



## **Wallnet Service Offering**

The following services are designed to support your business interests in growing the Nigerian market for your products and services. Wallnet provides a full series of professional services designed to provide the level of support and alignment most appropriate for your business at this time, and within your current business objectives.

### **Nigeria Market Review**

The Nigeria Market Review is designed to maximize client understanding of the general conditions of the market in a certain industry or product niche category. The Nigeria Market Review is best used by companies exploring entry to the Nigerian market, and want confirmation of their business thinking. Specific deliverables for this program include:

- **Current Industry Conditions**
- **Market Intelligence:**
  - **Market Size (sales, number of companies, number of employees)**
  - **Market Growth**
  - **Largest Competitors**
  - **Geographic Concentration**
- **Qualifying Expert Feedback on Your Business Concept**

### **Nigeria Market Entry Program**

The Nigeria Market Entry Program is designed to help you establish a presence in Nigeria through positioning and marketing material. Whether your goal is to generate direct sales, build a team of sales agents to represent you, or identify new distributor partners, this program delivers. The Nigeria Market Entry Program is best used by companies interested in actively participating in growing a Nigerian market presence and leveraging the Nigeria entry that this program establishes. Specific deliverables for this program include:

- **Nigeria Market Review**
- **Key Positioning Statement**
- **Press Release & Distribution**
- **Sales Literature (Printed)**
- **Advertising Creation**

### **Nigerian Market Sales Agency**

Many firms entering the Nigerian market want to establish a Nigerian office to enhance their position and support locally. The Nigerian Market Sales Agency provides this ability and includes the following:

- **Nigeria Market Entry Program**
- **Company contact information in Nigeria (phone, fax, postal address, etc.)**
- **An office to receive sales orders and inquires**
- **An office to execute out-bound marketing (telemarketing, direct mail, etc.) sales efforts**

- *Distribution and warehouse management support*
- *Pricing model for Nigerian market, including channel pricing*

## **Nigeria Market Management**

Some firms want full support in managing their Nigerian sales and market process. The Nigerian Market Management service adds significant and full management to the Nigerian sales and marketing management process. Services include the following:

- *Nigerian Market Sales Agency*
- *Nigerian Market Business and Marketing Plan*
- *Nigerian Trade show selection, preparation and participation*
- *Full Management of product line, sales and distribution*

## **Nigerian Market Development Partnership**

Under certain conditions, **Wallnet Business Services Limited** enters into partnerships on an equity basis with product suppliers through our **Representative Practice Division** to cooperatively develop the brand and manage the sales process. Opportunities under this model are selective, and generally follow the same process as the Nigerian Market Management, but with equity involvement from **Wallnet Business Services Limited**.

## **Nigerian Market Partner Search**

Firms that want to identify a Nigerian partner (investment, operations, distribution, etc.) can utilize the Nigerian Market Partner Search. Calling on an extensive network of industry and functional experts, **Wallnet Business Services Limited** conducts personal interviews and delivers a database to clients with details of the professional search process and introductions that maximizes success in finding the best partner for its client.

## **Nigerian Market Research**

**Wallnet Business Services Limited** delivers customized market research for those firms wanting in-depth intelligence about the Nigerian market. Customized research can include both primary and secondary data based on multiple sources of information, key industry decision-makers, trade associates, financial statistics, etc.