

Africa, made actionable.

Market entry, qualified partners, country set-up.

Market entry, qualified partners and country business set-up — one coordinated path from opportunity to operation. We assess your category, target country and commercial objectives to define the right entry route, partner strategy and realistic timeline to first order. Evidence-led support for manufacturers, private firms and government agencies entering African markets.

2018

Operating since

8

Market-entry services

9

Connected set-up stages

4

Months to first sale (fastest)

FROM MARKET FIT TO FIRST CONVERSATION

Eight services, one coordinated path.

- 01 Opportunity screening**
Seven-section dossier; 2-4 vetted partner candidates; ranked risks and ready-to-send outreach.
- 02 Industrial lead generation**
Three-to-six-month campaigns for distributors, importers, agents and system integrators.
- 03 Financial services leads**
Prequalified advisors, investors, institutions and intermediaries aligned to a defined need.
- 04 In-market representation**
A credible local team combining outreach, partner development and documented reporting.
- 05 B2B business matching**
Pre-screened buyers, curated meetings, briefings, interpretation and pipeline follow-up.
- 06 Marketing & export sales**
A 36-month, results-led partnership with local expertise, CRM visibility and qualified meetings.
- 07 Products & trade workflow**
A documented route from letter of intent and KYC to agreement, payment, inspection and shipment.
- 08 International development**
One Nairobi coordination point supported by an international network of local representatives.

A PRACTICAL ROUTE TO MARKET

Screen. Qualify. Introduce. Advance.

01

Define

Offer, target market, contacts and constraints.

02

Verify

Fit, capacity, registrations, references and risk.

03

Rank

Prioritised partners and a realistic entry route.

04

Engage

Introductions, meetings, follow-up and reporting.

THE SCREENING PROMISE

Verified facts, public knowledge and open questions stay clearly separated.

NAIROBI SALES OFFICE

Headquarters

17th Floor, CEA Building, Nairobi, Kenya
+254 728 268 568

info@scapartner.com
scapartner.com

A REALISTIC PLAN

Pricing is set per five prequalified industrial leads; scope is agreed against your products, volumes and deal requirements.



ONE CONTINUOUS CYCLE

Set up. Operate. Renew.

Nine connected stages, coordinated as one plan — from first plan to annual renewal, and back to the next growth decision.

Stage 9 feeds back into Stage 1: renewal, restructure or expansion begins a new cycle.

Tell us the country. We will map your plan from Stage 1 to Stage 9.



COUNTRY BUSINESS SET-UP

Nine connected stages.

1 / Business set-up planning

Joint venture · fast-track plan · ownership · acquisition · free-zone options

2 / Company registration

Entity type · corporate structure · resident directors/shareholders · licences · capital

3 / Corporate banking

Remote opening · cards · merchant account · signatory · currency controls

4 / Staff & premises

Recruitment · visas · payroll · virtual, shared or permanent premises

5 / Accounting & tax

Registration · bookkeeping · returns · reporting · legal tax planning · audit

6 / Market penetration

Business matching · e-commerce · agents · joint ventures · marketing · franchise

7 / Cash-flow planning

Cost control · trade and corporate finance · working capital · grants

8 / Advisory services

Outsourcing · trademarks · private equity · turnaround · M&A · listing

9 / Compliance & renewals

Licences · annual returns · UBO updates · substance · agent/address · restructure

LOCAL RELATIONSHIPS. COMMERCIAL PROGRESS.

Examples from East and West Africa.

ITALY → KENYA & TANZANIA

Industrial cleaning equipment

6 months

Exclusive distributor converted in each country; parallel commercial launch.

GREECE → KENYA

Industrial lubricants

4 months

First qualified distributor converted within six weeks; first container shipped in month four.

CHINA → ETHIOPIA

Surgical medical devices

6 months

Compliant import route and hospital-focused distributor established; first order within one quarter.

UAE → KENYA & NIGERIA

HVAC & cold chain

6 months

Specialist distributors appointed; cold-chain and data-centre channels established.

THE ROUTE AT A GLANCE

01	Define	Offer, market, contacts and constraints
02	Verify	Fit, capacity, registrations and risk
03	Rank	Prioritised partners and entry route
04	Engage	Introductions, meetings and reporting

B2B BUSINESS MATCHING

12 German healthcare companies matched with pre-screened Kenyan partners for a curated Nairobi forum and B2B programme.

START YOUR MARKET-ENTRY CONVERSATION

Tell us the country and your product.

We will come back with an initial view on entry route, partner strategy and a realistic timeline to first order.

Sales office HQ

17th Floor, CEA Building, Nairobi

Telephone

+254 728 268 568

General enquiries

info@scapartner.com

Website

scapartner.com