series data of the GDP by sector, GDP by Province, population (total, urban and rural) at a national and provincial level;
 - This allows for the market to be segmented on a sub-national level, allowing for targeting of particular regions or clients;
- **Market Size and Growth:**
 - Five year historical analysis of size and growth production of the specific commodity or product in the target country;
 - Five year historical analysis of global exports and imports, by tariff code and partner country, with the target country;
 - Analysis of historical and current market size based on production plus imports, minus exports;
- **Drivers of Future Growth:**
 - Five year historical analysis of size and growth of key sectoral drivers of growth in the target country as indicators of potential;
 - Analysis of key current and upcoming projects of interest by sector. This provides both indicators of opportunity as well as actual projects for the client to engage with in the target country;
- **Competitor Analysis:**
 - The direct (in-country) or indirect (has representation) presence of key competitors in the target country or region;
 - Their capacity, production and market share over a five year period;
 - Analysis of the presence and growth in consumption of competing products or solutions as an indicator of a broader potential within a country;
- **Input Costs:**
 - For companies looking at establishing sales outlets in new markets, indicative start-up costs are provided;
 - Costs include office rental, power, water, labour, transport, accommodation and other related costs;

What is included?

- **Barriers to Entry:**
 - Import duties and additional taxes applicable in the target country (as a defence mechanism) and in regional markets (as an opportunity of barrier to entry);
 - Standards, Import bans and other non-tariff barriers to entry;
 - Consumer or end-user preferences that may act as a market inhibitor or accelerant to entry;
- **Pricing:**
 - Competitor pricing for comparable products and related products that compete with the client product;
 - Margins in the market along the value chain;
- **Report:**
 - A summary in PowerPoint format of all salient data and market trends;
 - A summary of reaction in the target market to products;
 - A transcript of all interviews conducted is provided;
 - Recommendations on the route to market and next steps forward;
- **Potential Partners:**
 - Companies that have been directly interviewed and expressed an interest in developing a business relationship with the client are profiled in terms of who they are, their sectors of operations, their key clients or projects worked on, location, staff and other areas of interest to the client;
 - Full contact details of these companies are provided;
 - Companies that are not interested in dealing with the client are profiled as well, including the reasons for their lack of interest;
- **Contact Databases:**
 - All contacts met in the course of the study, including key government officials, private sector representative bodies, potential partners, service providers in the market and other players of interest are provided in a database;
 - This allows the client to engage with potential partners, clients, service providers and others from an early stage in the project;

Who Has Benefitted From This?

- A sample of our clients who have benefitted from these market entry reports include:
 - Trade and Investment Promotion Organisations from around the world. These include national and regional bodies from Europe, Africa, North America, Latin America, Asia and Australasia;
 - Over 500 individual companies exporting into African markets or expanding their operations in existing or new markets;
 - These companies are found in the following sectors:
 - Food and beverages (South African, other African, European, Latin American and Asian);
 - Mining, and industrial sector suppliers (South African, European, Latin American, Australian, Asian and North American);
 - Civil Engineering, Infrastructure & Construction (South African, Australian, European, Asian);
 - Power sector technology and services suppliers (South African, European and Asian);
 - Oil and Gas products and services (South African, European, Latin American);
 - ICT, Telecoms & Education technology and services providers (South African, Brazilian, European, Australian and Canadian);



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