

# CASE STUDY



## Strategic advisory / Policy & political monitoring

Political economy analysis / Stakeholder strategy & issue advocacy / Sector-focused reporting



### SECTOR

Technology & digital solutions

### MARKETS

Nigeria



## Nigerian market entry support for multinational tech company

### REQUIREMENT

Since 2021, Sofala has been engaged by a major global tech company to support its market entry in Nigeria. The initial engagement focused on identifying, analysing, and tracking critical political and policy issues that would have a meaningful impact on market entry or operations. The work then evolved to include detailed stakeholder mapping and engagement strategy development.

### APPROACH

We worked senior individuals in the Nigerian tech sector to undertake a rapid identification of the most critical issues relevant to our client. Working with our local teams in Lagos and Abuja we then conducted discrete interviews with sources in the private and public sector to understand the dynamics driving critical issues, as well as their likely trajectory and outcomes. Our network teams continued to monitor the issues, engaging their own local sources to track key developments. For the stakeholder mapping and engagement strategy, we worked with our team to delve into the power dynamics and key interests behind the scenes to craft effective messaging and stakeholder prioritization. We also engaged the expertise of an external expert with significant experience conducting stakeholder engagement in Nigeria in subsectors most critical to the client.

### OUTCOME

Our research provided the client with a strong understanding of the issues that are most likely to present a material challenge to market entry and operations. It also provided an understanding of the factors and interests underpinning these challenges, and insight into the inflection points that would significantly support/hinder activities in the country. The stakeholder engagement strategy built on this by focusing in on the stakeholders that had the most influence over critical issues. The engagement strategy provided our client with a clear roadmap for when and how to engage stakeholders, including appropriate messaging, taking into account shifting power dynamics and the approaching 2023 elections.

### CONTACT US

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