

STRATEGY CONSUMER & RETAIL

Retail growth diagnostic

Growth in Nigerian retail will go to businesses that run well, not just those that expand fastest. Score how well you know your own business today.

The diagnostic

QUESTION	NOT YET · 0	PARTLY · 1	YES · 2
We know which stores, ranges and channels make money, not just which sell most.	☐	☐	☐
We keep stock-outs and excess stock under control, by location.	☐	☐	☐
We measure what each promotion really delivers, not just the volume it moves.	☐	☐	☐
We have decided where to sell through modern trade, traditional trade and online, and designed distribution for each.	☐	☐	☐
Our point-of-sale, loyalty and payment data is joined up and used in decisions.	☐	☐	☐
Total score	____ / 10		

8–10 Ready to grow. Focus on the levers below.

4–7 Growth will leak. Fix the lowest scores first.

0–3 Run better before expanding further.

Where will your growth come from? Rank 1–5

LEVER	RANK	FIRST STEP
Working through traditional trade, not around it		
Price, pack and value		
Discount and value formats		
Digital payments and omnichannel		
Local playbooks, not national averages		

Notes