INSIGHT GUIDE

Five Costly Mistakes Technology Companies Make in Africa

Common pitfalls we see repeatedly — and how to avoid them.

1. Treating Africa as one market

Kenya, Nigeria, South Africa, and Tanzania have different regulatory regimes, buyer behavior, and infrastructure realities. A strategy built for one rarely transfers cleanly to another.

2. Choosing a distributor on reach alone

The distributor with the broadest claimed coverage is often not the one with the technical capacity to support your product after the sale. Coverage without service capability creates churn, not growth.

3. Underestimating regulatory and procurement timelines

Government and enterprise sales cycles in the region routinely run longer than manufacturers plan for. Entering without a realistic timeline creates pressure to make poor commercial concessions.

4. Exporting without a deployment plan

Shipping product without a clear plan for installation, training, and acceptance testing damages credibility quickly — and is difficult to recover from in a relationship-driven market.

5. Under-investing in local presence

Manufacturers that rely solely on periodic visits or email-based account management consistently lose ground to competitors with a genuine on-the-ground presence, even a fractional one.

Next step: Each of these mistakes is avoidable with the right local partner. SRMPL Advisory exists to close exactly this gap — combining commercial representation with technical deployment assurance.