



**AMCHAM**  
KENYA

**AmCham  
access**

**MARKET ADVISORY &  
SUPPORT SERVICES**

# MARKET RESEARCH AND ANALYSIS

A first step towards successful market entry strategy is determining where the greatest growth opportunities are and carefully evaluating expected benefits against the risks of doing business.

Market intelligence is critical to understanding and selecting a market, helping identify market opportunities and constraints, as well as prospective buyers and customers.

# WHAT YOU GET

AmCham offers primary and secondary market research across all industry sectors with in-depth data collection to help determine the viability of a new service or product within your sector of interest. Our service involves an analysis of the market, its structures and business environment covering:

- ① **Economic, Demographic, Sociological, and Political Climate Analysis** - Data analysis on key economic indicators and human capital trends in Kenya (capacity, age, gender and distribution), data analysis on growth in the sector, inflation, business cycle trends.
- ① **Market Scoping** - Characteristics of the selected industry Current Market Scope.  
**Market Conditions** - Analysis of market conditions the sector faces by market segment including international competitors.
- ① **Technological Landscape** - Summary of the state of technology as it relates to the sector.
- ① **Market Competitive Situation Analysis** - Summary of the competition landscape inclusive of competition per market segment, and price and price sensitivity issues.
- ① **Policy and Regulations**
- ① **Potential Opportunities (Future forecasting)** - Development trends of the selected market in the short and long term including market size forecast.
- ① **Recommendation – Next Steps**

# HOW YOU BENEFIT

Having good market intelligence helps to minimize risks when making key business decisions. It enables the business to critically review and assess if the potential market is suitable for their products or services and determine if there is a market, and if their products will be competitive in the market. It provides a basis for developing the most cost-effective and time-efficient market entry strategy.



## Talk To Us:

For more information and inquiries email Eva Wathome at:  
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