# **21 JAN**

Peer review

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| --- | --- | --- | --- | --- |
| **BROKER NAME** | **MARKET SHARE (%)** | **KEY STRENGTHS** | **NOTABLE WEAKNESSES** | **STRATEGIC RESPONSES** |
| 1. MORGAN AND CO. | 17.59 | \* Product innovation  \* Marketing  \* Strong IT tools/apps  \*Strong research team  \*Strong deal flow from their shareholders | \*Lack of experience  \*Lack of focus  \*Only two brokers  \*Growing too fast for their capacity  \*Limited product knowledge |  |
| 1. FBC | 13.0 | * Size – they belong to a big group * Politically connected |  |  |
| 1. OMSEC | 5.93 |  |  |  |
| 1. ABC | 5.22 |  |  |  |
| 1. INTER HORIZON | 12.0 |  |  |  |
| 1. EFE | 4.61 |  |  |  |
|  |  |  |  |  |
| 1. AKRIBOS | 7.00 |  |  |  |
| 1. IMARA | 6.71 |  |  |  |
| 1. JEMINA | 5.10 |  |  |  |
| 1. PLATINUM | 0.28 |  |  |  |
| 1. WEALTH ACCESS | 3.57 |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

* Client profiling
* Internal Payoff line:

# Prospects

* NSSA
* CBZ/Datvest
* Public services
* TN Group
* Innscor group
* Omig
* Sakunda group
* Fossil group
* Mega market
* Mashwede
* Rudland fammily