

List of Africa Business Partner Results (as of June 2024 since 2018)

AFRICA BUSINESS PARTNERS

No	Project name	Year	Country	Region	Client industry	Client scale	Delivered Services	Client's Issues	The details of Delivered Services
143	Seeking customers and agents for a business launch in Kenya	2024	Kenya	East Africa	Machinery, equipment	Unlisted Net sales: 100 billion yen Employees: 150	Research and Strategy development Sourcing local partners and customers	While the company had decided to launch a business in Kenya, it requested support because it was unable to decide on specific products, customers, and sales methods.	Seeking out prospective customers and prospective agents and supporting decisions on business directions and preparation of internal data
142	Research and business buliding support for a Global South project	2024	Kenya	East Africa	Undisclosed	Listed on the TSE Prime Market Net sales: undisclosed Employees: undisclosed	Research and Strategy development Sourcing local partners and customers Business launch support	In conducting a subsidized business, this company needed support for activities of local experts in researching the market and proposing a business model as well as the support of experts on regulatory practicalities.	We provided support for local research and business model planning by this company, chosen for the METI Global South program, as well as finding partners, settling expenses, and preparing reports.
141	Preparing long lists for investment, business cooperation, and prospective customers, developing short lists based on these, and supporting negotiations	2024	South Africa, Kenya Morocco	Southern Africa, East Africa, North Africa	Chemical industry	Listed on the TSE Prime Market Net sales: 900 billion yen Employees: 500	Sourcing local partners and customers	To launch its business in Africa, this company needed to decide on local firms for investment, business cooperation, and prospective customers. It needed support because it lacked such information and was unsure which companies had advantages.	We sought out a wide range of partners that fit with its business directions and strengths and prepared long lists. We developed short lists based on these through discussions and supported negotiations with firms on the short lists.
140	Support for seeking and negotiating with local firms as prospective investments and business partners	2024	Kenya, Nigeria	East Africa, West Africa	Other manufacturing	Listed on the TSE Prime Market Net sales: 1.7 trillion yen Employees: 54,000	Sourcing local partners and customers	The company needed support for visits and negotiations in choosing prospective investments and business partners in Africa.	We chose local firms as prospective investments and business partners and set up meetings.
139	Support for obtaining internal approval for launching an African business	2024	Africa	Africa	Chemical industry	Listed on the TSE Prime Market Net sales: 900 billion yen Employees: 500	Business launch support	There was a need to decide on businesses and courses of action and collect data to obtain internal support in launching a business in Africa for the first time.	We described the state of the industry in Africa and discussed business directions in accordance with the company's strengths and overall strategies. We provided the necessary information and evidence, which contributed to the president's approval.
138	Data analysis to make the Africa business more profitable	2024	20 African countries	Africa	Undisclosed	Listed on the TSE Prime Market Net sales: undisclosed Employees: undisclosed	Research and Strategy development	The company was considering cutting costs to make its business more competitive, and it wanted to conduct data analysis to make practical decisions.	We provided an analysis of large-scale data to propose cost-cutting measures for a company already doing business in Africa.
137	Due diligence on a local firm in Nigeria	2024	Nigeria	West Africa	Machinery, equipment	Listed on the TSE Prime Market Net sales: 2.6 trillion yen Employees: 50,000	Sourcing local partners and customers	In considering trading with local firms, the company was uneasy about business conditions and compliance.	We researched the relevant local firms and reported on their business conditions, performance, alliances, and compliance risks.
136	Support for establishing a subsidiary in Nigeria	2024	Nigeria	West Africa	Undisclosed	Unlisted Net sales: undisclosed Employees: undisclosed	Business launch support	The company needed support for registration and various records in setting up a subsidiary in Nigeria.	We provided information on the procedures necessary before starting to do business in Nigeria based on its business details and various requirements and then supported it in registering for incorporation and obtaining a business license.
135	Seeking customers to grow sales of industrial machinery in Africa	2024	Morocco, Côte d'Ivoire, Senegal, Mauritania, Congo, DRC, Gabon	North Africa	Machinery, equipment	Listed on the TSE Prime Market Net sales: 560 billion yen Employees: 18,000	Sourcing local partners and customers	In aiming for business growth through sales enhancement, a list of prospective customers satisfying the necessary items was necessary on the preparation of systems for new customer development by national sales human resources.	We sought national manufacturers that could be customers for company products, collected their information, and submitted it in list form. We used ABP's amassed industry and business information, insights, and networks to find customers for industrial machinery.
134	Support for strategy development in launching the manufacturing business in Africa	2023 to 2024	South Africa, Egypt, Nigeria, Kenya, Ethiopia	Africa	Other manufacturing	Listed on the TSE Prime Market Net sales: 1.7 trillion yen Employees: 54,000	Research and Strategy development Sourcing local partners and customers	In preparing strategies for the Africa business and deploying them internally, this company faced the challenge of an inability to ascertain basic information and a sense of the local industry.	We began by choosing subject countries from an overview of the state of the industry in Africa's 54 countries and then calculated market size and estimated the business growth potential from the state of product penetration and product levels in the industry in each country, trade, supply chains, and future industry and macroeconomic trends. We listed prospective customers and investments in the market and chose methods of business organization and promising candidates. We decided which countries to approach and with whom to partner through discussions.
133	Due diligence on a local firm in Benin	2024	Benin	West Africa	Automobiles, motorcycles	Listed on the TSE Prime Market Net sales: 20 trillion yen Employees: 200,000	Sourcing local partners and customers	For local firms with which transaction negotiations were proceeding, we did background checks on factual matters, checked business growth potential, and identified risk factors.	We researched these local firms to identified transaction risks involving such matters as their founders and business conditions, reputations in the industry, and cash flows.
132	Africa startup business support	2024	Kenya, Nigeria, Uganda, Benin, Senegal	East Africa, West Africa	Other	METI	Business launch support	This required specialized knowledge of business support in Africa.	We provided business support and support for hiring national staff to multiple selected firms under METI's support for Japan-affiliated startups in Africa and J-Partnership support program for large firms.
131	Advising on business startup	2024	Kenya	East Africa	Undisclosed	Unlisted Net sales: undisclosed Employees: undisclosed	Business launch support	On the first entry to Africa, it was unclear what kinds of businesses were feasible and in which countries, even after researching information and speaking with related parties. While it had considered business in Kenya, it was unsure whether this was the right choice.	Facilitation while providing information on how it was possible to start a business, in which countries, and with what kinds of products

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130	Support for new product development and launching new businesses in Africa	2023 to 2024	Africa	Africa	Automobiles, motorcycles	Subsidiary of a company listed on the TSE Prime Market Net sales: undisclosed Employees: undisclose	Research and Strategy development Business launch support	Forced to launch new products and business models due to the changing business environment, this company is considering new product development and launching new businesses in Africa. It needed in-depth knowledge of African industrial structures and demand as well as advice on business potential.	We proposed strategies with a competitive advantage based on the company's strengths through facilitation while providing information on how it was possible to start a business, in which countries, and with what kinds of products. We also conducted a survey to verify strategic hypotheses.
129	Practical administration on incorporation and side-by-side business support after the decision by a consumer goods manufacturer to enter the Africa market	2023 to 2024	Kenya	East Africa	Food products, consumer goods	Listed on the TSE Prime Market Net sales: 95 billion yen Employees: 4,000	Business launch support Finding local partners and customers Planning and executing sales promotion strategies	This company, which decided to launch a business in Kenya through research and strategy development with ABP support, needed us to conduct complex practical startup procedures on its behalf and side-by-side support in the startup phase, which required power.	Support for practical startup procedures in launching a business in Kenya. We provided side-by-side support as needed in the first year in the areas of incorporation procedures, choosing local partners, hiring, labor management, channel setup, sales strategy proposal, and launching the sales organization.
128	Supporting a general trading company in setting up a business in Africa	2023 to 2024	Africa	Africa	General trading company	Listed on the TSE Prime Market Net sales: 9.8 trillion yen Employees: 67,000	Research and Strategy development	While we had conducted numerous surveys and information collection activities, to promote proactive business development, it required comprehensive knowledge and insights into the Africa market and business environment as well as flank support to assist in hypothesis building.	We organized and provided information to suggest ways of approaching the market, business opportunities, and future policies in the multiple countries and industries the company is focusing on. We also provided flank support for strategy development by providing issues and necessary information for thinking about hypothesis building.
127	Seeking customers to grow sales of industrial machinery in Africa	2023	Egypt	North Africa	Machinery, equipment	Listed on the TSE Prime Market Net sales: 450 billion yen Employees: 17,000	Sourcing local partners and customers	In aiming for business growth through sales enhancement, a list of prospective customers satisfying the necessary items was necessary on the preparation of systems for new customer development by national sales human resources.	We sought national manufacturers that could be customers for company products, collected their information, and submitted it in list form. We used ABP's amassed industry and business information, insights, and networks to find customers for industrial machinery.
126	Due diligence on a local firms in Ghana	2023	Ghana	West Africa	Machinery, equipment	Listed on the TSE Prime Market Net sales: 2.6 trillion yen Employees: 50,000	Sourcing local partners and customers	This company needed credit research in considering transactions with local firms, but it was unable to obtain such information due to its rural location.	We researched the local firms and reported on their business conditions, performance, and compliance risks.
125	Planning, research, and reporting for preparing an industry map of East Africa	2023	Kenya, Tanzania, Uganda, Rwanda	East Africa	Other	JICA Kenya Office	Research and Strategy development	This client needed research on business summaries of specific industries in East Africa and specific names of local firms related to the industries to support business by Japanese firms.	We researched the businesses of agricultural machinery and materials, digital mobility, and EVs in four East African nations and prepared industry maps in a form often used in Japan as well as relevant reports.
124	Seeking customers to grow sales of industrial machinery in Africa	2023	Kenya, Uganda, Tanzania, Ethiopia, Rwanda	East Africa	Machinery, equipment	Listed on the TSE Prime Market Net sales: 450 billion yen Employees: 17,000	Sourcing local partners and customers	In aiming for business growth through sales enhancement, a list of prospective customers satisfying the necessary items was necessary on the preparation of systems for new customer development by national sales human resources.	We sought national manufacturers that could be customers for company products, collected their information, and submitted it in list form. We used ABP's amassed industry and business information, insights, and networks to find customers for industrial machinery.
123	Support for sales in Japan by a Kenyan firm	2023	Kenya	East Africa	Undisclosed	Kenyan firm	Sourcing local partners and customers Planning and executing sales promotion strategies	This company was looking for places to sell products it was considering exporting to Japan.	We analyzed the strengths of its products, identified multiple Japanese firms that might need such strengths as potential customers, and handled negotiations on its behalf.
122	Africa startup business support	2023	Kenya, Tanzania, Rwanda, Niger, South Africa	Africa	Other	METI, JTB	Business launch support	This required specialized knowledge of business support in Africa.	We provided business support to multiple selected firms under METI's support for Japan-affiliated startups in Africa and J-Partnership support program for large firms.
121	Market research and strategy proposal for deciding whether to launch a business in consumer goods	2022	East Africa	East Africa	Food products, consumer goods	Listed on the TSE Prime Market Net sales: 95 billion yen Employees: 4,000	Research and Strategy development Planning and executing sales promotion strategies	This company was considering launching a business in Africa. While it had researched the subject and received advice multiple times over the years, it had accumulated only fragmentary information and was unable to reach a decision.	Starting with consideration of which African countries would be good places to start, and in what ways, we researched customer demand (research conducted by visiting households), buying behavior, channel conditions, supply chains, competition, and research. In addition to ABP insights, we developed concrete proposals for business strategies that this company could implement right away, specific sales promotions, and sales and marketing methods. ABP made a presentation to the company president, and the board of directors decided to enter the Africa market.
120	Planning, research, and reporting for preparing an industry map of Kenya	2022	Kenya	East Africa	Other	JICA Kenya Office	Research and Strategy development	This client needed research on business summaries of specific industries in Kenya and specific names of local firms related to the industries to support business by Japanese firms.	We researched the businesses of agriculture, chemicals, and machinery and equipment sales in Kenya and prepared industry maps in a form often used in Japan and summarized such matters as the industrial structure, supply chains, competitive factors, regulations, multinationals with a strong presence in the market, and local firms, as well as proposing future business opportunities.

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119	Seeking customers to grow sales of industrial machinery in Africa	2022	South Africa, Botswana, Namibia, Zambia, Zimbabwe, Malawi, Mozambique, Madagascar, Mauritius, Eswatini, Angola	Southern Africa	Machinery, equipment	Listed on the TSE Prime Market Net sales: 450 billion yen Employees: 17,000	Sourcing local partners and customers	In aiming for business growth through sales enhancement, a list of prospective customers satisfying the necessary items was necessary on the preparation of systems for new customer development by national sales human resources.	We sought national manufacturers that could be customers for company products, collected their information, and submitted it in list form. We used ABP's amassed industry and business information, insights, and networks to find customers for industrial machinery.
118	Research and proposals for potential new customer development in a changing business environment	2022	Kenya	East Africa	Undisclosed	Listed on the TSE Prime Market Net sales: 17 trillion yen Employees: 200,000	Research and Strategy development	While this company has done business in Kenya for many years, it needed to develop new customers in response to the changing business environment. It was uncertain whether there was demand in Kenya, and it needed quantitative backing and evidence of whether an approach was feasible.	We conducted qualitative research on various existing customer bases to make clear the value and ways of using the products in customers' lives, and then developed hypotheses on what sales promotions would be effective for potential newly developed customers. We tested these hypotheses through quantitative research, identified new potential customers and latent demand, and proposed sales promotion approaches.
117	Fact-finding research on the sales of chemicals	2022	Nigeria, Kenya	East Africa, West Africa	Chemical industry	Listed on the TSE Prime Market Net sales: 400 billion yen Employees: 6,000	Research and Strategy development	For purposes of negotiation, this company needed to ascertain the channels and prices through which its products and those of competitors were being sold.	Fact-finding research on channels, sales conditions, and final retail prices of more than 100 products in each of the countries of Nigeria and Kenya
116	Research and preparation of data to increase sales of building materials	2022	Nigeria, Kenya, Ethiopia, Tanzania, Sudan, Angola, DRC	East Africa, West Africa, Southern Africa, Central Africa	Other manufacturing	Listed on the TSE Prime Market Net sales: 400 billion yen Employees: 6,000	Research and Strategy development	This company needed forecasts of short-term demand for sales planning for industrial material products for the construction industry.	Researching and summarizing recent industry conditions, macroeconomic conditions, and economic trends related to the construction industry through national staff
115	Advising for investment decision-making	2022	Kenya, Tanzania	East Africa	ICT	Listed on the TSE Prime Market Net sales: 5 trillion yen Employees: 50,000	Investment and M&A support	This company needed to conduct valuation grounded in facts in the market in considering investments in a local firm.	We provided information to support valuation in deciding whether to invest in a local firm.
114	Research and proposing sales strategies to recover sales of industrial materials	2022	Cameroon	Central Africa	Machinery, equipment	Listed on the TSE Prime Market Net sales: 9.8 trillion yen Employees: 67,000	Research and Strategy development Planning and executing sales promotion strategies	This company needed to identify the causes of and propose improvements for markedly poor sales of certain products in specific countries to recover their sales.	We identified the causes of the poor sales through researching and ascertaining information on demand among prospective national customers, competitor trends, sales methods of leading dealers, and the client's operations. We proposed specific products and sales strategies regarding what kinds of customers to approach, and how, to gain opportunities to increase sales of the company's products. We estimated potential market share after changing strategy.
113	Research on customers and local partners for launching a new business	2022	Tanzania	East Africa	Other services	Unlisted Net sales: 30 billion yen Employees: 100	Sourcing local partners and customers	This company needed specific information on customers and potential partners in considering launching a new business.	We identified prospective business domains and researched and proposed prospective customers and partners.
112	Sales strategy proposal for industrial machinery in francophone Africa	2022	Cote d'Ivoire, Senegal, Cameroon	West Africa, Central Africa	Other manufacturing	Listed on the TSE Prime Market Net sales: 450 billion yen Employees: 20,000	Research and Strategy development Sourcing local partners and customers Planning and executing sales promotion strategies	This company needed to refine potential business strategies from a strategic perspective since it wanted to strengthen sales in francophone Africa but had only fragmentary information.	We researched conditions of demand, competition, and supply chains in the market both qualitatively and quantitatively and proposed customer targeting, channel strategies, and product promotional measures.
111	Practical support for setting up a subsidiary in Kenya	2022	Kenya	East Africa	Machinery, equipment	Listed on the TSE Prime Market Net sales: 690 billion yen Employees: 19,000	Business launch support	This company needed practical support in connection with launching a business in Kenya.	We provided practical support related to launching a business.
110	Research and information provision for data for a global strategy meeting for a long-term strategy proposal for Africa	2022	Africa	Africa	Undisclosed	Listed on the TSE Prime Market Net sales: 10 trillion yen Employees: 70,000	Research and Strategy development	This company needed to propose future-oriented strategies for Africa in order to decide on a long-term strategy proposal for Africa in a global strategy meeting.	We provided research and summaries for the strategy meeting on forecasts for Africa's long-term future, macroeconomic forecasts, and business forecasts for the specific domain as well as industry trends.
109	Fact-finding research on sales of consumer products	2022	South Africa, Nigeria, Kenya	Southern Africa, East Africa, West Africa	Food products, consumer goods	Listed on the TSE Prime Market Net sales: 400 billion yen Employees: 6,000	Research and Strategy development	This company needed to ascertain sales channels and prices for its own products and those of competitors.	We researched sales channels and final consumer prices for the goods in three countries.
108	Sales agency and agent management support to grow sales of machinery	2022	Kenya	East Africa	Machinery, equipment	Listed on the TSE Prime Market Net sales: 17 trillion yen Employees: 200,000	Planning and executing sales promotion strategies	As it sought to grow its business, this company faced issues with agents' ability to develop new customers and management of customer information.	Together with supporting improvements in agents' sales activities and customer management, we developed new customers on its behalf and supported sales activities.
107	Support for practical procedures in setting up a subsidiary in South Africa	2022	South Africa	Southern Africa	Other manufacturing	Listed on the TSE Prime Market Net sales: 500 billion yen Employees: 5,000	Business launch support	This company needed practical support in connection with launching a business in South Africa.	We provided practical support related to launching a business.

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106	Business and sales strategy proposal support to grow the agricultural business	2022	Kenya	East Africa	Machinery, equipment	Listed on the TSE Prime Market Net sales: 15 trillion yen Employees: 180,000	Research and Strategy development Planning and executing sales promotion strategies	While this company wanted to grow sales of a product already brought to market, it was unable to ascertain market conditions and customer needs through agents and could not identify targets or carry out sales activities as a result.	We researched agricultural activities and demand among commercial and small farmers, through rural research. We categorized and ranked potential customers and then proposed sales approaches.
105	Sales promotion support for a Sudanese firm	2022	Sudan	East Africa	Other	Unlisted Net sales: undisclosed Employees: undisclosed	Planning and executing sales promotion strategies	While this company wanted to promote sales in Japan, it was unable to develop customers.	We carried out customer development on the company's behalf.
104	Africa startup business support	2022	Rwanda, Ghana, Sierra Leone, Senegal, Cote d'Ivoire, DRC	Africa	Other	METI, JTB	Business launch support	This required specialized knowledge of business support in Africa.	We provided business support to multiple selected firms under METI's support for Japan-affiliated startups in Africa and J-Partnership support program.
103	Due diligence in considering the acquisition of a local firm	2021	Kenya	East Africa	Resources, energy	Unlisted Net sales: 90 billion yen Employees: undisclosed	Investment and M&A support	This company considering investment in a Kenyan local firm asked us to perform due diligence.	We conducted business, financial, and legal due diligence for studying the acquisition of the Kenyan local firm, which was in an industrial field that has considerable growth potential.
102	Support for launching a new business in Kenya	2021	Kenya	East Africa	Machinery, equipment	Listed on the TSE Prime Market Net sales: 690 billion yen Employees: 19,000	Research and Strategy development Business launch support	This company was considering launching a new business in Kenya and needed support for business model development.	We provided side-by-side support related to the series of processes through launching the business. Together with research including industry analysis, competitor research, and research through household visits, we ascertained industry structure and consumer needs and identified target customers, and then we proposed a business model for this company's success. We shared knowledge and provided advice through activities, including revenue-expenditure modeling, regulatory research, considering synergies with the company's main businesses, and support for preparing internal written proposals.
101	Investment sourcing and seeking out business opportunities in consumer-related businesses	2021	Africa	Africa	Undisclosed	Listed on the TSE Prime Market Net sales: 14 trillion yen Employees: 47,000	Investment and M&A support Research and Strategy development	While this company was considering investment in the consumer goods domain, it lacked structural information on the market, the industry, and local firms in which it potentially might invest, which was necessary to decide on the investment.	We sourced potential firms in which it could invest in a number of industrial fields. We also provided comprehensive research and summaries on the industry background and current conditions, supply chains, channels, commercial practices, and leading local firms, to understand the industry and market and to find business opportunities.
100	Seeking business opportunities for launching a new business	2021	Morocco	North Africa	Chemical industry	Listed on the TSE Prime Market Net sales: 2.7 trillion yen Employees: 49,000	Research and Strategy development Sourcing local partners and customers	This company is considering launching a business in Morocco. It needed industry and market information to make a decision as well as the selection of prospective partners.	We conducted research locally on demand and use of the products, supply chains, and competitive conditions. We also estimated market size and forecast future demand. We prepared a list of potential partner local firms.
99	Regulatory research for bringing a new product to market	2021	Nigeria	West Africa	Chemical industry	Listed on the TSE Prime Market Net sales: 400 billion yen Employees: 6,000	Research and Strategy development	This company was considering bringing a new product to market in Nigeria, but it lacked reliable information on such matters as product registration and regulatory permits.	We used ABP's network with the authorities to check information on regulations and permits as well as the likelihood of receiving a permit.
98	Sourcing and business model development for entering the South African market through an acquisition	2021	South Africa	Southern Africa	Food products, consumer goods	Unlisted Net sales: 70 billion yen Employees: 1,000	Research and Strategy development Investment and M&A support	This company was considering doing business in South Africa through acquisition of or an alliance with a local firm.	We conducted industry research and analysis and then proposed potential partners and sourcing. We also submitted a post-acquisition business model.
97	Sourcing of acquisitions and partners in the agricultural, retail, and distribution fields	2021	Africa	Africa	General trading company	Listed on the TSE Prime Market Net sales: undisclosed Employees: undisclosed	Investment and M&A support	This company was considering acquisition of local firms in the agricultural, retail, and distribution fields	We described the industrial structure and market and competitive environments and then sourced candidate local firms.
96	Research on agricultural activities and supply chains in Nigeria and seeking agents	2021	Nigeria	West Africa	Machinery, equipment	Listed on the TSE Prime Market Net sales: 2.6 trillion yen Employees: 50,000	Research and Strategy development Sourcing local partners and customers	This company had conducted its own research on the promising market of Nigeria but was unable to reach a decision. It also was unable to carry out fieldwork in rural areas.	We researched agricultural activities and buying behavior among farmers in rural Nigeria, the actual conditions of the domestic market and distribution, and competitors' business conditions. After identifying suitable targets and sales methods, we researched and sought out prospective agents.
95	Sourcing acquisitions and partners in the healthcare field	2021	Africa	Africa	Undisclosed	Listed on the TSE Prime Market Net sales: undisclosed Employees: undisclosed	Investment and M&A support	This company was considering acquisition of a local firm in the healthcare field	We described the industrial structure and market and competitive environments and then sourced candidate local firms.
94	Due diligence on local firms in South Africa	2021	South Africa	Southern Africa	Other manufacturing	Listed on the TSE Prime Market Net sales: 1.3 trillion yen Employees: 36,000	Sourcing local partners and customers	This company was in a situation where it needed credit research on a local firm in South Africa.	We researched and reported on the local firm's business conditions, performance, and compliance risks.
93	Seeking local partners in South Africa	2021	South Africa	Southern Africa	Machinery, equipment	Listed on the TSE Standard Market Net sales: 55 billion yen Employees: 2,500	Sourcing local partners and customers	This company was seeking local firms with which to partner in launching a business	We conducted industry analysis and competitive research and then researched and proposed South African forms that could be potential partners.

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92	Market research for new product development in Nigeria	2021	Nigeria	West Africa	Food products, consumer goods	Listed on the TSE Prime Market Net sales: 400 billion yen Employees: 6,000	Research and Strategy development	This company needed hypothesis testing in the process of developing a new product planned for sale in Nigeria.	We quickly researched consumer needs online. We provided advice based on knowledge of the market and the industry.
91	Qualitative research for developing strategy for a company entering the African market	2020	Kenya	East Africa	Food products, consumer goods	Listed on the TSE Prime Market Net sales: 900 billion yen Employees: 16,000	Research and Strategy development	This global manufacturer of consumer goods was aiming to enter Kenya as a new market. It needed to decide on product courses of action and positioning vs. the competition.	We ascertained courses of action for product planning through qualitative research and household visits to identify consumer needs. We also considered the company's products' competitive advantages in the market and positioning vs. the competition.
90	Market research for new product development in Nigeria	2020	Nigeria	West Africa	Chemical industry	Listed on the TSE Prime Market Net sales: 400 billion yen Employees: 6,000	Research and Strategy development	This company needed research for ideation in launching development of a new product.	We planned, designed, and implemented in-depth, one-on-one interviews in Nigeria. During COVID-19, this company in Japan as able to participate in the interviews online.
89	Industry analysis and ascertaining information on local firms for new business creation in East Africa	2020	East Africa	East Africa	General trading company	Listed on the TSE Prime Market Net sales: 3 trillion yen Employees: 20,000	Research and Strategy development Sourcing local partners and customers	This company was considering creating a new business in East Africa. It needed industry knowledge and insights into business opportunities as well as information on local firms.	We provided industry overviews and information on supply chain structures in the candidate industrial fields and introduced contacts with key local firms.
88	Support for collecting accounts receivable and auditing operations for company operating facilities in multiple African countries	2020	Kenya, Tanzania, Uganda, Rwanda, Ethiopia, Nigeria	East Africa, West Africa	Other manufacturing	Listed on the TSE Prime Market Net sales: 1.5 trillion yen Employees: 52,000	Planning and executing sales promotion strategies	This company does business through subsidiaries and agents in six African countries. It needed common management methods. This company also needed support for collecting on accounts receivable.	We planned and adopted common management rules for six countries involving different business sizes and trading practices. We also monitored the state of their implementation and audited operations. We provided support for collecting on accounts receivable from customers.
87	Market research for a new business related to agriculture	2020	Kenya, Ethiopia, Nigeria, Ghana, Senegal, Cote d'Ivoire, Madagascar,	Southern Africa, East Africa, West Africa	Other services	Unlisted Net sales: undisclosed Employees: undisclosed	Research and Strategy development	Collection of information for launching a new business related to agriculture	We interviewed local firms and agencies in eight African countries concerning agriculture. Even during COVID-19, we were able to conduct in-person interviews with decision-makers in each country through ABP facilities, national staff, and partners.
86	Market research for new product development in Kenya	2020	Kenya	East Africa	Food products, consumer goods	Listed on the TSE Prime Market Net sales: 500 billion yen Employees: 5,000	Research and Strategy development	This company needed research to verify demand for selling a product already developed that it was considering bringing to market.	We conducted research through household visits as well as planning and design in Kenya. During COVID-19, this company in Japan as able to participate in research through household visits in Kenya online.
85	Support for formulating a business model for a new business in Kenya	2020	Kenya	East Africa	Other manufacturing	Listed on the TSE Prime Market Net sales: 1.2 trillion yen Employees: 85,000,000	Business launch support	While this company was considering a new business in Kenya, it was uncertain whether the business model was feasible.	We provided information on the business model under consideration and supported development of a business model based on an improved business idea.
84	Research for new business development in Kenya	2020	Kenya	East Africa	General trading company	Listed on the TSE Prime Market Net sales: 9.8 trillion yen Employees: 67,000	Research and Strategy development	This company was considering launching a business in a new business domain, and it wanted to assess the potential of the business, but it was unable to find evidence on which to base its decision.	Through research, we made clear supplier and customer trading practices and behavior as well as their margins from upstream through downstream in the supply chain. We provided information to help it assess the business's feasibility and competitive strength.
83	Support for product development and sales channel development for entering the Kenyan market	2020	Kenya	East Africa	Chemical industry	Listed on the TSE Prime Market Net sales: 150 billion yen Employees: 1,000	Research and Strategy development	This company was considering launching a business in Kenya and needed a sense of the market regarding courses of action in product development and local firms as partners and customers.	We introduced and arranged meetings with local firms as prospective customers, arranged a visit to a competitor's manufacturing site, and conducted research on end users through household visits, to support product development and sales channel development.
82	Market research for product development for Africa	2020	South Africa, Kenya, Tanzania, Uganda, Ethiopia, Nigeria, Ghana, Cote d'Ivoire, Morocco, Egypt	Southern Africa, East Africa, West Africa, North Africa	Food products, consumer goods	Listed on the TSE Prime Market Net sales: 300 billion yen Employees: 2,000	Research and Strategy development	Although it had collected information for product development to meet local African specifications, this company felt that there were limits to the research it could conduct through its own networks.	We researched market and competitive conditions for the product in 11 African countries and proposed future strategic directions.
81	Industry analysis and provision of information on business opportunities for an Africa-wide strategy	2020	Africa	Africa	Food products, consumer goods	Listed on the TSE Prime Market Net sales: 500 billion yen Employees: 5,000	Research and Strategy development	This company needed to report on its future Africa strategy to officers and to deploy the strategy in related sections.	Since this company handles a wide range of products across multiple industries, we analyzed the market and industry for each product group in Africa and identified and proposed domains that could offer business opportunities to the company.
80	Introduction of prospective customers in the market to a company considering entering the Kenya market	2020	Kenya	East Africa	Other services	Unlisted Net sales: 200 billion yen Employees: 400	Sourcing local partners and customers	This company was considering Kenya as a candidate market for growing its African business, but it faced difficulties because of an inability to get an idea of Kenyan customers.	We prepared a list of Kenyan local firms that could be prospective customers for this company, researched them, and provided the information to the company.
79	Market research for new product development	2020	Kenya, Nigeria	East Africa, West Africa	Food products, consumer goods	Listed on the TSE Prime Market Net sales: 500 billion yen Employees: 5,000	Research and Strategy development	This company needed to verify the market potential of a new product it wanted to sell in Kenya and Nigeria.	We planned, designed, implemented, collected, and reported on quantitative research for hypothesis testing in the two countries.
78	Financial advising on the acquisition of a local firm in Africa	2018 to 2019	Undisclosed	Undisclosed	Chemical industry	Listed on the TSE Prime Market Net sales: undisclosed Employees: undisclosed	Investment and M&A support	This company was considering the acquisition of an African firm. It was seeking a financial advisor for the series of processes through the acquisition, along with local industry and market research.	We researched markets, competition, and regulations in the industry in the relevant country and then carried out business, financial, and legal due diligence in partnership with a local firm. We provided support for acquisition scheme design, valuation, deciding on the acquisition price and terms, and negotiations. We also supported conclusion of the contract.

List of Africa Business Partner Results (as of June 2024 since 2018)

AFRICA BUSINESS PARTNERS

No	Project name	Year	Country	Region	Client industry	Client scale	Delivered Services	Client's Issues	The details of Delivered Services
77	Consumer goods market and business environment research in 13 African countries	2019	Egypt, Tunisia, Algeria, Morocco, Kenya, Tanzania, Uganda, Ethiopia, Nigeria, Ghana, Cote d'Ivoire, South Africa,	Southern Africa, East Africa, West Africa, North Africa	Food products, consumer goods	Listed on the TSE Prime Market Net sales: 400 billion yen Employees: 3,000	Research and Strategy development	In considering launching a business in Africa, this company collected information through its own network, but there were limits to the kind of precise information it could collect in the market, and it was difficult to get a true feel for the market from the information it collected. It was at a standstill.	We conducted research on the consumer goods that the client firm handles across 13 African countries. We researched each country's market (market size and penetration), competitive environment (other companies' product lineups and the companies with the top market shares), and supply chains (whether local manufacturing was feasible, exports/imports). We proposed strategic priority countries based on this information on the business environment.
76	Support for hiring national human resources in Egypt	2019	Egypt	North Africa	Optical and precision machinery	Listed on the TSE Prime Market Net sales: 800 billion yen Employees: 42,000	Business launch support	This company sells products in Egypt through agents. It had been wanting to hire a local representative but had no luck finding suitable human resources even after searching for several months through recruiters and its network of Japan-affiliated firms. As a result, it asked ABP for help.	We conducted initial interviews 10 days after receiving the request, narrowed the options down to four final candidates, and hired one for the position.
75	Operation improvements for multinational management in Africa	2019	Kenya, Tanzania, Uganda, Rwanda, Ethiopia, Nigeria	East Africa, West Africa	Other manufacturing	Listed on the TSE Prime Market Net sales: 1.5 trillion yen Employees: 52,000	Planning and executing sales promotion strategies	This company needed to develop a sales management structure for the six African countries where it does business.	We provided support for building rules and processes related to management of sales personnel. We introduced improvements in everyday operations between the company and its national operations.
74	Support for launching an export business to East Africa	2019	Kenya, Uganda, Tanzania, Zambia	East Africa, Southern Africa	Other services	Unlisted Net sales: undisclosed Employees: undisclosed	Research and Strategy development Business launch support	This company was considering exporting to East Africa but was unable to make progress because it lacked a network.	First, we researched the business environment, including market size, end users' product needs, price ranges, the competitive environment, supply chains, and customs clearance, and then we proposed schemes for entering the market, covering such matters as the product lineup, supply chain, sales structure, and after-sales support structure. Next, we introduced prospective customers and prospective local partners and set up meetings in the market. We also referred a Japanese candidate for representative of the national subsidiary.
73	Research on new market needs in Nigeria	2018	Nigeria	West Africa	Food products, consumer goods	Listed on the TSE Prime Market Net sales: 500 billion yen Employees: 5,000	Research and Strategy development	This company asked ABP to ascertain the actual facts of potential new consumer needs in Nigeria where it already sells products.	Through quantitative research on retail distribution and qualitative consumer interviews, we estimated the degree to which demand for the new products had spread in the market and ascertained information on such subjects as product brands in the market and the background behind changing consumer preferences and provided the results.
72	Fact-finding research on agriculture, consumption, and retail in West Africa	2018	Nigeria, Ghana, Cote d'Ivoire	West Africa	Undisclosed	Listed on the TSE Prime Market Net sales: 20 trillion yen Employees: 80,000	Research and Strategy development	This company was aiming to envision potential business models for three countries in West Africa.	We ascertained facts on a broad basis regarding agricultural activities in rural areas, consumer lifestyles and consumption in rural and urban markets, and such traditional retail business activities as the kiosks seen nationwide.
71	Support for launching an industrial materials business in East Africa	2018	Kenya, Uganda, Tanzania	East Africa	Undisclosed	Unlisted Net sales: undisclosed Employees: undisclosed	Research and Strategy development Business launch support	Information collection for launching a new business in East Africa	We conducted research across three countries to propose what kinds of sales activities to conduct for what kinds of customers and in which countries to make the most of the company's strengths. We identified areas in which the company had advantages amid tough competition and proposed sales methods. We also provided information related to incorporation and hiring human resources for starting the business.
70	Fact-finding research on distribution of beauty products in Kenya and Nigeria	2018	Kenya, Nigeria	East Africa, West Africa	Food products, consumer goods	Listed on the TSE Prime Market Net sales: 500 billion yen Employees: 5,000	Research and Strategy development	This company needed quick access to supply chain information to sell beauty products in Kenya and Nigeria.	Since ABP has national researchers with strengths in retail research, we were able to conduct quick research on how products are sold and at what prices at the final retail stage.
69	Support for new business creation in Egypt by an industrial machinery maker	2018	Egypt	North Africa	Other manufacturing	Unlisted Net sales: 900 billion yen Employees: 45,000	Research and Strategy development Business launch support	While this company already does business in Egypt, it was considering a new business in response to changes in the market.	We ascertained information on end consumers' incomes and needs and on customers, products, prices, players, supply chains, and market size in precise distribution market categories. We also researched where competing and potential partner manufacturers procured their products, in what volumes, and what was demand for the products. We proposed segments that this company could enter and strategies for entering them.
68	Support for hiring national human resources in Ethiopia.	2018	Ethiopia	East Africa	General trading company	Listed on the TSE Prime Market Net sales: 9 trillion yen Employees: 46,000	Business launch support	This company already has a subsidiary in Ethiopia, but it found it difficult to hire human resources there.	We supported hiring through recruiting, initial interviews, and referrals of national human resources.
67	Support for hiring national human resources in Nigeria	2018	Nigeria	West Africa	Electrical, electronics, IT, heavy electric	Listed on the TSE Prime Market Net sales: 800 billion yen Employees: 42,000	Business launch support	This company already has a subsidiary in Nigeria, but it found it difficult to hire human resources there.	We conducted the series of recruiting tasks for hiring human resources to manage sales, marketing, and agents in the market.

List of Africa Business Partner Results (as of June 2024 since 2018)

No	Project name	Year	Country	Region	Client industry	Client scale	Delivered Services	Client's Issues	The details of Delivered Services
66	Support for incorporation, hiring, and business launch in Ethiopia	2018	Ethiopia	East Africa	Other manufacturing	Unlisted Net sales: 900 billion yen Employees: 45,000	Business launch support	This company, which has plants and sales facilities in multiple African countries, had decided to launch a business in Ethiopia to satisfy new demand. It needed support for understanding and complying with Ethiopia's complex legal system.	Based on Ethiopia's unique and variously interpreted laws on investment, companies, foreign investment, and foreign currency holdings, we envisioned a future strategy for this company and identified the best, most practical form of corporation, capital, and method of holding foreign exchange for a foreign company based on this strategy. We also proposed practical methods and supported decision making. We provided support for various procedural processes together with related government agencies and local law offices. For hiring national sales human resources, we developed employment contracts and rules of employment based on Ethiopian labor standards laws and salary and deduction systems and referred and hired actual human resources. We also introduced prospective office properties and provided support for launching the business smoothly.