

A Look at Manufacturing and Retail in the Middle East and Africa



IBM examined the growth and trends of industry within the Middle East and Africa region. See if your company is part of the growing trend.

What do they look like?



90%

Small and medium businesses (SMBs) with about 100–1,000 employees make up 90% of formal businesses.



60%

of the labour force is roughly from SMB and they contribute roughly 34% of GDP in Middle East and Africa (MEA).



Where are they going?



Need for inventory optimization and ensuring workforce productivity are driving investments in order Management and fulfilment solutions.



Manufacturing SMBs are investing in business reporting solutions to access manufacturing and supply chain data, generate product reports, track payment and improve channel optimization.



Due to increasing cyber-attacks and data losses, manufacturing SMBs are rapidly embracing cyber security technologies.



In order to empower customers, lower the TCO costs and streamline operations, Wholesale and Retail SMBs in Egypt, Turkey, Saudi Arabia, Central Africa, and East Africa are migrating to cloud.



To provide unique customer experience and ensure customer satisfaction through multiple channels, Wholesale and Retail SMBs are considering investments in commerce for tight integration supply chain and logistics.



What are the issues?



Competitive pricing, lack of after-sales support and lower customer satisfaction are the top reasons cited for customer churn.



Shrinking size of space and ever increasing inventory is a head-ache for SMBs.



Customer focus has shifted from product towards experience leading to SMB focus on transforming themselves from brick-and-mortar stores to technology-fueled businesses (E-Commerce).



Innovation in service delivery, improving customer engagement, dynamic pricing strategy, driving loyalty, optimization of processes such as payments are of prime focus in Turkey, South Africa, Saudi Arabia and UAE.

How can we help you get there?

IBM has unique business solutions to meet the need of every SMB in Manufacturing and Wholesale and Retail while leveraging our support services.

Manufacturing

[The Model Factory](#)

[IBM Business Analytics](#)

[IBM Security Solutions](#)

[IBM Watson Supply Chain](#)

[IBM Cloud](#)

Retail

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