

Have you done your market research? - 9 Jun 2014

BY ILSE VANDEN BERG, @BIZ_AFRICA



According to Laine Barnard, extensive market research is *vital* in order to determine the best strategy before entering a country with a new product or service. He also reckons the process of urbanisation is steamrolling through Africa and with that comes more spending money and a growing desire to spend that money - making retail in Africa a hot topic right now. Read more about it in [The story of the African consumer](#) and [The future of sustainable retail design in Africa](#).

Kate Douglas identifies [five Nigerian cities with business potential](#) and Hilton Rose gives his thoughts on [why great ideas die](#).

The mobile industry seemed to be abuzz over the past week with [all text messages banned in CAR](#), mobile money payments enabled [between Tigo, Airtel, Zantel customers](#), and reports that [mobile internet usage is on the increase in sub-Saharan Africa](#).

If you happened to miss last week's awesome [Biz Takeouts](#) episode, do not fear - the [podcast is now available](#).

Have a great week!

Cheers!

Ilse van den Berg, Editor: Marketing & Media Africa (@Biz_Africa)

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