



Market Research in Africa - Understand your African Customer

Impact of Research

The African consumer has become very savvy and the markets are maturing. The customer's needs are changing constantly and global companies need to monitor them continuously. Due to increasing competition, market information has become the battleground of tomorrow within Africa. Legacy knowledge about the market is not adequate to succeed within the African markets.

Market Challenges

Africa is a diverse and challenging environment to conduct research within. An extensive coverage is required to provide the insights needed within the continent. The market is very heterogeneous and in some markets there is lack of advanced transportation and communications technologies.



Success strategies

Data quality control is a critical component of eMpulse's success strategy within the African market. State of the art field data quality assurance techniques are used to ensure that the raw data meets the necessary quality standards.

Goal: Understand your African customers by conducting Market Research

African has been growing at a tremendous rate during the past few years. It is keeping pace with the growth rate of the BRIC countries (Brazil, Russia, India and China). The market is complex and detailed knowledge of the sub-segments within the market is necessary to succeed within the African continent. A carefully designed Market Research study will help you understand the potential of African market in addition to mitigating your risks and maximizing your profits.

eMpulse Solution

eMpulse Africa specializes in supporting global companies that have a need to understand the African markets. eMpulse Africa is your partner in providing market research services within the African continent. We use a combination of quantitative research & qualitative research to provide the highest return on investment for your research money.

Some of the solutions provided by eMpulse Africa include;

- Brand launch support
- Product development research
- Mystery shopping
- Customer satisfaction monitoring
- Customer segmentation
- Advertising research

This unique offering at value price has been made possible by a great grounding in understanding of the local country markets within Africa. eMpulse's understanding of interactions within the international markets. Dramatic reduction in international communication costs & Business consulting background of eMpulse executives in globalization.

eMpulse Facts

- One of the leading Market Research agencies for Africa market research
- Established in 2007, growing rapidly by delivering high quality research



Countries Supported

Tanzania	Uganda	Kenya
Ethiopia	Rwanda	Botswana
South Africa	Zambia	Liberia
Nigeria	Ghana	Burundi

The eMpulse Difference

eMpulse provides solutions that are practical in nature. Years of experience of eMpulse management in senior leadership positions at large and small global corporations have helped us develop a unique perspective on how actions gets executed at corporations entering the African market .



Innovative Approach

Successful research agencies within Africa need to be innovative in data collections and analytics because of the unstructured nature of the markets and its behaviors. A combination of theoretically sound methods coupled with research execution savvy gives eMpulse an edge over the competition.

Case Study

Situation

A leading global retailer was in the process of exploring global markets to help them grow their top-line revenues. One of the markets of interest was Ethiopia. The cost of living index as well as absolute price points of the various consumer items had to be understood to develop a viable business model that took into account both the market as well as the supply side. eMpulse was hired to provide market information that would help the client develop an actionable country launch plan.

Research Conducted

The research was designed to be conducted using modified mystery shopping methodology. Price data as well as brand positioning information was collected by the eMpulse team across various markets within Ethiopia. The various categories of products that research was conducted on were food products, textile products, cleaning products, services and others. All this information was analyzed and synthesized by eMpulse's research executives to provide a report that listed practical and actionable recommendations.

Results

A very clear understanding of the Ethiopian retail market was provided as a result of the research. The information helped the client develop a go to market strategy that was at a fairly detailed level. The market dynamics and its implications were communicated.

The research provided confidence for the client to explore other African markets. An appreciation of the diversity of the market conditions within Africa was achieved along with a realistic understanding of the risks that might be involved in the venture.

Business Impact

Based on the understanding of the market, the comfort level of the Executives for the African market increased. Plans were developed that made the globalization venture of the client elevate to the next level.