

THE KHANA GROUP CASE STUDY: MITIGATING RISKS THROUGH MARKET INTELLIGENCE & DUE DILIGENCE IN NIGERIA

Project Context & Scope

The client is a global leader in language testing. It organizes and administers proficiency assessments for hundreds of companies, universities, State Boards of Education and other state and federal government agencies. The client conducts hundreds of thousands of language proficiency assessments every year and delivers testing in more than 40 countries and in over 100 languages. The client discovered an opportunity that would support its vision for entry into the African market through an opportunity for partnership in Nigeria, which would jumpstart the client's testing in Africa. To understand the potential partner and its ability to deliver, the client requested the services of TKG to preform a market intelligence analysis on the potential partner, including an in-depth understanding of legal implications, SWOT of the potential partner including history, legal implications, trademarking challenges, regulatory challenges as well as risk factors.

TKG Approach

TKG leveraged its local networks and expertise to dig beneath the surface by going beyond what is commonly available and asking the tough questions to uncover important issues, that if left unanswered, could lead to financial, credibility, and regulatory risks. This was done discretely without revealing the name of our client. TKG's market intelligence included pictures of location, business documents and a detailed benchmark of a similar partner in Ghana.

TKG's Market Intelligence Framework



Key Results

The report showed that the potential partner was not fully prepared and lacked the capacity to implement the client's solution. TKG provided key recommendations and alternatives for the client to consider before entering the partnership. TKG also provided recommendations for other entry points in Africa.

The Khana Group (TKG) is a social impact advisory firm with a mission to develop sustainable solutions that will positively impact and transform societies globally. We work primarily in West Africa and have offices in Ghana, Liberia, and Nigeria. Our work spans girls, women and youth empowerment, evaluating various projects including safe drinking water projects, building capacity for farmers and conducting research to support policy decisions.