Problem statement

With unemployment reaching 30% and constrained disposable income, market entry in Africa presents significant challenges for businesses. Although South Africa boasts a comparatively higher average salary of $2,088 per month, affordability remains a concern, as $25 constitutes a daily living amount. Consumers are reluctant to invest in uncertain outcomes, hindering product adoption. Furthermore, fewer than half of potential customers fall within an ideal income range, prompting the need to identify the right audience and effective engagement strategies. To thrive, businesses must refine market segmentation and clearly communicate value to encourage participation and spending.