

CHALLENGESS IN NIGERIA EXPORTS AND WAY FORWARD

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MAIN CHALLENGES

A. PRODUCT-

1. Selection
2. Quality
3. Certification
4. Packaging
5. Shelf life
6. Capacity-volume

- B. FORWARDING
- Reliability of forwarder
- Reliability of carrier and service delivery
- Delays- local transiting to ports and forwarding period to destination
- Higher charges VS limited cargo
- Threats of drugs injection into cleared cargo

C. MARKETING

- a. Identify the market
- b. Inadequate information on the market-
segmentation, target, psychography.
- c. Local regulations
- d. Local Trade rules
- e. Financial regulations
- f. Cultural issues

- g. Local Representative
- h. Inconsistent supplies
- i. Political marketing.
- j. Use of mentors
- k. Links with Institutions/Chambers of
Commerce
- l. Collaboration with other exporters

- D. FINANCE
- Export funding-savings, bank, friends, relatives, collaterals.
- Payment-LCs, Bills for collection, Credit, Cash
- Exchange rates-stability. Naira to other currencies to examine exports rates for establishing economics of export and proceeds.
- Use of cooperatives/collaborators-shared risk/knowledge

- Insurance
- Remittances
- Carry out economics of each export to have pre-knowledge of returns.
- Storage cost-pre export & destination market

E. LOCAL LOGISTICS

- Power
- Trucking
- Storage-warehousing
- Export incentives-Interventions, Grants eg EEG

F. KEY DRIVERS

> PASSION

> DEDICATION

> TRUST

> QUEST FOR KNOWLEDGE

> CONFIDENCE