



**AMCHAM**  
KENYA

# AmCham access

MARKET ADVISORY &  
SUPPORT SERVICES

## BUSINESS DEVELOPMENT AND GROWTH

The process of market penetration following set-up, market expansion, product expansion and diversification require identification and recognition of potential opportunities for growth and alignment of activities in marketing, sales, research and development and mergers and acquisition around the largest opportunities.

## 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:

- ⤵ **Identification of Unmet Needs and Potential Opportunities** - An analysis of opportunities for growth and facilitation for includes opportunities that facilitate growth such as:
  - **E-commerce Integration** – Opportunities for online sales.
  - **Supply Chain Management** – Location and management of the functions and assets of your business, to improve risk management and control.
  - **Brand and Marketing Optimization** - Support in creating a strong, positive perception of the company's brand image to set the company apart in the market and build recognition and positive brand affinity with customers.

---

- ⤵ **Regional HQ Location Analysis** – Guidance on evaluation and selection of location for a company's headquarters to nurture and support expansion and growth plans.

## HOW YOU BENEFIT

Facilitates accelerated growth, increasing sales and profits in the new market and improving performance and efficiency by identifying opportunities for internal process improvement as well as potential for business growth.



### Talk To Us:

For more information and inquiries email Eva Wathome at:  
**eva@amcham.co.ke** or call: **+254 709 207 000**