

OUR APPROACH TO HELPING YOU EXPAND IN AFRICA

KPMG HAS DEVELOPED A TRIED AND TESTED FRAMEWORK FOR IDENTIFYING OPPORTUNITIES IN NEW MARKETS, PLANNING A GO-TO-MARKET STRATEGY AND EXECUTING NEW MARKET ENTRY ... WHAT? STRATEGIES?

DEFINITION OF STRATEGIC AIMS

What is Company trying to achieve with African expansion?

Desired Financial Return

Target timelines

Risk appetite

Growth expectations

Cost implications

Need for cultural adjacency

SELECTION OF SHORTLISTED COUNTRIES AND DEEP DIVES

Which markets does Company want to play in?

Develop long list Primary filters

Scale of Market (GDP)

Growth forecasts

Barriers to entry

Existing customer base

Develop short list Secondary filters

Market attractiveness

Ability to compete

Country risks

Regulation

Chosen filters vary by client and industry

Assessment of shortlist

Validate market opportunity

Market size and growth

Nature and scope of infrastructure projects

Industry structure

Competitive landscape

Customer segments

Internal capability assessment

Economic assessment

Areas of differentiation

EXECUTION

How does Company win?

Implementation planning & execution

Development and refinement of business case

Selection of Market entry method:

- Acquisition
- Greenfield
- Alliance/JV
- Franchise

Partner selection and political risk assessment

Assessment of strategic options

Development of go-to-market approach

INVOLVEMENT OF OTHER KPMG SERVICE LINES

INVOLVEMENT OF LOCAL KPMG NETWORKS