



## Nigeria Market Entry Services

### **OBJECTIVE:**

The objective of our Nigerian market entry services is to work with you to accelerate sales growth in the Nigerian market through advanced market understanding, strategy, planning, communications, sales/channel development and logistics.

### **Phase 1 - Market Research and Analysis:**

The purpose of this phase is to answer important questions in order to establish the base foundation from which to grow your business abroad. This phase will build on existing research and knowledge to develop a more complete understanding of the key issues to enter and grow in international markets.

**Timing:** 6-8 weeks

Some important questions include:

- Which geographical Nigerian markets should be targeted first?
- What are the key market statistics? (Size, growth, etc.)
- What are the trends and drivers in the industry?
- Which parts of the target markets represent the best immediate opportunities?
- Who are your target distributors, retailers and customers?
- Who are the industry leaders? Which best practices are driving their success?

### **Phase 2 – Market Growth Strategy and Plan of Action:**

The purpose of this phase is to confirm an overall market strategy and develop a tactical action plan. It will be important to consider revenue growth and cash flow management for market development investment, and to establish an initial budget for the coming 12-18 months.

**Timing:** 6-8 weeks

Some key topics the plan will include:

- Revenue and Profit Targets
- Market Penetration
- Distribution Channels
- Marketing Communication Effort

- Sales Strategies

### ***Phase 3 – Marketing Materials and Communication Program:***

The purpose of this phase is to provide necessary promotional materials and communications efforts. This is the phase that begins to let the market know you are open for business, and ready to accept their sales orders.

*In cases where clients already have product available and sales happening in the market, we recommend moving immediately with these activities based on current knowledge, while simultaneously establishing a more complete plan for the coming year. This allows the client to advance sales during preparation for aggressive growth.*

**Timing:** 4-6 weeks

Base elements of this phase can vary depending on the selected markets, but typically include:

- News Release: copy creation and distribution to key trade magazines to target buyers and distributors.
- Sales Sheet: copy creation and printing. (2,500 copies)
- Website Development: copy creation, translation, design and web programming.
- Trade Advertisement Creation

### ***Phase 4 – Sales and Channel Distribution Development***

The purpose of this phase is to open relationships with client prospects, establish sales channels and generate sales orders. Built from the market intelligence and analysis in Phase 1, strategy design and planning in Phase 2 and sales tools established in Phase 3, we are well positioned to capture sales orders and generate revenue.

**Timing:** Continuous

### ***Phase 5 – Physical Shipment and Warehouse Operations:***

The purpose of this phase is to establish direct shipping and distribution capabilities, providing for easy order fulfillment and operations management. As direct retail clients are developed, small shipments with higher profits will gain in importance to overall profitability.

**Timing:** Continuous