

PALMORA GROUP

Strategic Business Review

Analysis of Key Results & Recommendations



Lagos • Abuja • Kaduna



July 2025

- Nigerian-based manufacturing company
- Locations: Lagos, Abuja, Kaduna
- Gender equality-focused employer
- Aspiring global brand

KEY FINDINGS – GENDER & SALARY

- **Gender Salary Distribution**

-  Female: 46.4%

-  Male: 49.4%

- **Observation:**

- Slight imbalance; goal of equal representation not yet achieved.

KEY FINDINGS – DEPARTMENTAL PERFORMANCE

- **Department Contribution by Salary Sum**
 - Product Management: **9.1%**
 - Service: **8.3%**
 - Training: **8.0%**
- **Observation:**
 - Low-performing or under-resourced departments.

KEY FINDINGS – LOCATION SPREAD

LOCATION DISTRIBUTION

- Kaduna: 37.9%
- Abuja: 35.5%
- Lagos: 26.6%
- **Observation:**
- Lagos is underutilized despite being Nigeria's commercial hub.

KEY FINDINGS – PERFORMANCE & ATTITUDE RATINGS

- Poor: 13.2%
- Not Rated: 7.8%
- Average: 45.4%
- **Attitude Scores**
- Poor: 20%
- Average: 20%
- Very Poor: 20%
- **Observation:**
- Over 60% of employees perform below expectations or show poor attitude.

RECOMMENDATIONS –

- Conduct internal **salary equity audits**
 - Launch **mentorship programs** for women
 - Promote **salary transparency** policies
 - Encourage women in leadership roles
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- Reassess the structure of Product, Service & Training units
 - Invest in **skills development & automation tools**
 - Improve service via **feedback and process improvement**
 - Expand **product innovation teams**

RECOMMENDATIONS –

- Increase investment in Lagos branch
- Launch **aggressive marketing** in Lagos market
- Hire and train local talent
- Strengthen **distribution and logistics** from Lagos

RECOMMENDATIONS –

- Implement regular **KPI-based performance reviews**
 - Train managers in **coaching and feedback**
 - Eliminate "Not Rated" with a standardized **HR appraisal system**
 - Recognize high performers with **incentives**
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- **Path to Global Brand**
 - Align internal structure with global standards
 - Highlight **diversity, sustainability, and innovation**
 - Offer **international certifications & training**
 - Invest in **digital tools and upskilling** workforce

CONCLUSION

- **Palmaria Group is Positioned for Growth**
 - Addressing internal gaps will enable stronger performance
 - Regional expansion and gender equity enhance brand reputation
 - Strategy will drive Palmaria toward global recognition