

21-22 APRIL, 2016
TRANSCORP HILTON, ABUJA

LEAD PRESENTATION-PANEL ON “MARKETING AND GROWTH”

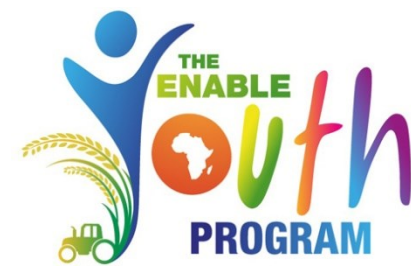
BY
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PROGRAM OBJECTIVE - A ‘MARKETING RECAST’

- Using the value chain approach, transform africa’s agriculture by empowering young, unemployed graduates to develop agricultural products for local and overseas markets.

EXPRESSED SIMPLY:

- From commodity to consumption
- From farm to ‘foyer’



THE CUSTOMER AND DEMAND PULL

- Without customers a business is out of business
- Old agriculture – selling undifferentiated commodities to anonymous buyers
- New agriculture (agribusiness) presenting differentiated offerings in direct contact with customers



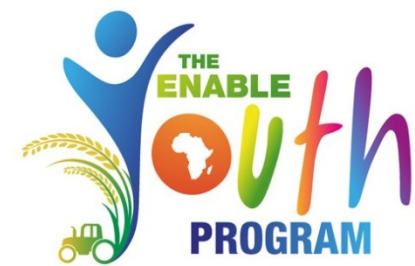
KEY FACTORS FOR SUCCESS OF THE ENABLE YOUTH PROGRAM

1. Competitive mix of science, technology and entrepreneurship
2. Targeted interventions addressing identified market needs.
3. Access to low-interest capital
4. Intensive networking – ‘know how’ and ‘know who’



KEY FACTORS FOR SUCCESS CONTD.

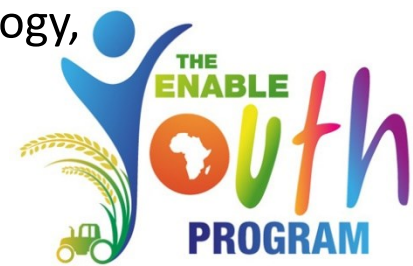
- 5. Appropriate and cost-effective enterprise scaling
- 6. Continuous product innovation and diversification
- 7. Constantly exploiting opportunities for value addition
- 8. Access to real-time market information



IMPACT OF INTERNAL FACTORS ON GROWTH OF AGRIC SMES (3-5 YRS)

<u>INTERNAL FACTOR</u>	<u>RANKING</u>
Business Plan	1
Marketing Strategy	2
Mission/Vision	3
SWOT Analysis	4
Finance	5

(Source: local survey by Vaal University of Technology, South Africa, 2013)



KEY CHALLENGES DURING PHASES OF ENTERPRISE DEVELOPMENT

Stage 1: BUSINESS IDEA

Selection, validation, clarity of vision, credibility of value proposition, conviction of purpose, preparation of business plan

Stage 2: ENTERPRISE CREATION

Business ecosystem, policy, people, legal, regulatory, capital, business model



KEY CHALLENGES DURING PHASES OF ENTERPRISE DEVELOPMENT

STAGE 3: ESTABLISHMENT

Marketing, business knowledge, access to finance,

STAGE 4: GROWTH

Business solvency, increased competition, market dynamics (e.g. price volatility)



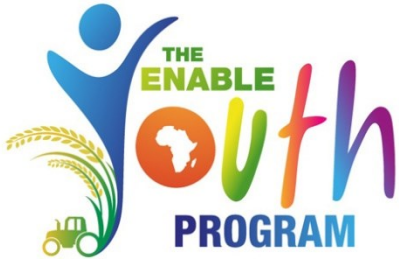
MEASURES TO MINIMIZE PROBABILITY OF FAILURE

- 1. Put the market at the centre of all value chain interventions
- 2. Initiate strong business development services
- 3. Sustained mentoring
- 4. Rigorous and transparent monitoring and evaluation



ENSURING SUSTAINABILITY AFTER PROJECT DURATION

- 1. Coaching and ‘hand –holding’
- 2. Periodic incubator meetings with ‘spin –offs’
- 3. Organize contests and reward champions
- 4. Publicize outcomes and impacts
- 5. Explore echelons of interventions to enhance business resilience





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THANK YOU!

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