

AFRICA EXPANSION SUCCESS FACTORS

1 Willingness and ability to adapt the business model, sometimes significantly

2 Seeing Africa with "African eyes", potentially through a local partner – Africa comprises 55 countries with different outlooks and needs

3 Significant commitment of executive time and corporate resources

4 Consistency and reliability in approaching the market, and patience to realize results

5 Recognition of the pervasive role of government – Ask first "What does the specific country need?"

OUR RESPONSE

KPMG aims to assist investors in developing an understanding of what it takes to succeed in an African market.

We help define your strategy and we study – in depth – the market size and growth potential, key demand drivers and relevant trends, the regulatory and competitive environment, as well as the tax, legal and labour aspects that could be critical in the evaluation of an industry in Africa.

Using a structured, quantitative and practical approach, we assess the attractiveness of the industry and evaluate whether the opportunity is realistic, as our client builds a strategy to enter or expand into the specific African market.