

CASE STUDY



Client: A Europe-based multinational beverage and brewing company with an employee strength of ~70,000 globally



SG Analytics
Solve. Synergise. Surpass.



20 Marketplace discussions



PESTLE analysis



Porter's five forces model



CHALLENGES

The client wanted to expand its geographical footprint in Africa by expanding its operations in Nigeria and wanted to engage a vendor to conduct a detailed study on the Nigerian beverage market and assist in developing a market entry strategy.



APPROACH

SGA's consulting team based on the primary and secondary research, applied its advanced PESTLE and Porter's Five Forces Models to provide actionable insights to the client:



- Conducted an exhaustive secondary research to understand the alcoholic beverages market in Nigeria including market growth rates, product trends, value chain analysis, growth drivers and entry barriers in the country



- Held 20+ marketplace discussions with manufacturers, distributors, consumers and industry experts to understand their perception, and gain insights on consumer preferences and buying behavior



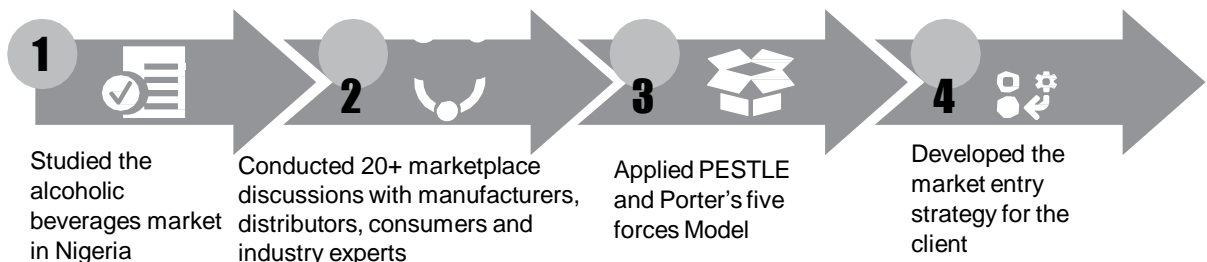
- Applied PESTLE analysis to understand the political, economic, social, technological, legal and environmental situations in Nigeria.



- Applied Porter's Five Forces Model to quantify buyer power, supplier power, industry rivalry, threat from substitutes, and threat from new entrants.



- Developed a detailed market entry strategy for the client and recommended a product mix, key pricing and distribution strategies



VALUE DELIVERED

“ SG Analytics with its sound knowledge and experience in the consulting division, helped us set up a profitable business unit in Nigeria ” Director - Sales and Marketing



Enhanced the client's decision-making ability through bespoke research



Based on our recommendation the client successfully set up a profitable business unit in Nigeria



The client is reporting good profitability from SGA's suggested main product line