

INTERNATIONAL BUSINESS CASE STUDIES

STRATEGIC FOCUS STRATEGY FOR ELECTRICAL SERVICES IN AFRICA



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Introduction

An African electric services provider was performing in a saturated market and needed a vision to review its services.

Challenges

Navigating the diverse and demanding electrical needs across different sectors in the saturated market presented a substantial challenge. Understanding specific industry requirements, adhering to stringent safety standards, and addressing infrastructure limitations were key hurdles.

Solutions

A comprehensive local electric services market study was the key here. In the second phase, the company's resources and market position were analyzed. The company was recommended to acquire new equipment and implement a focused strategy, concentrating its resources on becoming a niche player in delivering specialized electrical services. The company invested in recruiting highly experienced engineers and skilled technicians, procuring advanced equipment, and customizing service packages tailored to the focus sectors' unique demands. I-MAVE's experience in global markets, strategic insights and custom training elevated the electric company to a key player in a niche electric services market.

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Outcomes

The outcomes were impressive –the company emerged as a go-to specialist for electrical solutions in the market. By harnessing its specialized expertise, the company secured contracts with major industries, delivered high-quality services, and established itself as a reliable partner for electrical needs across the region.

Major Take-Aways

This case emphasizes the significance of a focused strategy in specialized service provision. The success highlights the importance of concentrating expertise and resources to excel in delivering tailored electrical solutions, effectively catering to diverse industry requirements in local markets.

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Export Business**

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ABOUT THE AUTHOR



Faruk M. Khair, is the CEO and founder of I-MAVE | International Maverick. He is a management consultant, certified global business professional, certified global business trainer, international business coach & mentor and a seasoned International Business Specialist with 25+ years of senior executive experience in global roles bringing unparalleled expertise to guide your export business success. Mr. Khair has empowered SME Exporters with insights drawn from the successful track record of guiding over 40 global exporters from US, Europe, Africa & Asia.

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