



Intuit Management Consultancy
Website: <https://intuitconsultancy.com/africa/>

Case Study: Leading Telecom Company in Africa

Case Overview

The client is a leading telecom company in Africa. The company captures a good market share in the African market. The company focuses on providing consumer mobile services. Moreover, the demand for mobile telecommunications market in Africa is ever booming which gives a greater opportunity to the company to expand its operations. So the company plans to scale up its operations from the consumer segment to the business segment. The business telecommunications segment in the African market is comparatively lesser tapped which gives a lot of opportunity to our client to step in and capture the market.

Serving B2B is new for the company and hence they need a solid B2B market entry strategy. In addition, they wanted assistance on critical decisions such as pricing packages, value-added services, contract relationships to provide for volume discounts and types of handsets. In order to seek assistance for the same, the company engaged IMC Group.

Solution Provided by IMC Group

- Developed market entry strategy
- Advising on key decision aspects
- Supported the client in making organisational adjustments

IMC Group met the client in person and understood their requirements and expectations. We started out by gaining a deeper understanding of the market in terms of its customer segment, size, growth rate, competition, etc. We also studied various trends that drive the business telecom market. From our study, we identified the key market drivers which were the increasing popularity of managed services, simplified value propositions and indirect distribution.

We identified that business customer segment demands higher quality products and managed services along with a reliable network. We also noticed that there was a serious gap between the demand and what businesses were serving and that's where we identified opportunity for our client.

We suggested them to improve their marketing and sales skills, customer service, internal processes and network reach in order to fight the existing competition and cater to the business segment. We made a complete value proposition for our client.

Our market entry strategy helped the client in successfully establishing in the business telecommunications segment in Africa. The entire process of entering a new market segment turned out to be smooth and hassle-free for our client.