

# Africa Region- Case Studies



# Case Study - New Product Development/Unmet needs Analysis of Cereal Product by Product Test in Kenya and South Africa

## Study Objective

- To determine the Current competitor's in cereal product in same market.
- Consumer perception on current Cornflakes product and requirement

## Sample Break up, Methodology and Respondent

- Product Testing Study mainly conduct on Consumer and Wholesaler of Cornflakes Product
- South Africa (Consumer and Wholesalers-300, 100 in each Durban, Johannesburg, Cape town respectively)
  - Kenya (Consumer and Wholesalers-300, 150 in each Nairobi and Mombasa respectively)

## Take Away

- Client understand the area to introduce New Cereal product
- Unmet need as per Consumers and Wholesalers
- Current competitive Scenario

## Deliverable

- Consumer and Wholesaler perception on Current cornflake product
- Current requirements from the product
- Competitive Analysis

# Case Study -Product Launch Study for Baby Food Products in KSA & Congo

## Study Objective

- A major baby health food production company wants to conduct the Expert Interviews for new product launch
- To identified the competitive scenario and market trend
- To observe the target consumer and there unmet need.

## Sample Break up, Methodology and Respondent

- Study was conducted on respondents are Nutritionists who have a relevant experience of more than 15 years and whole sale retailers in KSA & Congo mainly in Riyadh and Kinshasa.
- Nutritionists (5 in each city) and Retailers (10 in each city)-TDI

## Take Away

- Competitive environment with existing products.
- Unmet need observation as per Nutritionist and Retailer perception
- Identification of Target consumer
- Market trend for introduction

## Deliverable

- Competitive Scenario
- Feasibility and opportunity of new product to stand.
- Nutritionist and Retailer Perception
- Comparative analysis with existing product

# Case Study -Buying Behavior Study on Seasonal Moisturizer by a Skin Cream Manufacturing Company in Kenya

## Study Objective

- Buying Behavior Study on Seasonal Moisturizer by a Skin Cream Manufacturing Company in Jordan.

## Sample Break up, Methodology and Respondent

Product Testing Study mainly conduct on Non Allergic Respondents in Kenya (1000 Oily Skin & 1000 Dry skin in Nairobi & Mombasa)

## Take Away

- Key Factor affecting in selection of purchasing of seasonal moisturizer
- Competitive analysis
- Target consumer identification and Unmet needs in Jordan & Consumer

## Deliverable

- Understand the role and scope and evolutionary nature of buyer behavior
- Observe the perception of different skin consumer on different skin product
- Criteria used in selection of moisturizers
- Comparison across in different products and Geography

# Case Study -Concept testing on New Life Time Policy Proposition by a Insurance Company in Kenya and Nigeria

## Study Objective

- To understand the target audience unmet needs
- To observe factors affecting in purchasing of life time policy
- Identification of customer perception on price and communication on Health Policy

## Sample Break up, Methodology and Respondent

CAPI Study conducted in India and Nigeria with Customer of particular Insurance, N=1200 (600 in each Kenya and Nigeria)

## Take Away

- Client understand to determine the Parameters that have main influence on Purchasing of life time policy
- Identification of driving factor to enhance the market share and Profitability on target customers
- Understanding on the product features and branding upon the insurance policy.

## Deliverable

- Observation of output on the product offering
- Demonstration of potential market share that could be obtained
- Customer perception on price and communication in designing a secure Proposition
- Unmet need from the current policies

# Case Study -Impact of Changes comes to Banking Industry in Africa

## Study Objective

- To observe the high profile bank personnel behavior towards changes come to banking industry
- To understand the changes require in banking Process.

## Sample Break up, Methodology and Respondent

60 Min TDI Study conducted in Africa with CEO (8) & CFO (12) of High reputed Banks (Nigeria, Algeria, Morocco and Ghana)

## Take Away

- Client understand the respondent behavior towards advance banking
- Area of improvement required in new methods of banking process
- Growth drivers for banking industry

## Deliverable

- Behavior of High Profile Personnel towards deregulation of saving rates and new guidelines for licensing
- Impact of advanced Online and Mobile banking on global business
- Impact of Basal Norm III in banking services

## Case Study -Concept testing on New Credit Card Proposition by a Financial Company

### Study Objective

- To understand the target audience unmet needs
- To observe factors affecting in purchasing through credit cards
- Identification of customer perception on price and communication on credit cards facility

### Sample Break up, Methodology and Respondent

PAPI Study conducted in Africa with Customer of particular credit cards on real purchase sight, N=800 (200 in each 4 countries in Africa are Tanzania, Zimbabwe, Kenya and Uganda)

### Take Away

- Client understand to determine the Parameters that have main influence on Purchasing through Credit Cards
- Identification of driving factor to enhance the market share and Profitability on target customers
- Understanding on the product features and branding upon the credit card market.

### Deliverable

- Observation of output on the product offering
- Demonstration of potential market share that could be obtained
- Customer perception on price and communication in designing a secure Proposition
- Unmet need from the current policies

# Case Study -Rural infrastructure and Agro-processing in Africa

## Study Objective

- Client want to know in detail about the rural agro processing in Africa as the unmet assessment and new opportunity in Agro processing sector also the core theme is what is done by Farmers in the sector.

## Sample Break up, Methodology and Respondent

F2F Study conducted on 1000 Farmers in rural areas of Nigeria, Ghana Zambia, Kenya and Tanzania.  
Sample Size is 200 in each country.

## Take Away

- Client identified the actual size of paddy markets
- Observation of unmet need of farmers
- Identification of saturated and emerging markets
- Determination of investment strategies of farmers
- Evaluate the impacts of new technologies

## Deliverable

- Data of each farmer
- Unmet need of farmers Agro Processing
- Resources available for agro processing in the concentrated areas
- Variation in Input and Output in Agro Processing

# Case Study -Marketing Strategy Analysis of a Branded Chocolate Company on Kids Age Group (5-10 Years) in Africa

## Study Objective

- A Branded Chocolate Company wanted to understand the impact of a major acquisition in the Chocolate industry focusing on specific areas of specific age group (5-10 Years) where its client's sale would be affected

## Sample Break up, Methodology and Respondent

F2F Study was conducted on the Mothers who have children in the age group of 5-10 years who consumes the particular Chocolate at least once or twice in a month at Kenya, Nigeria and South Africa (200 in each country)

## Take Away

- Get strategic insights on how to maintain and further strengthen its position on major consumer age group
- Map the position of the key players in the industry and probable market position of the new entity
- Get the highlighted area which effect of acquisition on competition level and potential entry barriers

## Deliverable

- Product footprint, resilient product range and dominant market position in age group of 10-15 years
- Competitor Comparison: Strategy and Market Position
- Recommendations on Strengthening Market Position
- Idea to restructuring its business segments across geographies to focus on its core competencies

「Thank You」

