

Shedding light on retail in Africa - 17 Mar 2014

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For retailers wanting to know [how best to enter sub-Saharan Africa](#), a new study by global strategy consultancy firm A.T. Kearney shows that Rwanda, Nigeria, Namibia, Tanzania and Gabon occupy the top five places of the inaugural A.T. Kearney African Retail Development Index (ARDI). The ARDI is described as a useful framework for retailers because it not only identifies the markets in Africa most attractive for retail expansion today, but those that offer the most potential for the future.

I guess it's true that two are better than one with a couple of new partnerships being established recently.

In Nigeria, [Smile Communications has partnered with Ericsson](#) and has announced the launch of a 4G/LTE network on 800MHz spectrum in Ibadan and Lagos, while [MTN has joined forces with Ecobank](#), enabling MTN Mobile Money users to withdraw cash from Ecobank ATMs as well as transfer money between their Mobile Money and Ecobank accounts.

Finally, Hilton Rose reckons a company is worth more than just the sum of its physical assets in his piece [Goodwill hunting - Building the value of your brand](#).

Have a great week!

Cheers!

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