

Gov't Must Facilitate Growth Of Local Brands

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- Written by Baz Waiswa (</index.php/features/itemlist/user/983-bazwaiswa>)
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Ikalafeng posing for a photo with some of the representatives of the most admired clubs in Uganda in Kampala

**For
local**

businesses to establish themselves and be able to compete on a global scale must receive the backing of their governments, Thebe Ikalafeng, the Chairman, Brand Africa and Brand Leadership Group, told this news website in Kampala.

Ikalafeng was in Kampala on Thursday to announce the results of the Most Admired Brands in Uganda. This is part of the annual Brand Africa 100: African Best Brands.

According to Ikalafeng, government's facilitation to these mainly private companies might come in a way of supportive policy formulation and entering into regional trade agreements like the free trade areas. Such agreements enable local companies to enter into and compete in new markets.

Meanwhile as government helps these firms, they on their own must be competitive enough to take on the multinationals. Ikalafeng advises that local companies must focus on their competitive advantages – what they do well and be consistent.

He also said that for brands to stand out, they must address a local need and compete on standards with the global brands. “They must understand the consumer and benchmark on global brands. Once you understand the consumer, you take to them what they want,” he said.

Ikalafeng’s Brand Africa in partnership with Brand Leadership, Geopoll, Kantar and Publics Africa Thursday at a press conference named the most admired brands in Uganda, East Africa and Africa. These were derived from a continental survey responded to by consumers.

The most admired brands made in Uganda are Mukwano products, Nile Breweries and Movit while the most admired brands in Uganda are USA’s Coca Cola, India’s Airtel and Pepsi from USA.

By category, Coca Cola from USA is most admired nonalcoholic beverage; in the telecoms, Airtel from India emerged best and Samsung from South Korea was most admired in Technology. Uganda’s Nile Breweries and NBS were most admired in category of alcoholic beverages and media respectively.

Uganda’s Movit, personal care; Italy’s Gucci, Luxury; Uganda’s Mukwano, Consumer, non-cyclical; Uganda’s Centenary Bank, financial services; Japan’s Toyoto, Auto makers; USA’s Adidas, sport and fitness and USA’s KFC, food are fervently admired by Ugandans.

“One of the biggest challenges facing Africa is transforming its vibrant entrepreneurial energy and environment to create competitive brands that meet the needs of its growing consumer market,” Ikalafeng said.

He said the rankings are an important metric of and challenge for creating home grown competitive African brands that will transform the African promise and change its narrative and image as a competitive continent.

Geopoll used their sophisticated mobile survey platform and its proprietary access to a database of over 250 million respondents in emerging markets around the global to identify the most admired brands in Africa among a representative sample of African consumers.

“Using Geopoll’s mobile based research platform and large panel of respondents, we were able to quickly gather more than 15, 000 brand mentions from 25 countries in Africa, providing brands with valuable data that will inform their growth. Geopoll was pleased to partner with Brand Africa once again to gather this vital research across Africa,” says Nicholas Becker, Geopoll Chief Executive Officer.

Kantar analysed the resultant 15,500+ brand mentions and 2,200+ individual brands and created a weighted scoring to produce the Top 100 brands. The Brand Africa 100 results are published in the June edition of the African Business Magazine now on sale globally and also available online to subscribers.



BAZ WAISWA

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