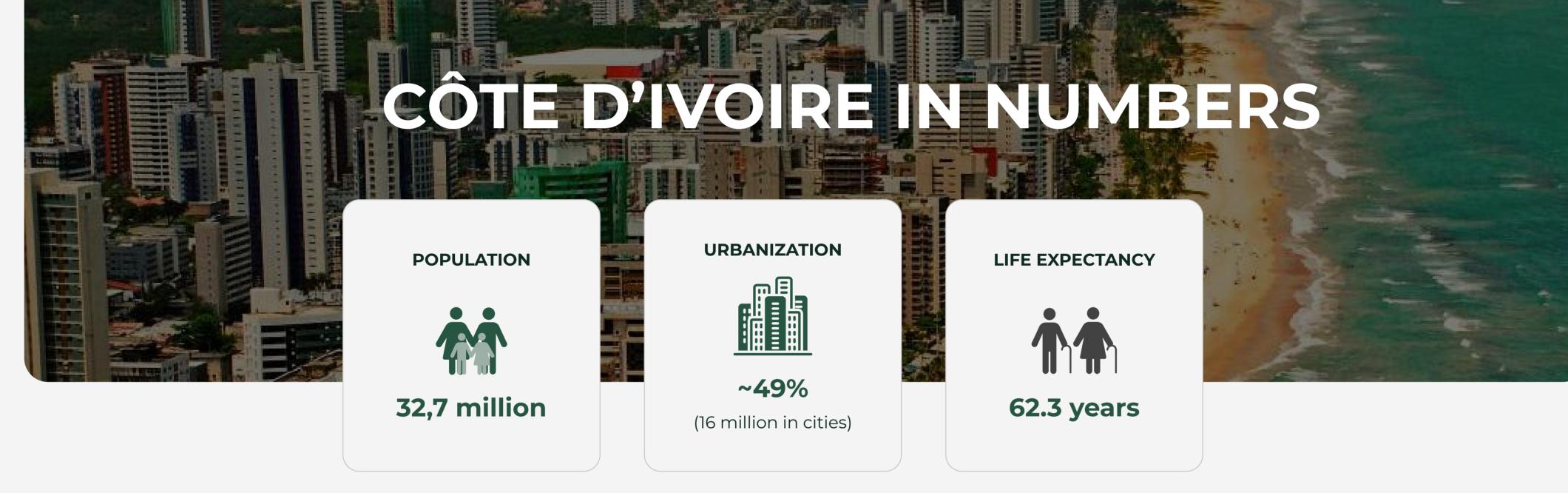
Côte d'Ivoire – a market where results matter more than promises

INB.bio turns demand into steady profit

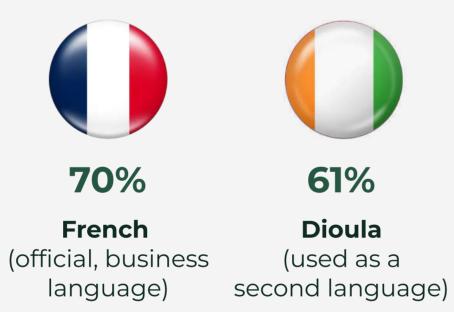


B

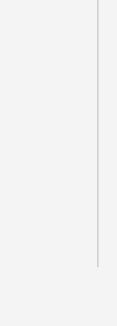


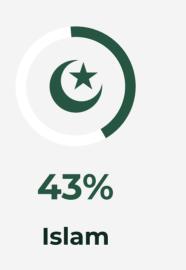


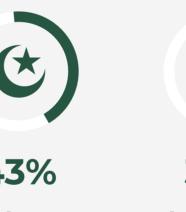


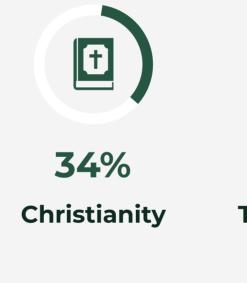












RELIGION



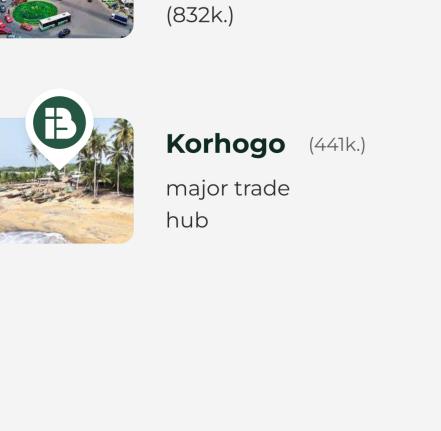
Major cities and their potential

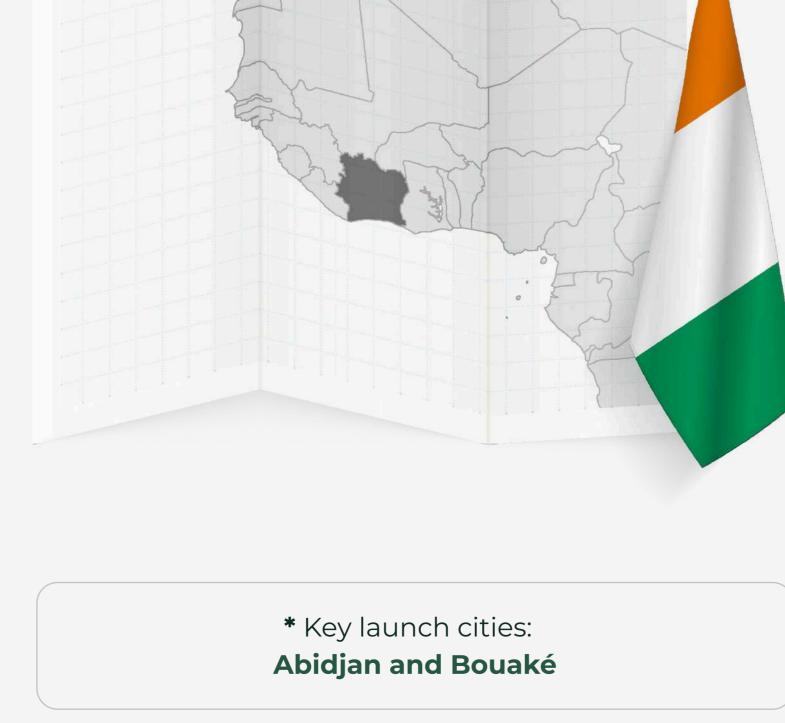


economic capital, strong internet coverage (6.3m) **Bouaké*** (832k.)

commercial center



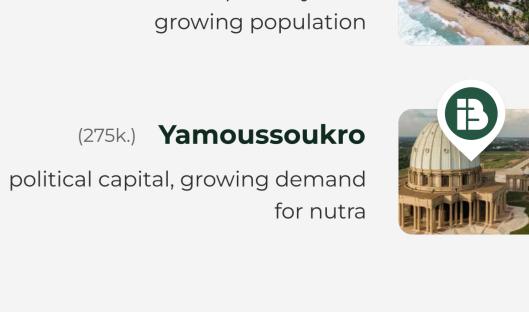








(422k.) **Daloa**



Internet and social media in Côte d'Ivoire. Where to find customers?

MOBILE

CONNECTIONS



INTERNET





SOCIAL

MEDIA



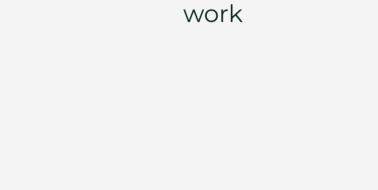
1,6 million (5,4%)

Used for





2,1 million (6,5%)

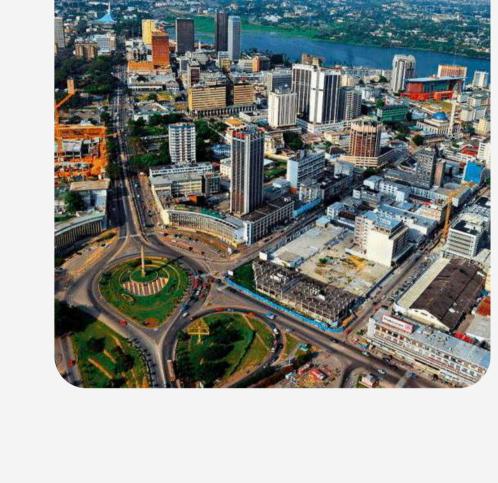


62% women, aged 25-45

1,18 million (4%)



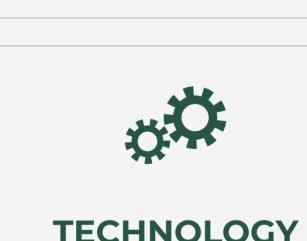
249k (0,8%)



ECONOMY

PESTEL analysis





TECHNOLOGY Internet is accessible to almost 40% of the population, mobile connection at 144%. Government digitalization program expands internet in cities and rural areas

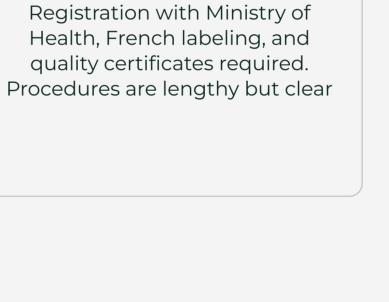


ENVIRONMENT Recent droughts create risks for cocoa yields, the backbone of the economy, and may affect

export volumes if conditions

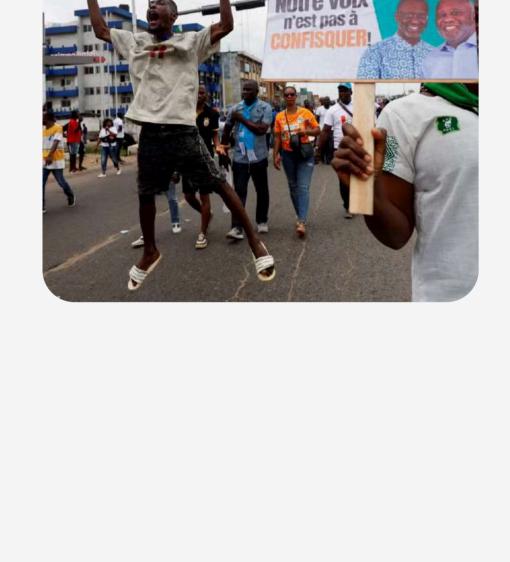
don't improve

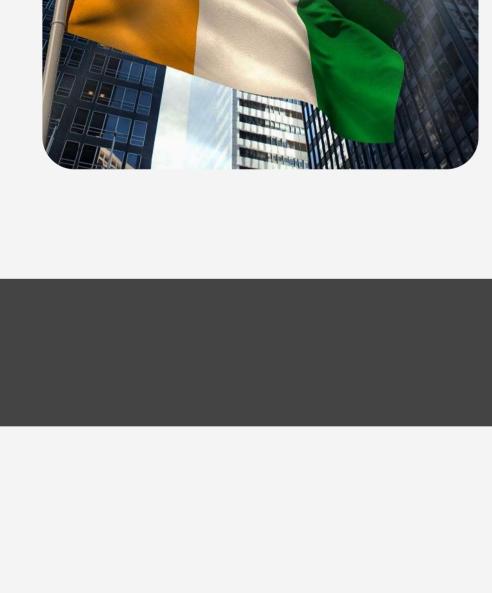




LAW

Nutra = dietary supplements.





~11%

(800-1600 USD)

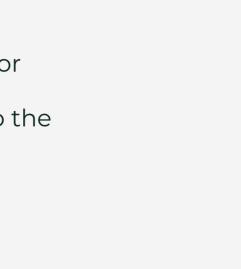
Middle class

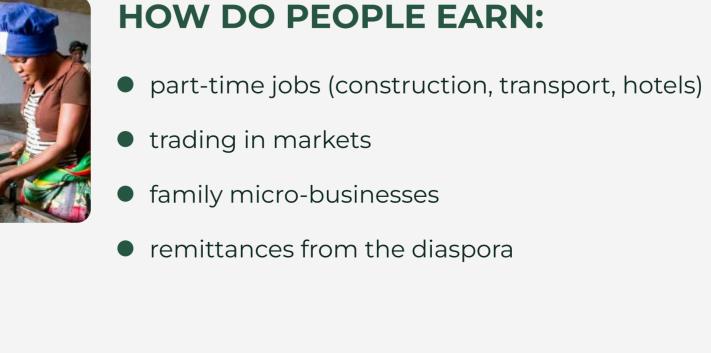
Income of the population and informal economy



(≤800 USD/months.)

Low income

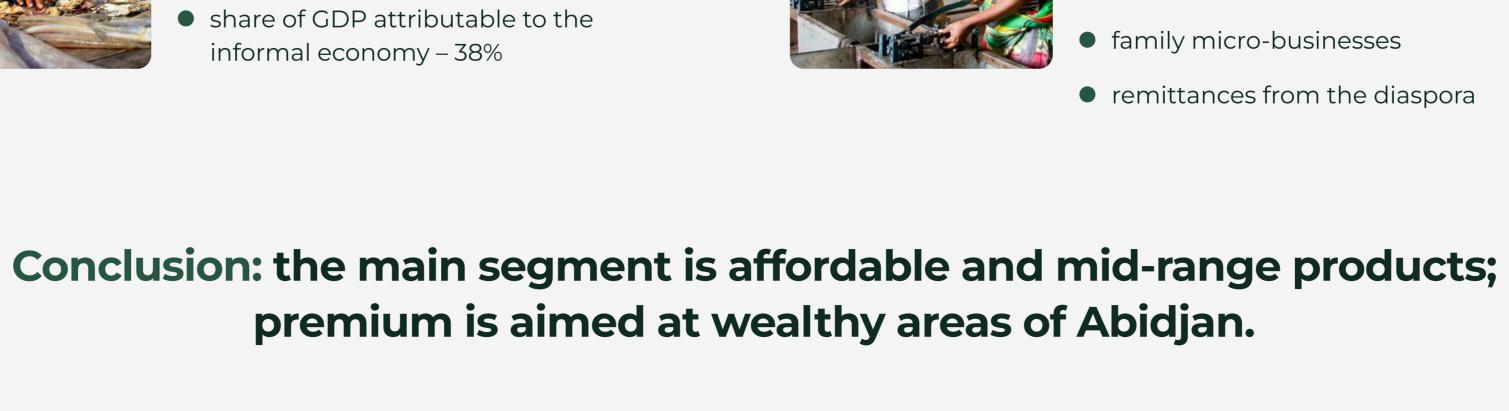




(1600 USD+)

High income

(mainly in Abidjan)



EDMARK. **IRON MAN SUPPLEMENTS IVOIRE PROTEINES EDMARK** local sports-pit-retail network MLM, detox and weight loss

delivery

Most online purchases are paid by cash on

Our competitors in the

Ivory Coast market

JUMIA.CI

largest marketplace, customer

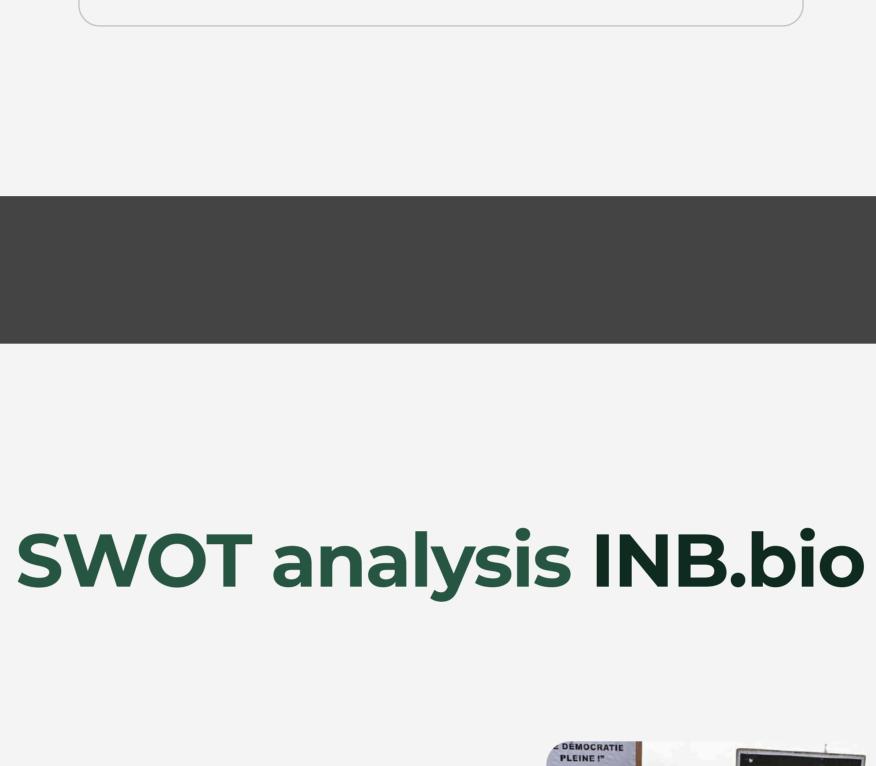
trust

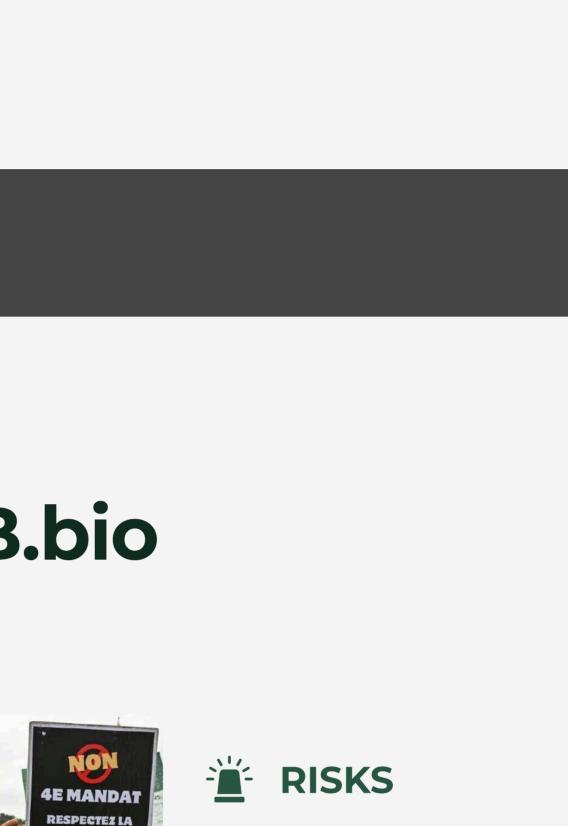


UBUY

international brands (NOW Foods,

Solgar)





POLITICAL FACTORS

COUNTERFEITS

2025 elections may cause instability

Popular products are quickly copied in

OPPORTUNITIES

Few international nutra brands present

WEAK COMPETITION

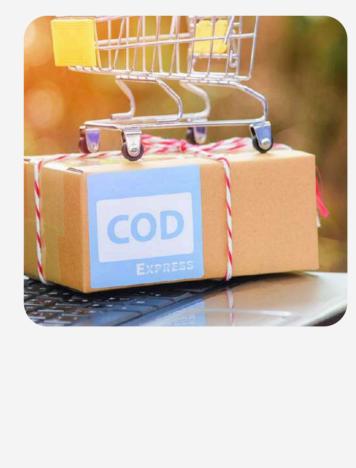
GROWING DEMAND

SHAKE PROTÉINE

local sports nutrition brand

sportspit via Instagram/

WhatsApp



COD DELIVERY Cash on delivery builds trust TRUST IN NATURAL PRODUCTS Natural ingredients in the composition inspire audience trust

WEAKNESSES

REGULATORY BARRIERS

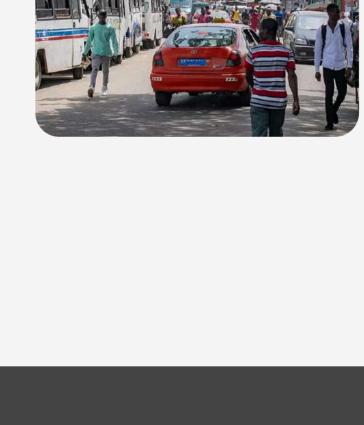
Delivery outside major cities is difficult

LIMITED LOGISTICS

Complex registration and

STRENGTHS

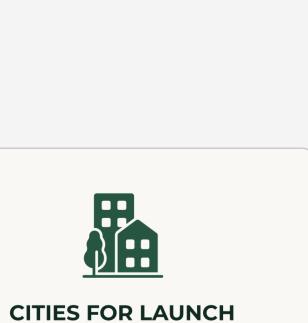
certification procedures



Supplements for joints, energy, and heart health are rapidly gaining popularity.

Côte d'Ivoire – a market where people trust natural remedies

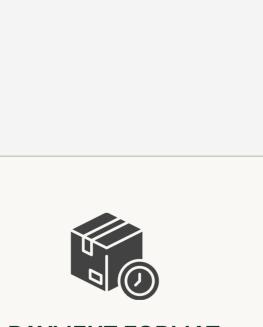
and value real results



Abidjan and Bouaké,

where online shoppers

are most active



cash on delivery,

increases trust





Facebook and WhatsApp

PRICING STRATEGY

affordable and mid-range

products; premium only in

affluent areas of Abidjan

PRODUCTS PAYMENT FORMAT PROMOTION CHANNELS ocus on supplements for

joint health, energy, and

heart (50+ audience)

RECOMMENDATIONS FOR SUCCESSFUL LAUNCH: It's best to use real-life stories from actual people and clear explanations of what the

product is, for and how it works. User reviews and a clean visual style build trust. Promotion

works best through word-of-mouth (WOM) in WhatsApp and Facebook groups.