

Competitor Landscape

Who already sells your category in one market, how they got there, and where they are weak.

EUR 490 · delivered 7 working days

Africa only · every claim carries its source and date

What this is not

It does not include approaching their distributors or any commercial contact on your behalf.

It is not an introduction. Nothing here includes a meeting, a warm handover, or anyone from MRX approaching a company on your behalf. That is a mandate, and it is a different product.

Provenance, on every claim

Every claim in the full deliverable is tagged so you know what you are relying on: **[D]** desk, public source named and dated · **[P]** pipeline, our own sourcing, Reoon power-mode verified · **[F]** field, observed by our operators in market · **[E]** estimate, our calculation with the method shown.

About this sample. It shows what the deliverable covers and how we approach it. Every operational figure, rate, name, margin and deadline is withheld, because that is what you are buying.

What we map

Competitor	Origin	Channel	Observed pricing

With, for each: positioning claimed versus actual, who distributes for them, and the specific weakness you could enter through.

How we observe pricing *(reproduced in full)*

Competitor pricing in these markets is not published and is frequently misreported, including by the competitors themselves. We tell you how each figure was obtained: seen on a shelf or a published price list, quoted to a buyer, reported by a channel participant, or inferred from import data.

That labelling matters because the four are worth very different amounts. A shelf price is a fact. A price reported by a rival's distributor is a negotiating position. Treating the second as the first is how exporters arrive with a price that cannot win and cannot be withdrawn.

Order the Competitor Landscape — EUR 490, delivered 7 working days.

mrexporttoafrika.com/intelligence · The price is credited in full against a market entry mandate signed within 90 days.

SAMPLE