

Sector and Opportunity File

One sector across a region: who buys, through which channel, and where the openings actually are.

EUR 390 · delivered 10 working days

Africa only · every claim carries its source and date

What this is not

It is not a market-size report, and it does not include introductions.

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 file covers

Component	Depth
Markets covered	Typically 4 to 6
Buyer archetypes	
Channel map per market	
Named importers, verified	
Live tenders and programmes	
Procurement calendars	
Openings, ranked	
Markets to ignore this year	

Why we rank markets to avoid *(reproduced in full)*

A sector file that recommends every market it covers is marketing, not intelligence. Regional demand is never evenly distributed, and in any given year some markets in a region are closed to a new entrant for reasons that have nothing to do with demand: an incumbent with a locked channel, a currency that cannot fund imports, a registration backlog, a tender cycle that has just closed for eighteen months.

Telling you where not to spend the next twelve months is usually worth more than the ranking at the top, because it is the part you would otherwise learn by spending them.

Order the Sector and Opportunity File — EUR 390, delivered 10 working days.

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SAMPLE