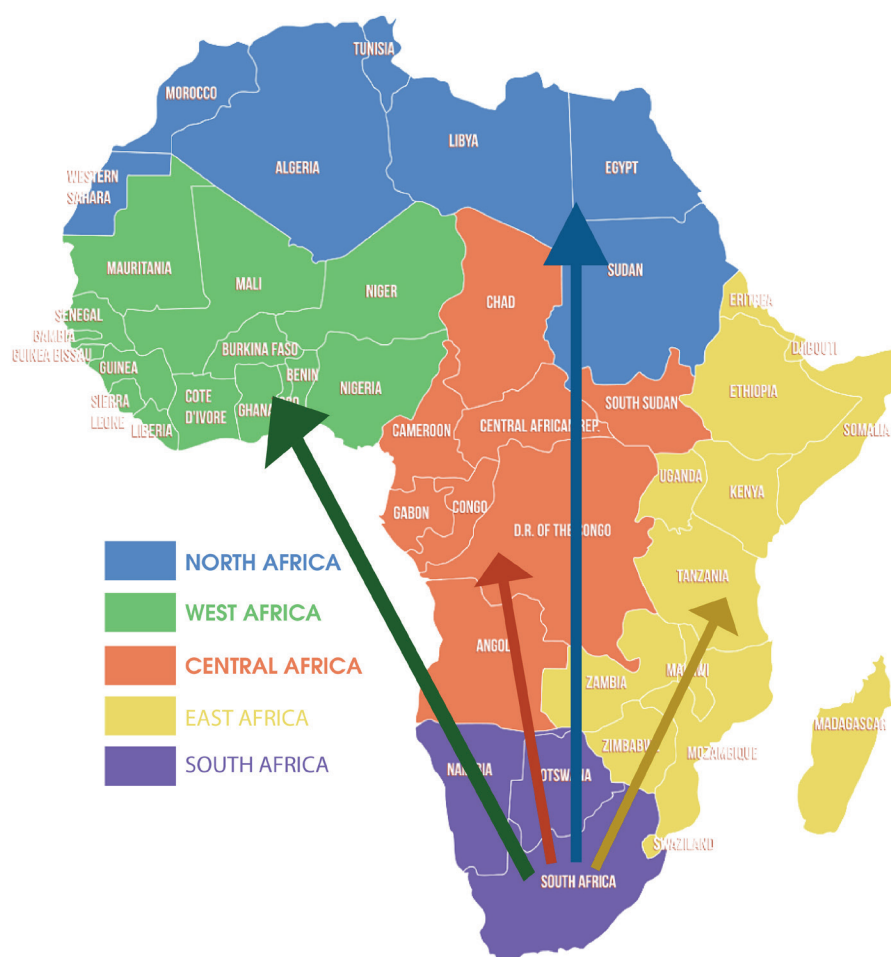


For trying times, e-SEK offers market entry facilitation to organisations

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- During trying times, companies must look for unexplored opportunities, such as those offered through South Africa's various trade agreements.
- e-SEK, a leader in developing business strategy, governance and go-to-market specialisations, has pooled its expertise to offer market entry facilitation to businesses.
- Through the combination of business strategy development, market intelligence, and leveraging digital business technologies, e-SEK can help companies find new markets and revenue streams.



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JOHANNESBURG, South Africa – 9 January 2021: e-SEK (www.esek.co.za), a leading South African provider of strategic and performance development, monitoring and execution services and technologies, seeks to improve the South African economy by helping local organisations grow their business in new markets.

There are numerous unexplored opportunities for local companies, particularly in light of unrealised value in regional and international trade agreements. Companies can also benefit considerably from accurate and timely market intelligence. Such steps, combined with a robust business development strategy, will help support many organisations during austere times.

“It’s well known that a depressed market also means a market with hidden opportunities, but they are just much tougher to spot and realise,” explained Denice Manganye, e-SEK’s Managing Director. “As companies rightly focus on efficiency and making it through tough times, they should also pay attention to those opportunities. Yet it is hard to do so without the right focus and priorities. That is why we launched this new market entry facilitation service.”

e-SEK’s market entry facilitation combines its outstanding experience, business pedigree, and use of emerging digital technologies to aid customers in spotting those growth opportunities, link to new markets and realise additional revenue streams. Much of this comes from e-SEK’s belief that African markets are still vastly under-explored and existing trade agreements are not being sufficiently leveraged.

Such agreements include the Southern African Customs Union (SACU) between South Africa, Botswana, Lesotho, Namibia, and eSwatini; the Southern African Development Community (SADC) Free Trade Agreement for free trade between 12 SADC member states; the looming Tripartite Free Trade Agreement that will open trade with East Africa; and the African Continental Free Trade Agreement (AfCFTA) that came into force in 2019. Beyond these, there are numerous international trade agreements with South Africa that organisations can take advantage of.



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Yet even at a local level, there are many opportunities to grow and expand markets and revenue streams. The central issue is that companies often don't prioritise these opportunities or fully understand them. This juncture is where e-SEK's market entry facilitation comes into play, offering business development strategy and improved sales pipelines as part of its professional services.

Through the combination of its business and analytical professionals, extensive market intelligence, and a principled approach to blend business strategy, governance and internal visibility, e-SEK can unearth opportunities for enterprises and rising business stars during these trying times.

For more information, contact e-SEK (www.esek.co.za) today and start growing your business at a time when everyone hides from the storm.

END

Media Contact – Denice Manganye

About e-SEK

e-SEK provides guidance and tools for businesses to better manage their strategy, execution, risk and reporting. We believe that the re-thinking and review of an organisation's fundamental business are becoming increasingly critical to ongoing value creation and profitability and sustainability. It is essential to have a sound and organised framework to guide thinking through the process of formulating a 'fresh' business design that incorporates all the critical elements that drive and enhance organisational growth and sustainability. At e-SEK, we combine top business experts with proven best-of-breed digital technologies to modernise organisations and help them excel.



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