

Marketing and Leasing Development in Africa

Effectively Channeling our Marketing strategies to enhance
Development, Investment, Productivity and the Bottom-line

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Definitions

- Marketing is the process that converts our creative and innovative energy into effective strategies that give “value for action” through a commercial exchange of offer and acceptance.
- Leasing development in Africa must Firstly transform our processes and also must give value in terms of Investment, Infrastructural and Human Capital Development, Higher Productivity and Improving Business Scorecards.

Variables that Influence your Marketing Effort

- Culture (Characteristics, behavioral trends, Style and Priorities)
- Environment (Policy, Regulation, Industry and Market Dynamics etc.)
- Internal processes
- Budget

Marketing and Economic Development

- “Far from being parasitic and of no value to developing economies, marketing makes an increasingly positive contribution — relaying information, stimulating demand, transmitting price decreases and raising living standards. studies and results show marketing as a co-ordinator of production and consumption activities. Countries are not identical, so a knowledge of these is vital to understand the pattern of marketing response and practice which emerges. Western techniques can only be transferred with respect to the social and cultural differences between countries, so a study of the long-term evolution of their organizations is necessary”. FAO (Food and Agriculture Organization, Division of the United Nations)

Marketing and Economic Development

- The GDP/Capita is a numeric measure of each residents production/consumption contribution in a particular country.
- What drives production is mostly conversion of Man-hours and Equipment Hours and other inputs.
- How much of new equipment purchases are leased in your country (lease penetration).
- How much of that are you Financing.
- What's your Research and Marketing Strategy and how are you measuring in Marketing Effort

COMPARE COUNTRY ECONOMIC INDICATORS

MOROCCO

- GDP (Nominal) - \$100.5 (2015)
- GDP per Capita - \$3003
- HDI 2015 - 0.624

TUNISIA

- GDP (Nominal) - \$43.0 (2015)
- GDP per Capita - \$3923
- HDI 2015 - 0.725

COMPARE COUNTRY ECONOMIC INDICATORS

NORWAY

- GDP (Nominal) - \$386.6 (2015)
- GDP per Capita - \$74,482
- HDI 2015 - 0.898

NIGERIA

- GDP (Nominal) - \$486.8 (2015)
- GDP per Capita - \$2,763
- HDI 2015 - 0.521

African Country Examples (Marketing-To-Fit)

- Kenya
 - Reveries Leasing - Agriculture/other Industries - Operating Lease
 - Operating lease models are developed to encourage your progressive business expansion.
 - Payment Flexibility with Guarantees
- Uganda
 - Vaell Leasing - Construction and Agriculture - Industry specific
 - Strong in East Africa - venturing South and Central Africa
 - Operating lease and Hybrids (flexible)
 - Adapts products to Country Trends
 - Works with cooperatives and thrift societies - business groups

Other Examples

- SG Finans AS is part of Société Générale Equipment Finance. Operating on the Scandinavian market, SG Finans is Norway's leading finance company within equipment leasing and factoring. SG Finans has long experience in financing leasing operations with its annual lending volume approaching EUR 1.2 billion, of which 30% is to the SME sector.
- LAPO Nigeria is a micro financing company focused on developing SME's. A recent study shows that it has a 66.7% success rate as having helped its clients improve their business and personal fortunes.

What to do - Action Plan

- Transform Your Mindset from offering Products to Offering Solutions (Be Country, Industry, Market, Business Specific)
- Be Flexible but Risk aware. There are limits.
- Set up a Research, Marketing and Development Department.
- Train and Retrain your staff.
- Build a learning organization.
- Bench Mark your performance against Your Vision Targets (Goals and Objectives), Competition, Available opportunities in the Market place or in your Target market and the growth of the industry in your operating environment.
- Always demand performance and Analyze your Score Cards.

Conclusions

- **MERCI'**