

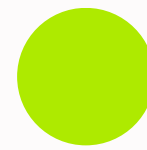
Advisory for Small Businesses & Startups Amid Global Economic Shifts

Prepare by Kodachi Digital Marketing



Overview

- Introduction **02**
- Key Challenges **04**
- What Small Businesses and Startups Should Do **09**
- Best Businesses to Invest in **13**
- High Risk Businesses **15**
- Recommendations **16**
- Conclusion **22**





Introduction

The global economy is undergoing a major transformation due to shifting alliances, trade realignments, and changing investment patterns. Small businesses and startups in Africa must adapt quickly to remain competitive. Kodachi Digital advises businesses to proactively adjust their strategies to mitigate risks and capitalize on new opportunities.





Key Challenges for Small Businesses & Startups

Rising Costs of Imports & Supply Chain Disruptions

- Global instability may lead to higher prices for imported goods and longer shipping times.
- Businesses relying on Western suppliers may face delays due to economic shifts.



*Causes include but are not limited to:
Sanctions on Russia have spiked energy
and grain prices, while attacks on Black
Sea shipping raise freight costs*

Decreasing Western Investments

- European and U.S. investors may reduce funding as they shift focus to domestic security and economies.
- Venture capital and startup funding may become more competitive.

Causes include but are not limited to:

- 1. Trump's "America First" policies.*
- 2. Europe's military buildup (diverting funds from development to defense)*



Increased Competition from China & Russia

- Chinese businesses will expand aggressively into African markets.
- Russian firms may enter sectors like energy, construction, and security.



*it's a strategic play driven by
geopolitics, economic needs, and
Western retreat*

Currency Fluctuations & Market Uncertainty

- The U.S. dollar may weaken in Africa, affecting transactions and import costs.
- China's influence on financial markets may affect local banking policies.



Amid western retreat from Africa, China pushes African nations to accept CNY for loans, infrastructure, and oil/mineral exports.

The background is a photograph of a modern office interior, featuring a large open-plan space with desks, chairs, and a central seating area. The image is overlaid with a semi-transparent blue filter. Several bright green decorative elements are scattered across the frame: a large arc in the top left, a small circle on the left, a medium circle on the right, and a large semi-circle in the bottom right corner.

What Small Businesses & Startups Should Do

Strengthen Local & Regional Supply Chains

- Reduce dependence on Western imports by sourcing from African suppliers.
- Take advantage of AfCFTA (African Continental Free Trade Area) to trade within Africa.
- Partner with local manufacturers and wholesalers to cut costs.

Diversify Funding Sources

- Seek investors from the Middle East, Asia, and Africa's growing fintech sector.
- Consider alternative funding options like crowdfunding, impact investing, and local venture capital.
- Apply for government-backed business loans and grants.

Digital Transformation is No Longer Optional

- Leverage digital marketing to expand reach beyond traditional markets.
- E-commerce & online payments should be prioritized to reach international buyers.
- Invest in AI and automation tools to reduce costs and improve efficiency.

The background is a photograph of a modern office interior, featuring a large open-plan space with desks, chairs, and plants. The image is overlaid with a semi-transparent blue filter. Several bright green decorative elements are scattered across the frame: a large arc in the top left, a small circle on the left, a medium circle on the right, and a large semi-circle in the bottom right. A central white rounded rectangle contains the main text.

Best Businesses to Invest In

Best Businesses to Invest In

Some businesses will be more affected than others by global shifts. Entrepreneurs should focus on sectors that are resilient and in high demand.

01



Local Manufacturing
Producing essential goods like food, textiles, and household items.

02



Digital Services & E-commerce
Businesses that operate online can scale easily across borders.

03



Food Processing
Demand for food will always exist. Processing food locally reduces reliance on imports.

04



Clean Energy
Renewable Energy & Sustainability
– With global energy changes, solar and wind power businesses will thrive.

High-Risk Businesses That Need Immediate Evaluation:



⚠️ **Businesses reliant on European or U.S. funding**

⚠️ **Import-heavy businesses that depend on the U.S. dollar.**

⚠️ **Startups that rely on Western venture capital, which may slow down.**

⚠️ **Hospitality & tourism businesses targeting mainly Western tourists.**

The background is a photograph of a modern office interior, featuring a large open-plan space with desks, chairs, and plants. The image is overlaid with a semi-transparent blue filter. Several bright green decorative elements are scattered across the frame: a large arc in the top left, a small circle on the left, a medium circle on the right, and a large semi-circle in the bottom right. A central white rounded rectangle contains the main text.

What Kodachi Digital Recommends

Use Digital Marketing to Expand Your Market Reach

- 1. Use Digital Marketing to Expand Your Market Reach
- SEO & Social Media Marketing: Optimize your online presence to reach global customers.
- Google My Business (GMB): Ensure your business is discoverable locally and internationally.
- Paid Ads (PPC): Invest in Facebook, Google, and Instagram ads to attract new customers.

BUSINESS BASICS:

SOCIAL MEDIA MARKETING

01



Leverage our free Business Basics: Social Media Marketing 101 course to gain more insights and hands-on experience with using social media for your business.

Invest in Branding & Customer Trust

- Stand out by building strong brand identity & reputation management.
- Use content marketing (blogs, videos, and case studies) to establish authority.
- Offer excellent customer service to maintain loyal customers.



Branding takes time and effort; Don't give up.

Leverage Global & Regional E-commerce Platforms

- Sell on Jumia, Konga, Alibaba, and Amazon to reach international buyers.
- Use social commerce (WhatsApp, Instagram, TikTok) to sell directly to customers.



The idea is to reach as many customers as the platform allows.

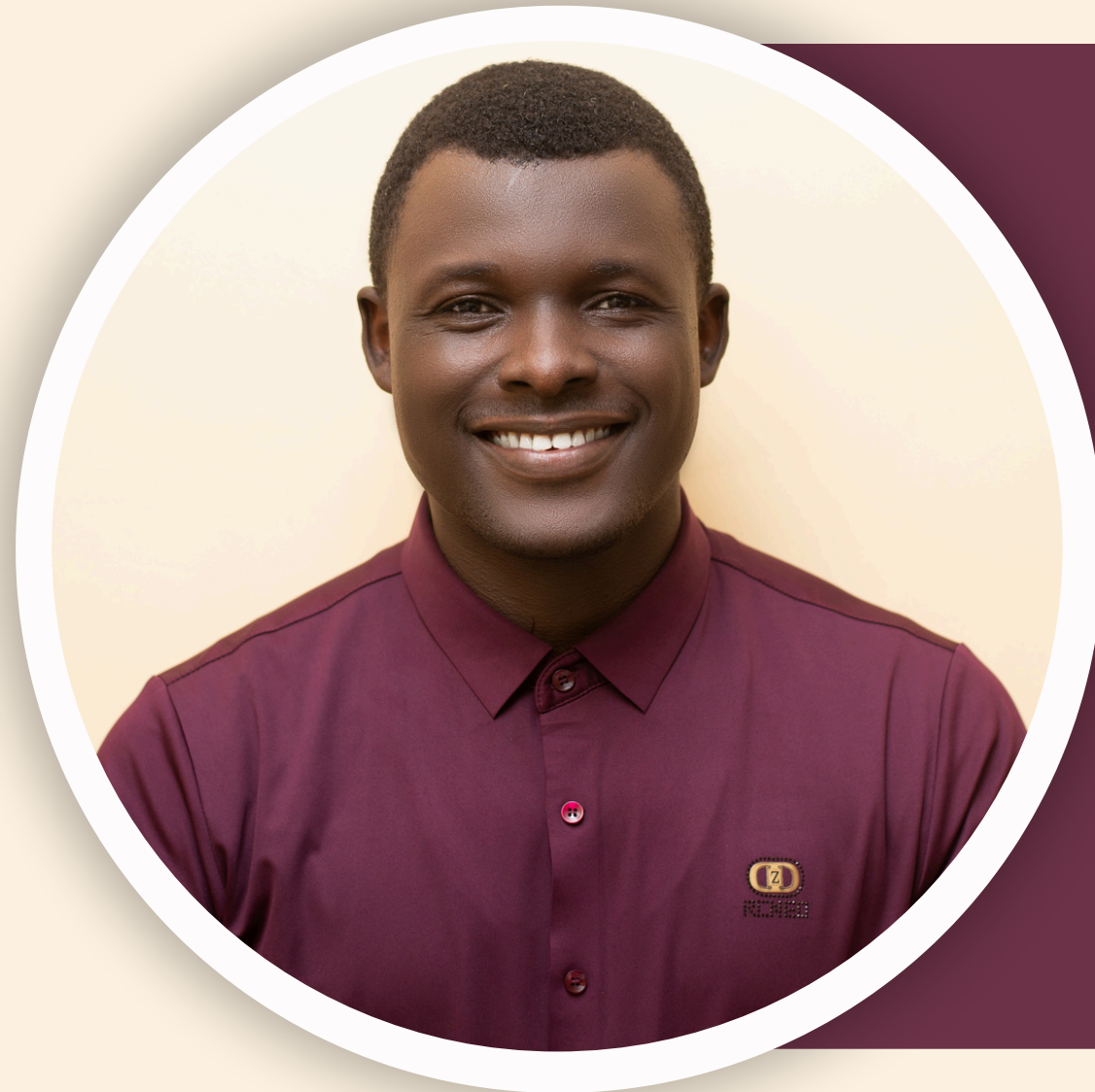


Conclusion

The Future Belongs to Adaptable Businesses:
Africa's business landscape is changing, but opportunities exist for those who move fast. Small businesses and startups must embrace digital marketing, build resilience, and diversify income sources to survive and thrive.

Kodachi Digital is here to help businesses navigate these changes, expand their digital presence, and reach new markets.





THANK YOU

For watching this presentation

Ekpenyong Etim

 +234 707 033 6489

 ekpenyongee@kodachidigital.com

 www.kodachidigital.com