

From Data-Poor to Data-Informed

Synopsis: DuckerFrontier helped Company Alpha overcome data availability challenges to identify the right market expansion opportunities in Kenya and Nigeria and secure more funding to implement its strategy.

The challenge: Company Alpha, a consumer goods firm in Africa, wanted to grow its business in Nigeria and Kenya, but struggled with data availability and familiarity with the markets. Alpha had purchased off-the-shelf data from vendors in the past, but the data wasn't specific to its business. Without more specific data and insights, Alpha could not fully understand market demand or its current market share—and therefore could not confidently inform its market expansion strategy.

DuckerFrontier's approach: DuckerFrontier leveraged our geographic expertise and experience in the region to help Alpha develop a market expansion plan. We employed a three-phased approach for Alpha:

1. **Narrow the focus:** Rather than look at the whole consumer goods industry, we focused on the product segment in which Alpha competes to better evaluate Alpha's opportunity in Nigeria and Kenya.
2. **Conduct field research:** To overcome data availability challenges, we conducted field research across retail locations in Nigeria and Kenya and estimated market share for Alpha and its competitors.
3. **Assess market opportunity:** We combined the interview data and primary research that we collected with our knowledge and experience in the region to assess Alpha's market opportunity.

Client results: DuckerFrontier provided data-informed, actionable recommendations that helped Alpha go from having low confidence in its data to having clear guidance on retail channels and product categories for investment in Nigeria and Kenya. Alpha's team presented its new strategy to its board of directors, and secured additional funding for the market expansion.