

Market Research & Competitor Analysis for PedMonie

Simplifying Digital Payment Acceptance



Prepared By:

Kudipmfon Paul Okon

Chinaemelum Ndidi-Chukwuka

Emmanuel Osita

Ebipre Harrison Bruce

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INTRODUCTION



PedMonie is developing an innovative **digital payment solution** that consolidates **mobile money, bank transfers, and card payments** into a single, seamless system.

As digital payments continue to expand across Africa, businesses face **transaction failures, high fees, and integration challenges** with existing providers



OBJECTIVES



- ✓ Analyze the **current digital payment landscape**.
- ✓ Evaluate **key competitors**.
- ✓ Identify the **pain points and preferences** of businesses using digital payments.
- ✓ Provide **strategic recommendations** to enhance PedMonie's **market positioning**.

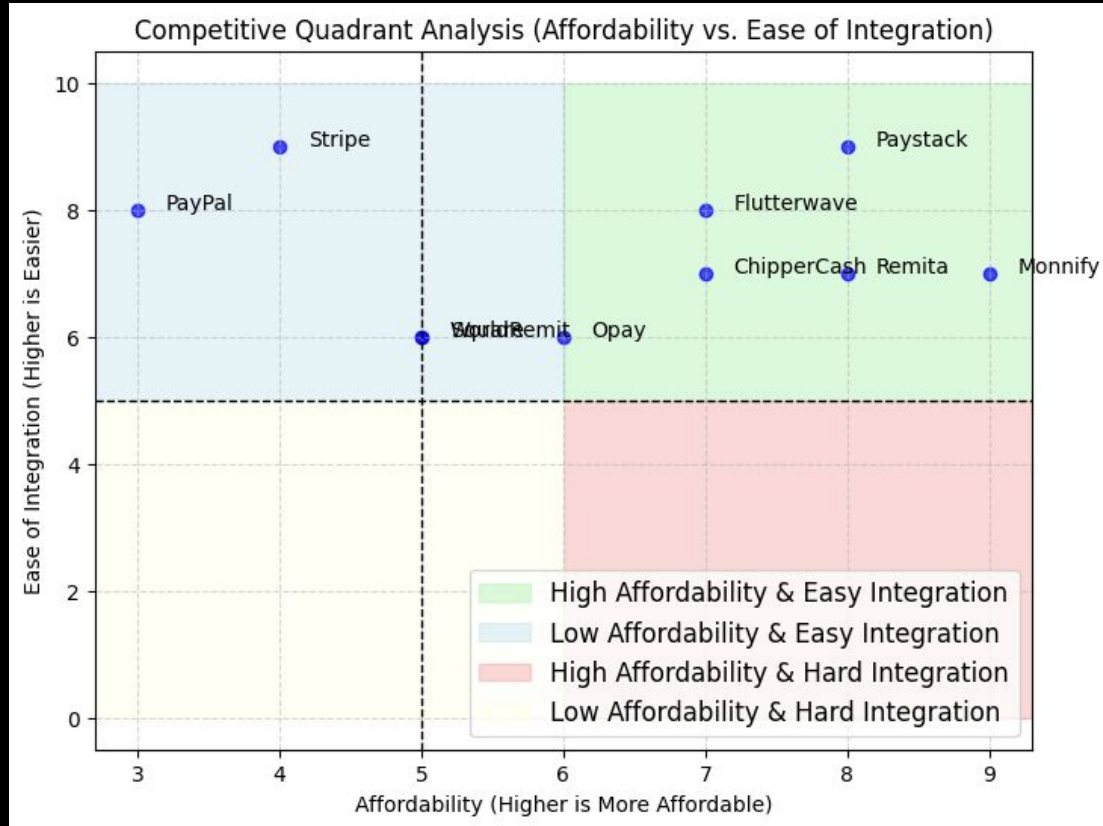
INDUSTRY & MARKET OVERVIEW



key market trends:

- ✓ The digital payment market is projected to grow in the world by 15.90% between 2025 and 2029 (Statista, 2022).
- ✓ As of 2022, 89% of payments are made digitally, and 62% are made using multiple modes. (McKinsey, 2022)
- ✓ 93% of fintechs struggle with compliance, leading to over 60% paying at least \$250,000 in fines in the past year. (American Bank Association, 2024)

Competitor Analysis



Paystack and Flutterwave appear to be the strongest competitors in terms of **affordability and ease of integration**.

Stripe and PayPal dominate premium markets, offering **seamless integration at higher costs**.

Opay and WorldRemit may require **improvements in integration** to be more competitive.

Competitor Analysis



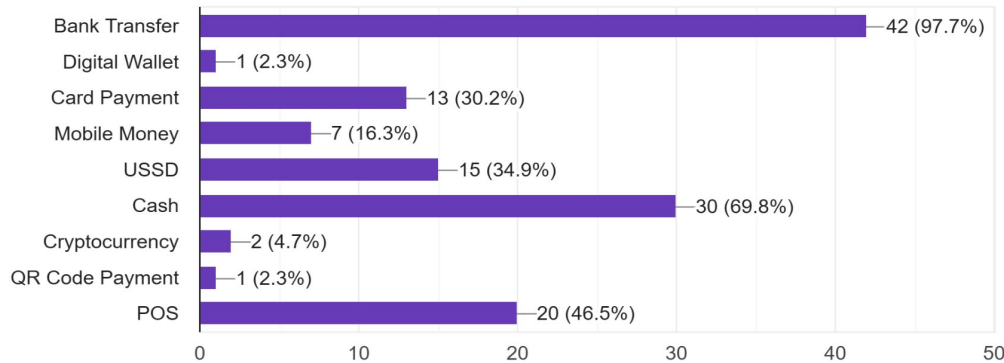
SWOT Analysis for PedMonie's Fintech Solution

Category	Findings
Strengths	Supports multiple payment methods (mobile money, bank transfers, cards). Offers seamless transaction processing.
Weaknesses	May need more integrations with local banks. Brand awareness is still low.
Opportunities	Growing demand for unified digital payment solutions. Competitors lack certain features (e.g., enhanced analytics).
Threats	Strong competitors like Paystack and Flutterwave dominate the market. Regulatory challenges in fintech.

Target Audience Analysis

Which payment gateway(s) do you currently use? (Select all that apply)

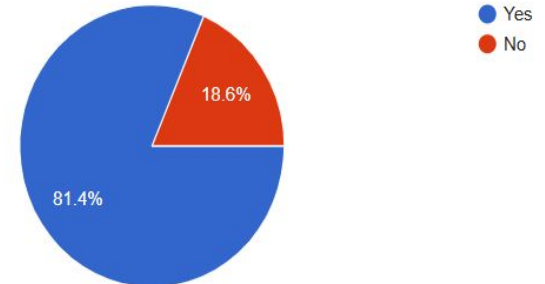
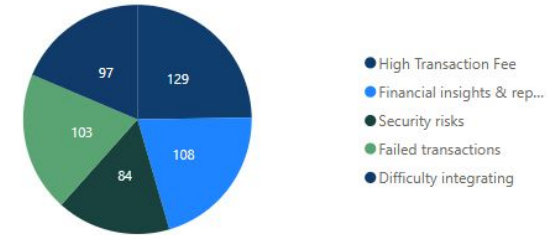
43 responses



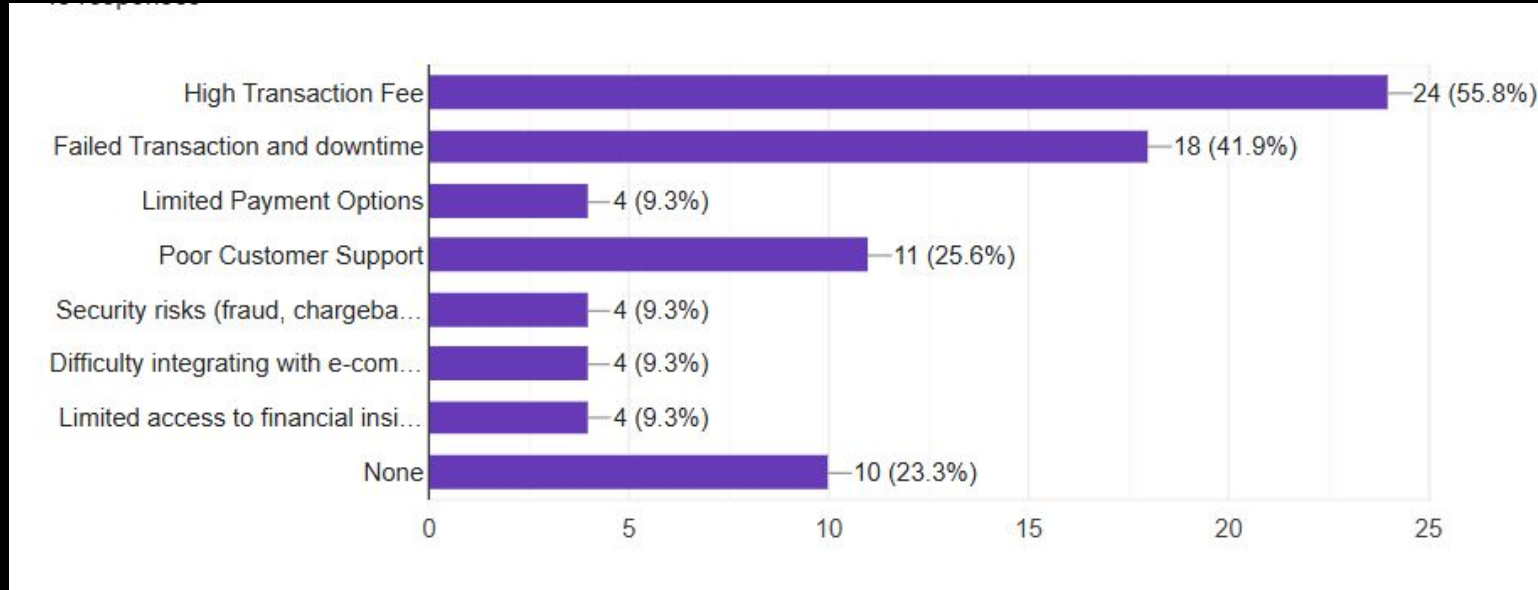
Preferred Payment Methods: Bank transfers (69.8%), mobile money (34.9%), and card payments (16.3%).

Adoption Readiness: Freelancers and SMEs are ready to adopt digital payment solutions if they are affordable, secure, and easy to integrate.

Painpoints



Challenges in Digital payment



Transaction fees and payment failures are the major pain points, causing frustration and inefficiencies.

Customer support and security risks are also notable concerns affecting a good percentage of the respondents.

Market Trends & Opportunities



Competitor Landscape: Leading fintech firms provide multi-channel payment solutions with a strong emphasis on security and seamless integrations.

Target audience needs: businesses prioritize low transaction fees, seamless payment integrations, and reliable transaction processing.

Market Trends: Growth in AI-driven financial solutions, increasing adoption of blockchain technology, and regulatory shifts affecting fintech operations.

Market differentiation is essential: unique value propositions such as localized payment options and enhanced fraud protection can drive adoption.

Business Adoption Requires Trust: Security, compliance, and transparent pricing are crucial for widespread fintech adoption.

Continuous market monitoring is needed. The fintech landscape evolves rapidly, requiring ongoing research and adaptation.

Differentiation Strategy

Integrated Multi-Payment Solution: Combining mobile money, bank transfers, and card payments in one seamless platform with a focus on ease of use and fast transactions.


Enhanced Customer Support: Offering exceptional, 24/7 customer service, personalized support, and educational resources for businesses and consumers.

Local and Social Impact: Tailoring the solution for the Nigerian and African markets, with an emphasis on financial inclusion and understanding local needs.


Innovative Technology: Leveraging AI for fraud detection and predictive analytics and exploring blockchain for enhanced security and low-cost payments




Recommendations & Action Plan




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Thank you



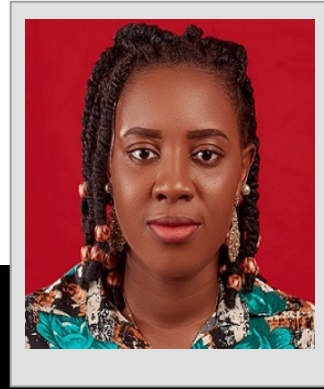
Meet the Team



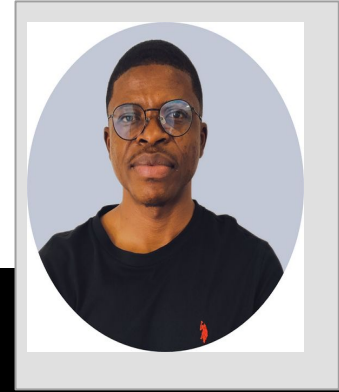
Chinaemelum



Harrison



Kudipmfon



Emmanuel