

Export Plan for Africa

For companies who will run Africa with their own people: the plan they execute.

EUR 990 · delivered 15 working days

Africa only · every claim carries its source and date

What this is not

You execute it with your team. If you would rather we executed it, that is a mandate, not this.

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 the plan contains

Component	Output
Market sequence	
Rationale per market	
Channel structure to build	
Price positioning	
Competitive response expected	
Compliance path per market	
First ten conversations, named	
Milestones and review points	

Sequence beats coverage *(reproduced in full)*

The most common error in an Africa export plan is treating the continent as a set of parallel opportunities to be pursued at once. Fifty-four markets, a distributor in each, and a sales target divided across them.

It fails for a reason that has nothing to do with Africa: a small export team cannot service ten relationships in ten regulatory regimes simultaneously, and partners who feel unsupported stop selling long before they formally stop being your distributor.

So this plan is a sequence, not a map. One or two markets first, chosen because they are winnable and because what you learn in them transfers to the next. The compliance work for market three starts while market one is still being built. Coverage is the outcome, several years out. It is never the starting instruction.

Order the Export Plan for Africa — EUR 990, delivered 15 working days.

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SAMPLE