



NjeMa

NjeMa Marché Africain Consulting Ltd

"Transforming Visions into African Success"

Company Profile – 2025

Transforming Visions into African Success

Website | www.njema.africa



About Us

Who We Are

NjeMa Marché Africain Consulting Ltd is a Pan-African consulting firm dedicated to unlocking growth opportunities across African markets. With a deep understanding of regional dynamics, diaspora linkages, and cross-sector development, we empower businesses, institutions, and investors to navigate and thrive within Africa's complex and emerging economies.

Vision

"To lead the global marketing evolution by empowering businesses to thrive in a connected, insight-driven marketplace."

Mission

"We help businesses grow by delivering market insights, tailored strategies, and creative solutions that drive regional impact and global competitiveness."

Core Values: We thrive as we are guided by our core values to ensure that we deliver on our promises with our clients and partners. **We are your RELIABLE partner:**

Responsiveness – Custom made solutions to meet client needs.

Excellence – Delivering outstanding quality in all services.

Loyalty – Building long-lasting and trustworthy relationships with clients.

Innovation – Continuously seeking creative and effective solutions.

Accountability – Owning responsibilities and ensuring integrity.

Boldness – Taking courageous steps to lead and inspire.

Leadership – Inspiring and guiding with vision, integrity, and purpose.

Empowerment – Helping teams and individuals unlock their full potential.



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Our Core Services

1. New Market Consulting

We support clients looking to enter new African markets by offering tailored entry strategies, feasibility studies, and on-the-ground intelligence ensuring a smooth and strategic launch.

2. Growth Strategy

We partner with businesses to craft and implement customized growth plans, helping them scale sustainably and seize emerging opportunities in both established and frontier markets.

3. Market Research

Our team delivers deep market insights through targeted research that empowers our clients to make informed, data-backed decisions in competitive landscapes.

4. Distributor Search

We connect our clients with trusted, high-performing distributors aligned with their product, brand, and expansion goals—accelerating access to new customers.

5. Knowledge Partner

As your strategic knowledge partner, we provide continuous updates, market intelligence, and business advisory to keep you informed and agile in evolving markets.

6. Investment Promotion

For investors, we identify viable opportunities, offer sector-specific insights, and facilitate connections with key public and private sector stakeholders for successful market entry.

7. Concierge Service

We offer high-touch support for business travel, market visits, relocation, and VIP coordination—ensuring your entry and operations run smoothly from day one.

8. HR Services

Our HR solutions include talent search, onboarding, and compliance support—enabling our clients to build capable and compliant teams in unfamiliar territories.

9. Company Registration

We simplify local incorporation by managing all aspects of company registration, licensing, and legal compliance—accelerating time to market and reducing risk.

10. Commodity Trading

Leveraging our extensive regional network, we facilitate reliable sourcing and trading of key commodities—ensuring transparency, quality, and timely execution.



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Our Approach: Client-Centered, Context-Aware, Impact-Focused

We use a hybrid model combining Pan-African expertise with global best practices. Our approach ensures:

- Inclusive stakeholder engagement
- Evidence-based decision-making
- Long-term sustainability
- Capacity transfer and local empowerment

Methodology

- Situational Analysis
- Co-Design of Solutions
- Implementation Support
- Monitoring & Learning

Projects & Impact Highlights

Examples of Our Work

- ✓ Trade Facilitation for Kenyan Agribusiness Exporters to West Africa
- ✓ Diaspora Investment Advisory for Real Estate in East Africa
- ✓ SME Digitalization Training Program for Women Entrepreneurs in Central Africa
- ✓ Research Study on Regional Trade Barriers in COMESA Bloc
- ✓ Bilingual Market Entry Strategy for Francophone-Anglophone Clients
- ✓ New market entry for underwriting firms for new Central African markets
- ✓ Market entry strategy proposal for FMCG firms for Central Africa markets



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Contact Us

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