



HOW CAN WE HELP YOU WITH YOUR AFRICA BUSINESS?

Using our expansive and efficient range of Business Development Services (BDS) we endeavor to work in close collaboration with each organization, to assist and support you in achieving your business development objectives on the African continent.

Business Development Services include training, consultancy and advisory services, marketing assistance, information technology development and transfer, and business linkage promotion. The BSD capability of V⁴ Group focusses on the strategic aspect of services. This means, we focus on aspects of the enterprise to address medium- and long-term issues in order to improve the performance of the enterprise, its access to markets, and its ability to compete. For example, strategic services can help the enterprise to identify and service markets, design products, set up facilities, and seek financing.

It is frequently assumed that developing countries are willing to accept sub-standard service and products. The reality is, in addition to a high demand for good customer service and top quality, many of them demand top notch safety and security regulations.

In summary, V⁴ Group can assist and guide with the following:

- Putting into place resources to give your company a permanent face on the continent, make your business visible and strengthen partnerships on the ground.
- Understanding the culture of African business is a huge advantage. Being overly professional and disregarding cultural practices is not the way to do business in Africa. The concept of “Ubuntu” (humanity towards others) is widely practiced in Africa. Successful businesses focus on carefully selecting and then regularly interacting with in-country partners, and understanding local business processes.
- Business processes, products and activities need to be tailored to local conditions. Foreign business models cannot be replicated in Africa without regard to local economic, social and cultural conditions. Some investors may have to adopt totally new or related areas of business due to emerging opportunities and policy and regulatory reforms.

“AFRICA IS THE NOW...NO LONGER THE FUTURE”