

Industry and Sector Research - Local, regional in Africa and internationally

Are you concerned that your level of knowledge about a particular industry sector and the market dynamics at play is restrictive, thus preventing your organisation from effectively competing?

Keeping relevant to target markets requires constant and diligent research to thus keep abreast of industry and sector dynamics which are changing at a pace never seen before due to the availability of a plethora of information through digital and social media. The synthesis of key strategic information for insightful decision-making is therefore of utmost importance.

Investors looking at entering new markets locally, regionally in Africa and internationally, often don't have a clear understanding of the dynamics of an industry before deciding whether it is viable to pursue as an entry penetration strategy in a particular sector. Foreign governments pursuing investment, technology transfer or export strategies often lack specific knowledge about the country they are targeting to develop trade and investment opportunities.

StratNovation's Industry Sector Analysis provides an overview of the selected country's sector demand characteristics, as well as the range of products and / or services currently supplied to the respective market sectors. This perspective of the constructs of an industry provides potential investors with an understanding of the maturity in an industry, including its attractiveness for investment.

The elements of StratNovation's Industry Sector Analysis research assignments typically include:

- an overview of the country's dynamics, considering political, economic, social, technological, environmental and legal / regulatory factors;
- industry growth or sometimes decline, to enable the key decision makers to obtain a succinct perspective of the factors impacting the industry;
- capital investment within the sector;
- environmental / geographic factors impacting the industry;
- market potential for individual groups of products and accessibility;
- technologies utilised in manufacturing and / or delivery of services;
- competitive situation and industry; and
- opportunities for trade and promotion.

In undertaking industry research, StratNovation's experts will take the lead, but at the same time, guide your organisation's personnel to ensure that knowledge is effectively transferred.


Our comprehensive and insightful research report will consist of, but not be limited to:

- a report containing all relevant quantitative and qualitative information regarding the industry and sectors; and
- a presentation package to enable the key information on the industry to be communicated to potential stakeholders.

Before making decisions on entering or penetrating new markets, StratNovation would be willing to discuss and guide your research requirements on how we can add value to your market entry and market-penetration decisions.

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