

GROWTHWIND

MARKET DEVELOPMENT & GROWTH DIVISION

Capturing Opportunities in Uganda and Beyond

15+

Industries

180M

EAC Market

3

Core Services

Our Identity

Vision, Mission & Values

VISION

To be the leading catalyst for sustainable business growth

MISSION

To provide transformative business solutions that drive operations efficiency and sustainable growth

PURPOSE

We help Ugandan businesses find, win, and keep customers in an increasingly competitive market

Core Values

Rapid Response

Quick action in dynamic markets

Results-Driven Excellence

Focus on measurable outcomes

Trusted Partnerships

Long-term client relationships

Innovative Solutions

Creative problem-solving approaches

National Impact

Contributing to Uganda's growth

Uncompromising Integrity

Ethical business practices

Core Services

Three pillars of growth excellence

MARKET ENTRY & EXPANSION

Opening new frontiers for growth

- Geographic Expansion
- Channel Development
- New Segment Penetration
- Cross-border Trade
- Export Market Development
- Franchise System Design

CUSTOMER ACQUISITION & RETENTION

Building lasting customer relationships

- Customer Strategy Development
- Sales Transformation
- Digital Marketing
- CRM Implementation
- Loyalty Programs
- Performance Management

Brand & Positioning Excellence

Brand Development

Complete brand strategy and visual identity

Market Positioning

Competitive differentiation and category strategy

Marketing Effectiveness

Campaign development and promotion optimization

Uganda Market Specialization

Deep local expertise with global standards

| Informal Market Mastery

TRADITIONAL TRADE EXCELLENCE

- Retail micro shops penetration
- Market stall strategies
- Boda boda delivery networks
- Cash-based transactions
- Relationship selling

RURAL MARKET DEVELOPMENT

- Village entrepreneur models
- Mobile van distribution
- Market day strategies
- Agricultural integration
- Cooperative partnerships

| Digital Transformation

MOBILE-FIRST STRATEGIES

- WhatsApp Business optimization
- Mobile money integration
- USSD service development
- SMS marketing campaigns

SOCIAL COMMERCE

- Facebook marketplace
- Instagram selling
- WhatsApp catalogs
- Influencer partnerships

Growth Methodology

Proven 5-phase approach to sustainable growth



Market Opportunities We Unlock

Emerging Segments

Middle class growth, Youth market (70% under 30), Digital natives

Regional Expansion

EAC common market (180M people), COMESA trade area

Digital Economy

E-commerce, fintech, mobile services, online platforms

Investment Levels

Performance-Based Options

- Revenue share (3-5% of incremental sales)
- Success fees (achieving milestones)
- Hybrid models (base + performance)

Ongoing Support

- Marketing advisory: From UGX 8M/month
- Sales management: From UGX 10M/month

Capabilities & Sector Expertise

Comprehensive resources and deep industry knowledge

Core Capabilities

Market Research

Consumer insights, competitor intelligence, trend analysis

Creative Services

Brand design, content creation, campaign development

Digital Expertise

SEO/SEM, social media, e-commerce, analytics

Sales Excellence

B2B/B2C, key account management, channel development

Industry Sectors

Retail & FMCG

Financial Services

Agriculture

Healthcare

Education

Real Estate

Technology

Manufacturing

Hospitality

Ready to Grow?

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