

CASE STUDY: MARKET OPPORTUNITY ASSESSMENT



FrontierView helped Company Beta identify the right market expansion opportunities in Nigeria and Kenya

CHALLENGE

Company Beta (Beta) wanted to grow its business in Nigeria and Kenya, but lacked the data and insights necessary to fully understand market demand or current market share. Beta had purchased off-the-shelf data from vendors in the past, but none of this data was specific to Beta's business and thus had limited potential to confidently inform Beta's expansion strategy

APPROACH

FrontierView employed a three-phased approach for Beta:

- Evaluated the opportunity specific to Beta's market by focusing on the product segment in which Beta competed, rather than the industry as a whole
- Conducted field research across retail locations in the markets to overcome data availability challenges, and estimated market share for Beta and its competitors
- Assessed market opportunity using a comprehensive analysis of interview data, on-the-ground and supplemental research, and FrontierView's knowledge and experience in the region

RESULTS

FrontierView provided Beta's Sub-Saharan Africa team with clear guidance on retail channels and product categories for investment in Nigeria and Kenya. With confidence, Beta's team presented FrontierView's recommendations to its board of directors and secured additional funding to pursue the right strategy for expansion in these markets



Find the Right Opportunities for Growth



Field Visits

Researchers visited 32 retail locations



Data

Leveraged FrontierView™ and UN databases



Interviews

Interviewed ~30 relevant distributors and retailers



Company Beta

Industry

Consumer Goods

Geography

Africa

Size

> US\$ 5 billion

Relationship

7 years