BUSINESS ENVIRONMENT

- Relatively high and steady population growth rate (2.3%)
- Declining Oil prices
- Declining Naira value
- Unemployment rate was 9.9% 3rd Qtr 2015 from 8.2% 2nd Qtr
- High cost of investment funds
- Growing competition due to government change and restructuring policy
- FDI reduced
BUSINESS ENVIRONMENT

- More choices of goods and services for the consumers
- Declining brand loyalty as products inch towards parity in quality
- A better informed and discerning consumers
- High and rising costs of business operations
- Low consumer purchasing power
- Growing urbanization at the state and local council levels
CHANGING SEÑARIO

- Social Change - No more respect!
- Trust is now an essential commodity
- Individualism is becoming the dominant value (be different from the Jones’s/..)
- Markets are becoming more micro-segmented
- Shoppers are becoming more discerning, sophisticated and skeptical of advertising claims and brands.
CHANGING SENARIO

- Experience of product reliability and word of mouth will become the major influences in buying decisions.
- Fragmented audiences, time shifting using DVDs/explorer, time for fellowships, outing and zapping of commercials.
- Cable and satellite channels fragment audiences still further.
- Pinging and chatting are taking over talking.
SO..........

With the above scenario in review,

- It is easy to understand why business people are under severe pressure to deliver agreed objectives for growth and sustainability.

- Why exceeding targets has become a herculean task for sales management.

- Actually, achieving the sales goal, maintaining structures are the real challenge for management.
CUSTOMERS MUST RECOGNIZE THAT YOU STAND FOR SOMETHING’

— HOWARD SCHULTZ, STARBUCKS
What is an Apple?

CONSUMPTION ECONOMY

2/21/2016
KEY EVENTS TO SHAPE BUSINESSES IN 2016

- The 2016 “Change” Budget:

- Lower Crude Oil Prices:

- Loose Monetary and Fiscal Policy

- 4% GDP Growth:

- Lower Consumer Spending

- Weaker Naira
PLANNING

- Sharpen the axe!!!

- We never have time to do things well, but we always have time to do them again;

- We have plan but do not have ideology
MANAGING CHANGE:

Why Change:

- Because things will remain the same and die
- It forces us outside our comfort zone
- Without change no adventures in life
- Change is learning - growing - Live - Living
- Change is opportunity
- Status quo is boring and gets you nowhere
- It is exciting and forces you to move
- Unknown will be uncomfortable unless you shift your position
- Change, even though we often resist it, is inevitable
MANAGING CHANGE:

The above shows that:

- Environment, Organizations and people undergo changes
- Strategic business plan should be adaptive as nothing really stays the same at all times
- Over the life of a strategic plan, a company’s vision and mission often remain the same, but its goals and objectives probably need to be revised
- Never lose sight of the fact that strategic plans are guidelines not rules
- Because of growth, adaptability, unplanned occurrences….change must happen
MANAGING CHANGE:

Evaluating Strategic Business Plan...Ask

- Will the goals be achieved within the time frame of the plan? If not, why?
- Should the deadlines be modified? (Before you modify deadlines, figure out why you’re behind schedule.)
- Are the goals and action items still realistic?
- Should the company’s focus be changed to put more focus on achieving the goals?
- Should the goals be changed? (Be careful about making these changes know why efforts aren’t achieving the goals before changing the goals.)
- What can be gathered from this adaptation to improve future planning activities?
MANAGING CHANGE:

Dealing with change? Follow steps...

- Make sure everyone understands the change and why it’s necessary.
- Respond to people’s ideas and feelings
- Develop a planned process of change

……..Only constant thing in life is CHANGE
ETHICS

...moral principles that govern a person’s behaviour or the conducting activity
ETHICS DEFINED

- Response to sense of decency
- Respect for rules of good relationship
- Compliance with natural laws
- Upholding the consideration of moral justice
- Putting oneself in others position

Practicing a spirit of live & let live
Most businesses have ethical code of conduct

Few will voluntarily respect them.

The result of compliance are huge and beneficial

Mostly intangible but appreciable in the long run.
A groundnut seller mixes old and new ones together and sold as fresh stock.

Those that bought the previous day observed that whilst they were enjoying it, they were confronted with bad groundnuts.

What do you think will happen next?
ETHICAL ISSUES IN COMPETITION

- Spreading wrong information about competition.
- Gathering competitive information through impersonation, promoting breach of confidentiality.
- Stifling supplies to competitors’ outlet or of competitors goods/services.
- Poaching competitors’ employees just to stifle their operations (R. Madrid & Chelsea Strategy)
- Promoting labour problems in competitors organization.
ETHICAL ISSUES IN CONSUMER

- Misinformation on best before use and expiring dates despite open dating.
- Bulk sale of nearly expired goods.
- Creation of artificial scarcity. (Price effect)
- Sale of defective goods/services.
Ethical Issues in Consumer

- Conditions that compel the consumer or make it impossible for him to buy.
- Running deceptive promotions.
- Changing brand or quality mid stream.
- Blocking alternative supply to take customer hostage.
ETHICAL ISSUES & COMPANY STAFF

- Recruitment procedures including qualification requirements.
- Jobs & positions description & career progression.
- Remuneration packages & progression.
- Provision of work facilities, empowerment & head office support.
- Staff development - training, transfer & relocation issues.
- Targets, goals setting and performance appraisal systems.
BENEFITS OF BEING ETHICAL

Disciplined Staff & Customers

Customer Service Forces

Long-term Competitive Edge

Growth & Profitability

= Good Corporate Image

= Patronage

= Loyalty
ETHICAL ISSUES

LIFE EXAMPLES
Managing the Changes

Due to the changes in processes, technology and ways of working, actions need to be taken to mitigate the risks brought about by these impacts. Some of our change management actions are:

<table>
<thead>
<tr>
<th>Changes</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Processes</td>
<td>• Communication</td>
</tr>
<tr>
<td></td>
<td>• Intranet</td>
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<tr>
<td></td>
<td>• The Catalyst: e-mail newsletter</td>
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<tr>
<td></td>
<td>• Face-to-face meetings</td>
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<td></td>
<td>• Cascade Sessions</td>
</tr>
<tr>
<td></td>
<td>• Listening &amp; feedback mechanisms</td>
</tr>
<tr>
<td>People</td>
<td>• Training</td>
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<td></td>
<td>• Facilitator-led classroom training</td>
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<td></td>
<td>• Hands-on training workshop</td>
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<td></td>
<td>• E-Learning course with performance</td>
</tr>
<tr>
<td></td>
<td>• Self-study materials where available</td>
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<tr>
<td>Way of working</td>
<td>• Standard Operating Procedures</td>
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<td></td>
<td>• Process flow chart</td>
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<tr>
<td></td>
<td>• Written process documentation</td>
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<tr>
<td>Organisational Structure</td>
<td>Organisational alignment</td>
</tr>
<tr>
<td>Technology</td>
<td>Upgrade infrastructure</td>
</tr>
</tbody>
</table>
Business Ethics – Cadbury 2006

- Overstatement of account & Declaration
- High inventory both in house & Trade
- Local & International evaluative milestones for deviation management
- Structures with confrontational overlaps
- Project set to evaluate
- Step down of low volume and ‘unprofitable brands’
- Change in management/Re launch of brands
- Restructuring processes
- Any progress?
JOHN Vs TAJU?

- John does his work diligently
- Taju was a direct report to John
- John gives staff free hand to operate and express themselves
- Taju connive with some other departmental staff and stole product meant for an activity
- When John discovered, the did has been done.
- John reported to management and also to Auditors
- Auditors found John guilty of negligence
- But .....................
**KEYS TO TAPPING BUSINESS OPPORTUNITIES**

**✓** What is keeping you from tapping the abundant business opportunities?

**✓** Turbulence is an opportunity not a problem

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**Eight Keys to Tapping Biz Opportunities**

1. **ASK RIGHT QUESTION** – Start with Right Question of - WHY
2. **RIGHT PEOPLE** - Right People in the Right Seats – RIGHT PEOPLE
3. **RIGHT STRATEGY** - Effective Growth Planning
4. **RIGHT CUSTOMER ENGAGEMENT** - Customer Management
5. **RIGHT / EFFICIENT WAY OF DOING THINGS** - Robust Processes
6. **RIGHT PRODUCT** - Differentiated Products and Services
7. **RIGHT CULTURE** - Strong VM & Core Values
8. **RIGHT RESULT** – Execution - Making Quality Things Happen
A sea of change is expected in Nigeria...

Driven by FGN overall economic reform agenda--

Banking
Agriculture
Manufacturing
Solid Minerals
Telecoms
Petroleum
Power

Privatization/Commercialization
Public/Private Partnerships

complete
Started/incomplete
Reform Philosophy

2/21/2016 29
“Nothing great in the world has ever been accomplished without passion.”

Hebbel

“The more intensely we feel about an idea or a goal, the more assuredly the idea, buried deep in our subconscious, will direct us along the path to its fulfillment.”

Earl Nightingale
ARE YOU COMMITTED?

“There's a difference between interest and commitment. When you're interested in doing something, you do it only when circumstance permit. When you're committed to something, you accept no excuses, only results.”
ARE YOU COMMITTED?

The things we often complain about?

I don’t have time
I don’t have money
I am busy
I do not have talent like... the Jones???
I am passing through some difficulties
More Excuses

Motivation to action
We ALL Are Linked In A Chain

Are You The Missing Link?
PASSION Fuels COMMITMENT

COMMITMENT Is Giving Your 100%
You can make a Difference……..

Even If You Are The ONLY One
Concluding Remarks...

- Nigeria’s future is very promising

- Significant barriers which need to be considered
  - Can be utilised to gain competitive advantage

- No one country is better in every aspect, each has its pros and cons

- Start the race to capture the Business Opportunities ahead of others and enjoy first mover advantage.
"Even when opportunity knocks, a man still has to get up off his seat and open the door."

- Anonymous