The market development services sub unit of BTS provides professional technical advisory services with respect to all aspects of fertilizer market development in many of the Sub-Saharan Africa markets. We aim to support the development of fertilizer markets to ensure both efficiency and maximised profitability at the farmer level, while still focusing on environmental sustainability and keeping distribution channels competitive.

Our team consists of senior marketers with deep experience in international and Pan-African fertilizer markets, both at operational and managerial levels of the fertilizer industry. The BTS team has a solid understanding of developing markets from manufacturing and importing, through to creating demand at the farm level. Our network allows us to fully grasp the nuances of the industry, while also having the analytical capacity to ensure strong outputs. Whenever needed, we’re also able to call on key experts for specific assignments to deliver our clients’ projects to the highest standards.

AFAP BTS’s strength is our comprehensive database of fertilizer-industry relevant data for many of the major Sub-Saharan African markets. This is key to providing a sound basis for much of our analytical project work.
Our services

Project analysis and design

We develop the strategy and the project and determine financial aspects relating to this. For example, we’ve assessed blenders and storage facilities; assisted in developing new plants or products; and also compiled route-to-market proposals.

Market analysis

We identify market structures and how markets work in different areas. Within specific markets, we pinpoint potential bottlenecks and propose solutions at a policy or operational level. This allows us to target donor resources better to make changes, which can improve the efficiency of the distribution channel. These may involve:

- Logistical analytics – we understand logistics from across the port processes through to price build ups across the total value chain and identify weaknesses and provide support to rectify them
- Restructuring current distribution systems within countries for better efficiency
- Compiling market-entry options for competitors in the Pan-African market or for international entrants.

Technical support

We can assist on all aspects of fertilizer operations and policies, such as:

- blend formulation
- product quality specifications
- processing options (blending, coating, granulation)
- options for liming
- nutrient-use efficiency options.

Some recent market development project examples

- Investors support with multiple business and technical assessments to develop fertilizer-blending ventures across west, east and southern Africa. This involved feasibility assessment of technologies, fertilizer formulations for various crops, distribution strategies and action plans with strategic partners.

- Support to a leading manufacturer in the region with a market assessment, ore reserve assessment and an investigation of manufacturing options to identify business-improvement opportunities for their company. Negotiated a significant line of credit from commercial lenders at favourable rates.

- Strategic support to a large fertilizer manufacturer to develop a market-orientated, rather than a trading approach to growth in East Africa. Market intelligence and discussed market opportunities, which led to our client expanding from South Africa. The company is now leveraging its position in the region to grow its markets.

- Market assessments, product assessments and entry options for a one million mt entry venture into the African market. Our contacts allowed us to link the company with various ammonia producers for partnership options.

Have questions?

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