



MARKET REPORT

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ROCHEM[®]



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MR0294

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This report is intended to showcase the potential market for ROCHEM products in Africa and have an estimate of the market value for the products. During this market Research, it was discovered that ROCHEM has not yet penetrated most of the African Markets whose barriers are penetrable.

Also, we found that there are some companies and Agencies that are offering the same products as Rochem but are different in quality and availability as well they need to stop production and clean the Equipment not like Rochem no need to stop Production.

To accomplish this marketing research we have managed to Reach **55** African countries, we managed to reach **501** companies, we have managed to engage with **277** prospects, **30** meetings done as well as **35** prospects interested in the Rochem Products

Also, we spent a total of 207 hours on different tasks within the campaign per 4 weeks



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There are 3 main objectives for the project that have been made clear by the team lead as stipulated by the client. These are the driving factors for the entire team and specific measurables are set from the stated objectives.



Priority 1: Identify Decision Makers

Within the agreed sectors, there are several decision-makers. The team carried out extensive research on key industries in the African region, to identify decision-makers in different companies to initiate conversations with them. This is aimed at ensuring the best returns



Priority 2: Personal Engagement and Marketing

We have made it our priority to engage different professional stakeholders within the cited industries. The outcome of the engagement was to get relevant market information for the products in question.



Priority 3: Creating better contacts and Building Relationships

Through the various one on one engagements, we have been able to build valuable relationships with different companies. This allows for easier access to distributors on the ground.

Summary of Time progress

207
Hours

The team spent a total of 207 hours on different tasks within the campaign.

The tasks that were took up most of the time include:

- **1 ON 1 meeting with prospects**
- **Lead generation and messaging**

Measuring Progress

Performance goals are a good way to monitor and measure progress.

Reporting performance includes details such as the Clockify reports that indicate the time spent on the project, a list of potential decisions makes after research and meetings held with potential clients

Measuring Progress

In order to get to potential clients, various processes were established to conduct the project. There were different categories of clients. This report shows the engagement process. The client

Summary of Engagement progress

Count

Meeting

0.3%

Interested

5.3%

Sent Email

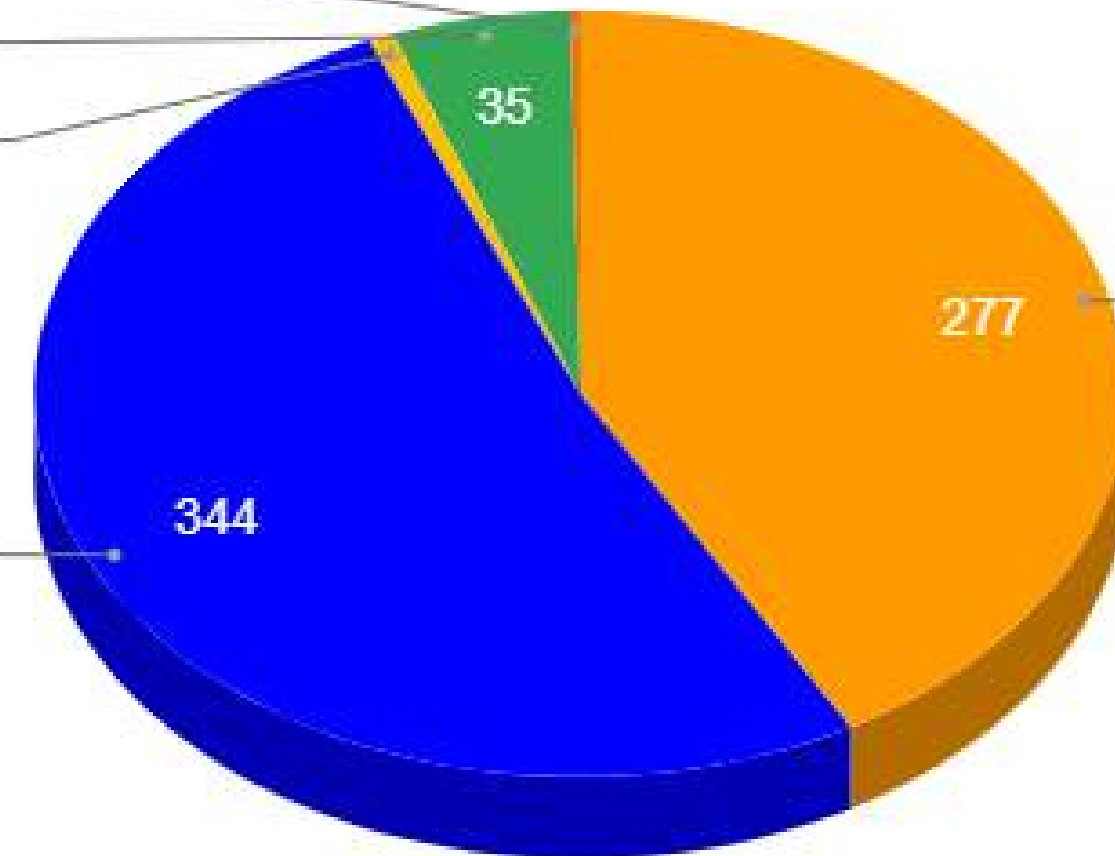
0.8%

Sent Message

51.9%

Engaged

41.8%



- **Identified companies: 501**
- **Messages sent: 344**
- **Prospects Engaged: 277**
- **Interested: 35**
- **Meetings: >30**

Main Countries Targeted

The African Continent has a total of 55 countries. However, there are few countries that we have focused on due to the nature of their industries. Most west African countries have Oil and gas rigs and carry the bulk of the project area. The market research was conducted with particular attention focused on countries in West African countries. Moreover, every country has an aviation industry as well as an energy sector which gives a wider scope of operations



Sudan



Tunisia



Zambia



Uganda



Nigeria



Sierra Leone



Mauritania



Algeria



Niger

INDUSTRIES TARGETED

- Oil and Gas
- Aviation
- Mining
- Waste Water Treatment
- Gas Turbine Compressor Cleaning



Competitors

Within the continent, there are different producers of similar products who hold some market share and have been existing before ROCHEM tried entering the market. This information allows us to learn how to improve the business strategy as it will explain how we may outperform the rivals in Africa to keep customers' interest giving you a competitive edge over other businesses in your industry.



Brand Nu laboratories is a company that manufactures cleaning agents. Its greatest market is in the waste management industry where a majority of its clients are found.

SPECTRA

SPECTRA CHEMICALS KENYA LIMITED is manufactures and distributors of various products under the brand name "SAFI" over tow decades. Their presence is majolry in COMESA countries specializing in industrial cleaning agents.

HITACHI

Launched in 2013, Hitachi's Gas turbine clean combustion technology for next-generation coal-fired thermal power generation has been used in different gas turbines in Africa for cleaner combustion

Competitors



The company provides wide-ranging services and a broad technology portfolio to help customers address critical process, water and waste water needs, while reaching their operational, environmental and sustainability goals. Its main customer base is in subsahran Africa.



NuWater is a smart water treatment solutions company found in South Africa. They are industry leaders who are at the forefront of intelligent water treatment solutions. Its main customer base is in sub-Saharan Africa.



Chemtex Speciality Limited made a strong start in the year 1970 . The Indian Company has grown to a market leader in African industries of Water Treatment, Cleaners, Heat Transfer fluid, Glycol & Coolant, AC Chemicals, Oil and Gas.

SOME OF THE COMPANIES WE ENGAGED



Konkola Copper Mines plc



Konkola Copper Mines plc is a subsidiary of Vedanta Resources plc ("Vedanta") a London Stock Exchange listed FTSE100 diversified metals and mining company, with revenues in excess of USD 6.5 billion. The group produces aluminum, copper, zinc, lead, and iron ore and also commercial energy. Vedanta has operations in India, Zambia, and Australia with a strong organic growth pipeline of projects and an empowered talent pool of 30,000 employees globally. Vedanta places a strong emphasis on partnering with all its stakeholders based on the core values of entrepreneurship, excellence, trust, sustainability, and growth

What brand do they use to clean their Equipment

They use cleaning chemicals from the following Agencies Chemtex, AECI Water (Suez) and Alumiclem

SOME OF THE COMPANIES WE ENGAGED



Uganda National Oil Company Limited (UNOC)

Uganda National Oil Company Limited (UNOC) was established in 2015 under Section 42 of the Petroleum (Exploration, Development, and Production) Act and Section 7 of the Petroleum (Refining, Conversion, Transmission, and Midstream Storage) Act, both of 2013. UNOC was incorporated under the Companies Act of 2012 as a limited liability company wholly owned by the Government of Uganda.

SOME OF THE COMPANIES WE ENGAGED



Calaya Engineering Services Africa



As one of the renowned Engineering and Solution provider companies in Africa Established in 2005 and company headquarter Port Harcourt, Rivers State, the Objective and Vision are to bring technology to all corners of Africa as well across. with our unique technology in support of our partners, these services give your company, clients & customers opportunities to gain real-time information and accurate data cost-save operations. These cover all sectors, the Oil & Gas, Green Energy, HealthCares, Real Estate, hospitality, Gargets & ICT, etc

Their Operations are in Nigeria, the UK, Sapin, Equatorial Guinea, Congo, Gabon, Angola, Rwanda, and UAE

SOME OF THE COMPANIES WE ENGAGED



SNC-Lavalin



Founded in 1911, SNC-Lavalin is a fully integrated professional services and project management company with offices around the world. SNC-Lavalin connects people, technology, and data to help shape and deliver world-leading concepts and projects while offering comprehensive innovative solutions across the asset lifecycle. Our expertise is wide-ranging – consulting & advisory, intelligent networks & cybersecurity, design & engineering, procurement, project & construction management, operations & maintenance, decommissioning and sustaining capital – and delivered to clients in four strategic sectors: EDPM (engineering, design and project management), Infrastructure, Nuclear and Resources, supported by Capital. People. Drive. Results

SOME OF THE COMPANIES WE ENGAGED



Sonatrach



Sonatrach (Société Nationale pour la Recherche, la Production, le Transport, la Transformation, et la Commercialisation des Hydrocarbures s.p.a.) is an Algerian government-owned company formed to exploit the hydrocarbon resources of the country. Its diversified activities cover all aspects of the Oil & Gas industry chain. Upstream (E&P), Midstream (Transport), and Downstream (Marketing, Refining, and Petchems).

SOME OF THE COMPANIES WE ENGAGED



Chef de groupe aide joint & Projeteur dessinateur installation général



EPPM is recognized as one of the major EPC contractors active in the Middle East and Africa. We operate through three main core businesses: Oil & Gas, Water Treatment, and Industrial Plants. For each core business, we offer a large range of services including engineering, project management, procurement, construction & supervision, commissioning & start-up as well as operating & maintenance services. Since 1993, more than 150 projects have been completed across Africa & throughout the Middle East. With over two decades of worldwide experience and commitment, we have set up 10 subsidiaries in various countries such as; Algeria, Libya, Angola, the Republic of Congo, the Kingdom of Saudi Arabia, the United Arab Emirates (Dubai and Abu Dhabi), the Republic of Iraq, the State of Qatar, and the Sultanate of Oman.

SOME OF THE COMPANIES WE ENGAGED



International Committee of the Red Cross – ICRC



ICRC



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Generally, the project went very well, and looking forward to proceeding Further and closing better deals with the contact we created and building a relationship with them which was a key factor for the success of the project report. Also at this stage, we will be continuing with discussion with them as well as collecting the quotation and more discussion about the opportunity.

What we recommend is continued communication between parties in order to expand the market all over Africa



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————— *Lifting the limits* —————