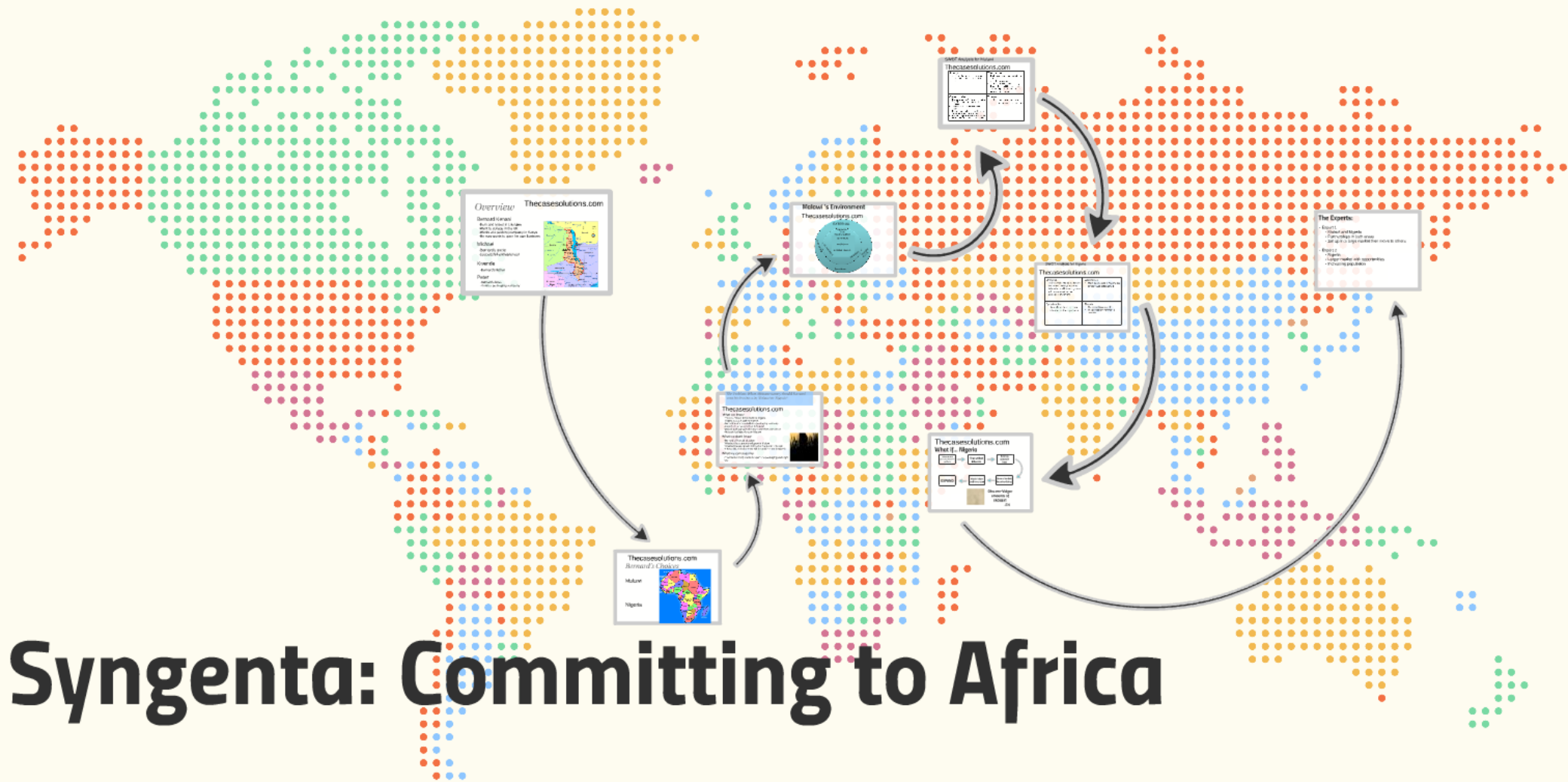


Syngenta: Committing to Africa

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Syngenta: Committing to Africa

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Overview

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Bernard Kenani

- Born and raised in Lilongwe
- Went to college in the UK
- Works at a packing company in Kenya
- He now wants to open his own business

Michael

- Bernard's uncle
- successful entrepreneur

Kwende

- Bernard's father

Peter

- Bernard's boss
- Owns a packaging company



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Bernard's Choices

Malawi

Nigeria



The Problem: What African country should Bernard start his business in, Malawi or Nigeria?

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What we know:

- There is money to be made in Nigeria
- Nigeria is a competitive market
- Bernard wants to establish a packaging company
- Potential business partner in Malawi
- Malawi packaging would only come from one sector
- Not a skilled labor force in Malawi

What we don't know:

- Bernard's financial situation
- Whether the economy will grow in Malawi
- Whether the equipment will last at the plant in Malawi
- If the political environment will be stable or not in Nigeria

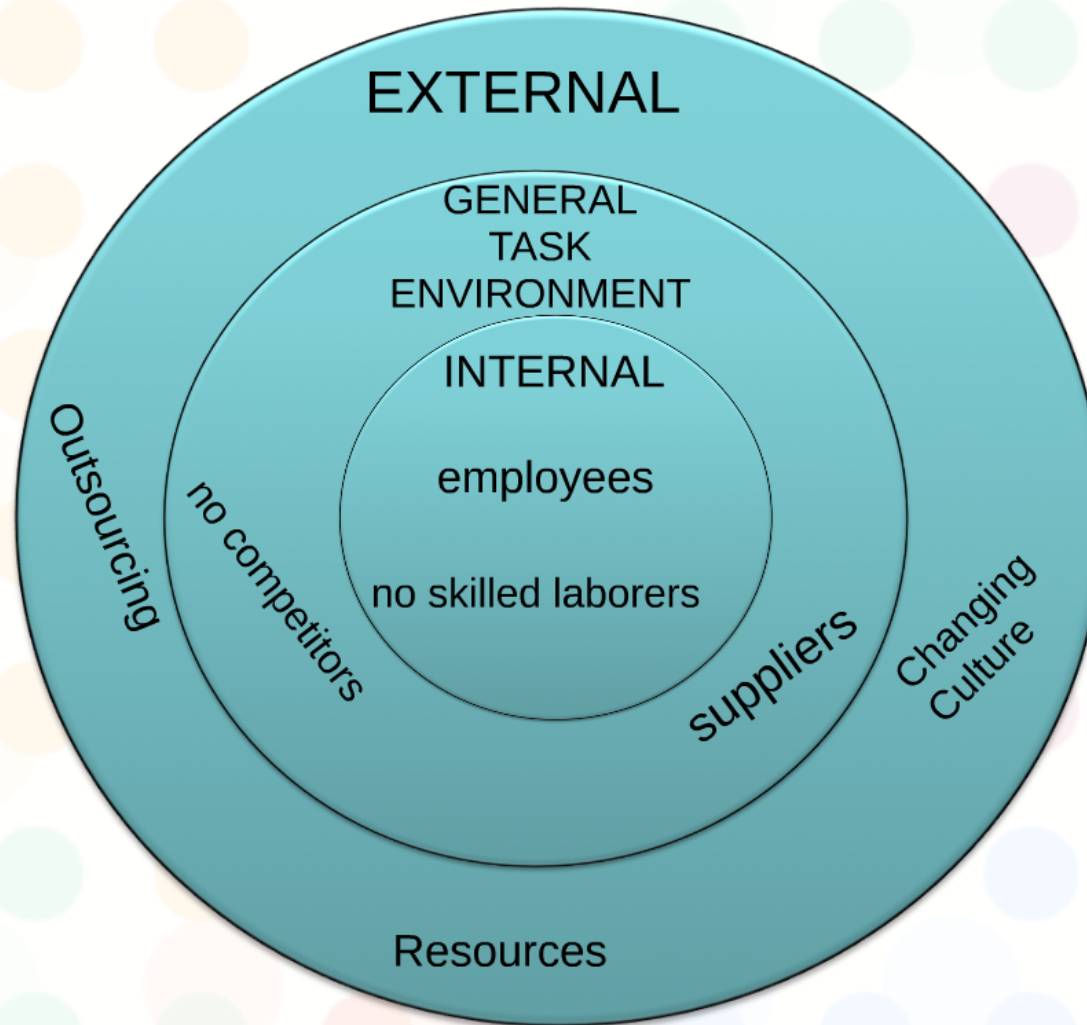
What we can assume:

- That Bernard only wants to open one packaging plant right now



Malawi 's Environment

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SWOT Analysis for Malawi

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Strengths:

- In Malawi they are very busy, often having more orders than they can fulfill

Weaknesses :

- Their customers are primarily tobacco producers
- Skilled labor shortage
- Outdated machines in the facility
- There's the possibility that he won't make enough capital to move to the surrounding countries.

Opportunities:

- There is the potential to move to other East African countries and their markets.
- Potential business partner, Amara Desta.
- The tobacco producers were looking to buy more packaging in country
- There is the possibility that Malawi will grow to be a more prosperous country

Threats:

- Risky to only have one main sector that you get demand from

SWOT Analysis for Nigeria

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Strengths:

- There is money to be made here because of the large economy
- When the retail business grows so will the packing industry
- Large pool of workers

Weaknesses:

- Most businesses in Nigeria are already well established

Opportunities:

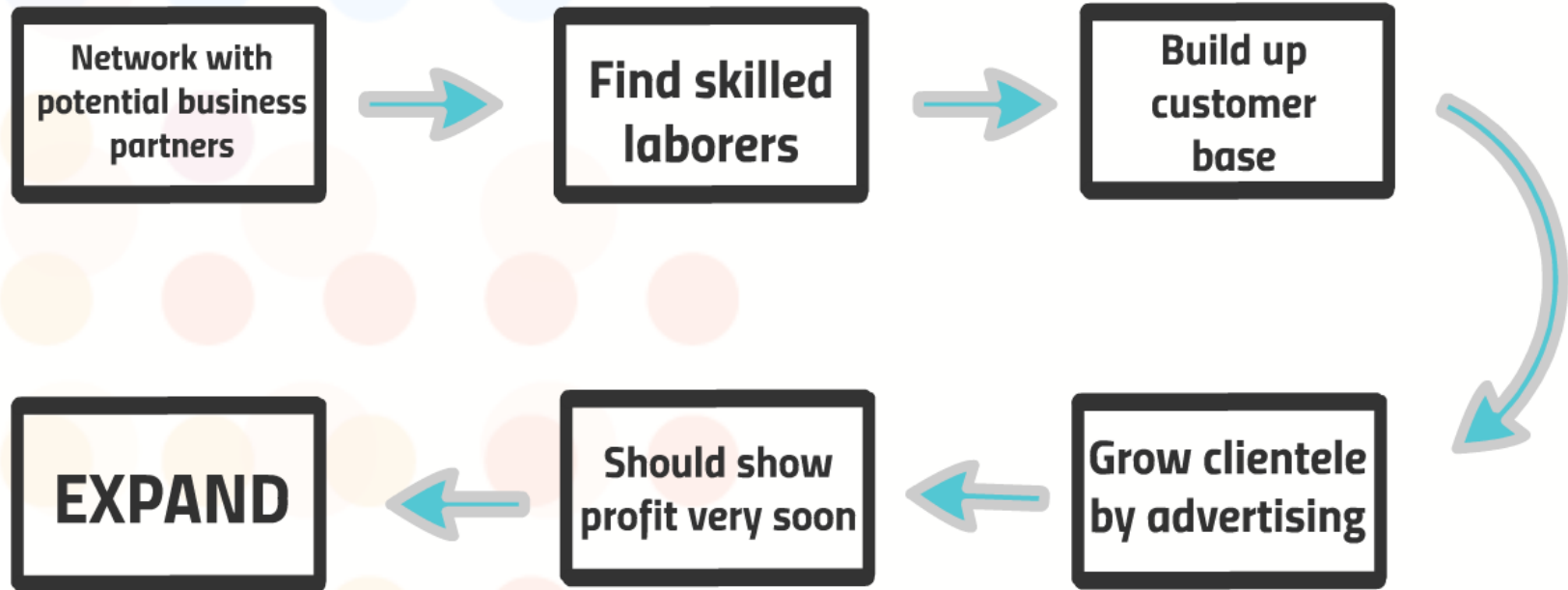
- His uncle has lined up three potential business partners

Threats:

- The market is competitive
- The political environment is unstable

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What if... Nigeria



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**Obscene-Vulgar
amounts of
MONEY!**

-EH