ABOUT AFAP

The African Fertilizer and Agribusiness Partnership (AFAP) is a non-profit social enterprise that collaborates with public and private sector partners to develop and strengthen inputs value-chains, and in particular, to deepen and broaden fertilizer markets across Africa. AFAP is dedicated to designing and executing sustainable development projects that support policy and regulatory reforms, capacity building, financial credit provision, and data collection and market intelligence dissemination. By providing innovative and market-oriented business solutions, AFAP promotes the growth of the agricultural inputs and agribusiness value chain sectors.

AFAP’s approach involves a range of activities that contribute to the development of a robust inputs and fertilizer market ecosystem. These activities include, but are not limited to: identifying and addressing gaps in policy and regulation, facilitating skills development and knowledge transfer, introducing farming good practices and technologies to improve yield, providing access to credit and other financial services, and collecting “last mile” data and disseminating market intelligence. By integrating all of these activities, AFAP helps foster a more competitive, efficient, and sustainable inputs market system across the African continent.

With offices in nine African countries, including Ghana, Kenya, Malawi, Mozambique, Nigeria, Tanzania, Uganda, Zambia, and its headquarters in South Africa, AFAP combines technical expertise, entrepreneurial innovation, and a unique, continental perspective.

Overall, AFAP’s work is essential in advancing agricultural productivity and food security across the continent. Through its partnerships and innovative business solutions, AFAP is helping transform Africa’s agricultural sector into a viable engine for economic growth and development.
ABOUT AFAP’S MARKET DEVELOPMENT SERVICES UNIT

The Market Development Services Unit is the principle new business support unit within AFAP. We are committed to advancing AFAP’s mandate to increase private-sector investment in fertilizer markets and input value chains.

Our Market Development Services Unit team includes a diverse set of professionals and specialists in the fertilizer industry, and draws on all of the resources of AFAP’s other units (agribusiness development services, financial services, policy development services, and market intelligence) to provide solutions to our commercial clients.

The team has an in-depth understanding of fertilizer markets in Africa and is flexible enough to cater to the constantly changing operational complexities associated with the continent. Team members are well versed in how African governments’ economies and politics operate and this means we understand the environment well enough to evolve relevant and viable business solutions that can be practically applied to very specific contexts.

Selected areas where we have expertise amongst our in-house team and pool of external expert consultants, include (but are not necessarily limited to the following):

- Expanding into new fertilizer markets
- Innovation and technology development and introduction
- Establishment of fertilizer blending operations
- Development and customization of IT solutions for the fertilizer sector
- Navigating and compliance with policy and regulatory requirements and related certifications
- Undertaking financial analysis and strategy for new business pursuits/ expansion

AFAP MARKET DEVELOPMENT SERVICES’ CLIENT FOCUS

We deliver market-driven, locally relevant and effective business solutions to agriculture input and agribusiness value chains in Africa. AFAP’s Market Development Services unit offers business solutions for:

- **Global fertilizer manufacturers** – seeking to enter the fertilizer value chain in Africa for the first time using reliable, tested market-entry strategies
- **Local fertilizer importers** – looking to increase market share through risk-managed agro-dealer distribution networks
- **Global, Regionally Active and Local Fertilizer** – companies seeking advice on local market entry/ expansion, regulations and product positioning
- **More developed and financially able small-to-medium enterprises (SME)** – seeking fee-for-service business advisory and financial services to improve their technical and business competencies
- **Government agencies or regulatory bodies** – wishing to design and promulgate policies and regulations that are more conducive to private-sector driven agricultural sector growth
- **Development partner agencies/ institutions** – seeking to better understand input and agribusiness value chains in Africa to improve resource allocation decisions and design and implement sector support programs, and
- **International and Africa-based Investors** – aiming to set up blending operations, storage facilities, and logistics networks in eastern, southern or western Africa.
MARKET DEVELOPMENT SERVICES

• Project Feasibility and Due Diligence

We support fertilizer and other inputs sector clients in their efforts to evaluate the viability of product development/ blending/ logistics and other sector development/ business development related projects in Africa.

Relevant services within this sphere include:
- Demand evaluation/nutrient supply availability/trade potential
- Cost competitiveness assessment
- Market environment and competitor analysis
- Sales and marketing strategy development
- Market risk analysis
- Analysis of existing cost allocation across value chain, including price forecasting and analysis.

• Market Entry Strategy and Implementation Support

We facilitate the entry and expansion of input suppliers into African markets and assisting with the development of sales and marketing strategies and implementation plans.

- We thus, provide suppliers with practical guidance on sales marketing strategies, which may include:
  • Demand/supply/trade/customer/ stakeholder analysis
  • Cost competitiveness/price chain build ups
  • Developing sales and marketing strategies
  • Identification of marketing/distribution channels
  • Coordination of product launches/ demo plots/ media campaigns
Have questions?

Please contact Ms. Sandra Pires
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