



CASE STUDY

BUSINESS STRATEGY: AFRICA EXPANSION

Client Industry: Financial Services

BUSINESS CHALLENGE

The SA client had been trading in the neighboring African country since the 1930s but local regulatory changes necessitated the establishment of separate legal entity to be launched in country that both leveraged off the SA parent's business but was a separate legal entity in its own right with fully localised products and services.

PSP ICON APPROACH

PSP Icon project managed the various phases of company set-up:

- Registration of all the necessary subsidiary companies;
- Set up all the necessary legal structures and office infrastructure;
- Design and implement all HR, product and business processes; and
- Localisation of a full range of products for roll out into the local market.

RESULTS

The establishment of a fully localised company with its requisite life company, unit trust company and asset management company.

Localised and fully trained local staff complement, Management and Board structure.

Roll-out of a comprehensive product basket for the life company, unit trust company and asset management company that conformed to all local legislative requirements.

JV agreement signed with a local company to satisfy local company requirements.