

# AFRICAN MARKET ENTRY RESEARCH & ADVISORY

West & Southern African feasibility study for a global tech firm.

## CHALLENGE

A global mobile money and online betting firm, with eyes on several countries, wants to expand its African market presence. Not sure which markets would be sound investments and the considerations for each unique country plus major time pressures on the BD team to get licences and make decisions, the client's internal BD team did not have the resources or know-how to consider the macro-economic, technical, legal, market, social and talent deliberations required for prosperous business decisions.

## SOLUTION

The GRM Intelligence team, empowered by a local and international network of experts, gathered extensive facts, information, and data to put together customised research projects covering Senegal, Côte d'Ivoire, and Namibia. The research would be used both as a feasibility study as well as a market entry and risk management blueprint guiding technical, product, BD, marketing, legal and senior management teams.

# CASE STUDY

## OUTCOME

The research empowered our client with over 400+ pages of key on-the-ground insights and facts on each country allowing informed decision making. The client moved into all three markets with positive revenue impact and fine-free market entry (a first for the client on the African continent).



*"GRM was instrumental in maximising opportunities and mitigating obvious and completely unforeseen risks. The marketing team in particular found the insights garnered to be unparalleled. Entering francophone Africa would have been a disaster if not for the guidance we received from the GRM team"*

