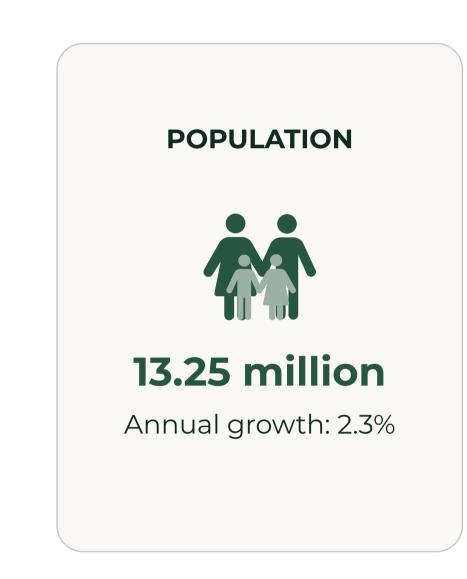
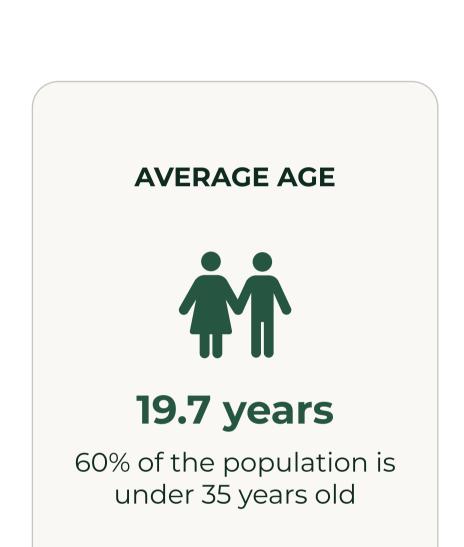
RWANDA - A NEW GROWTH POINT FOR AFFILIATE MARKETING

How INB.bio is opening a promising market for partners



RWANDA – GENERAL INFORMATION











99,4%



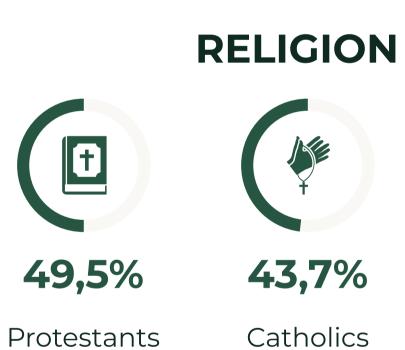
14,7%

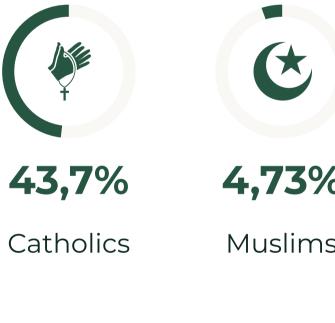
English

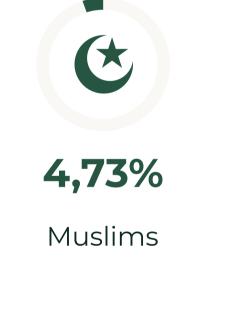


French







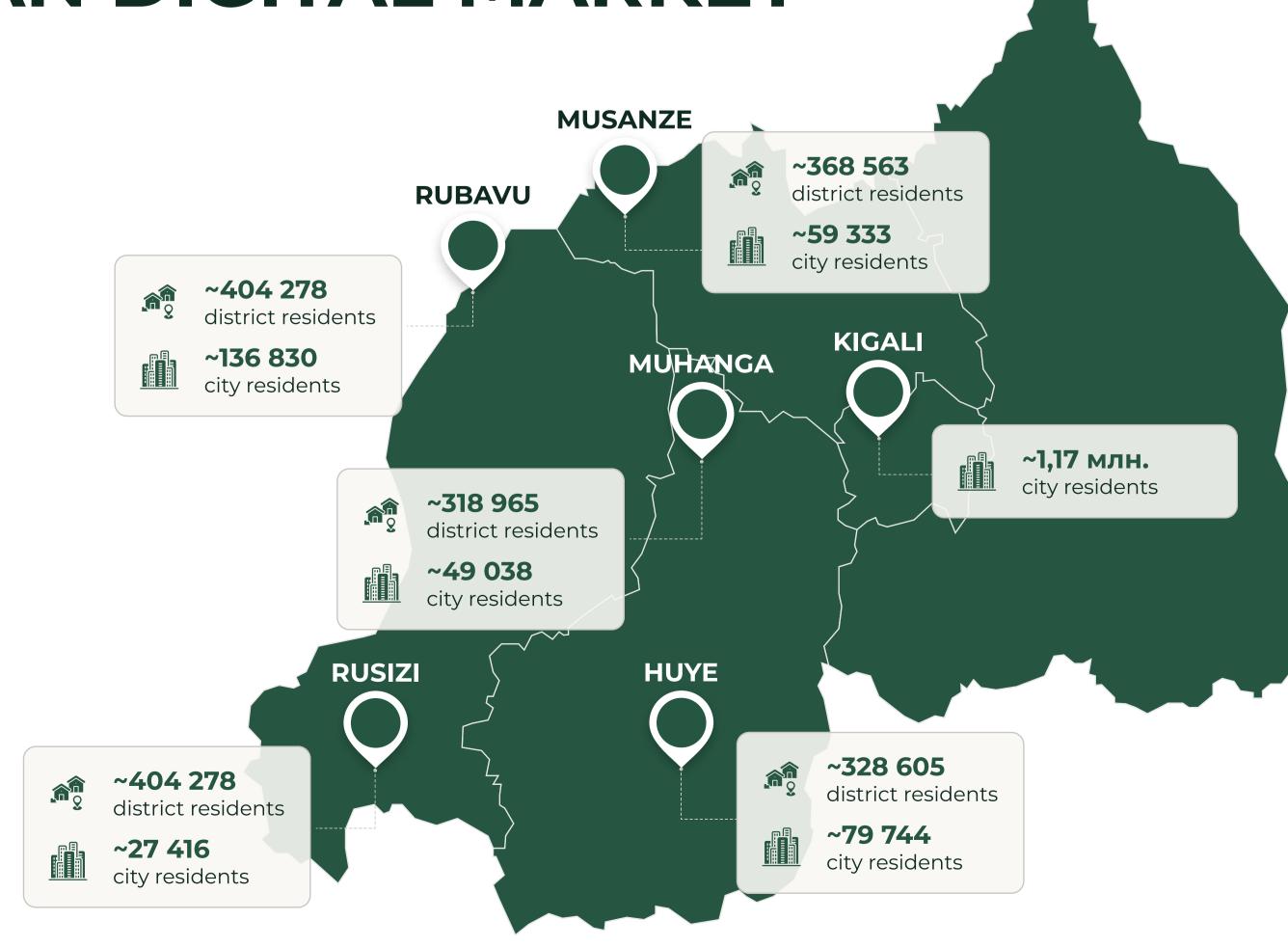




Kinyarwanda B

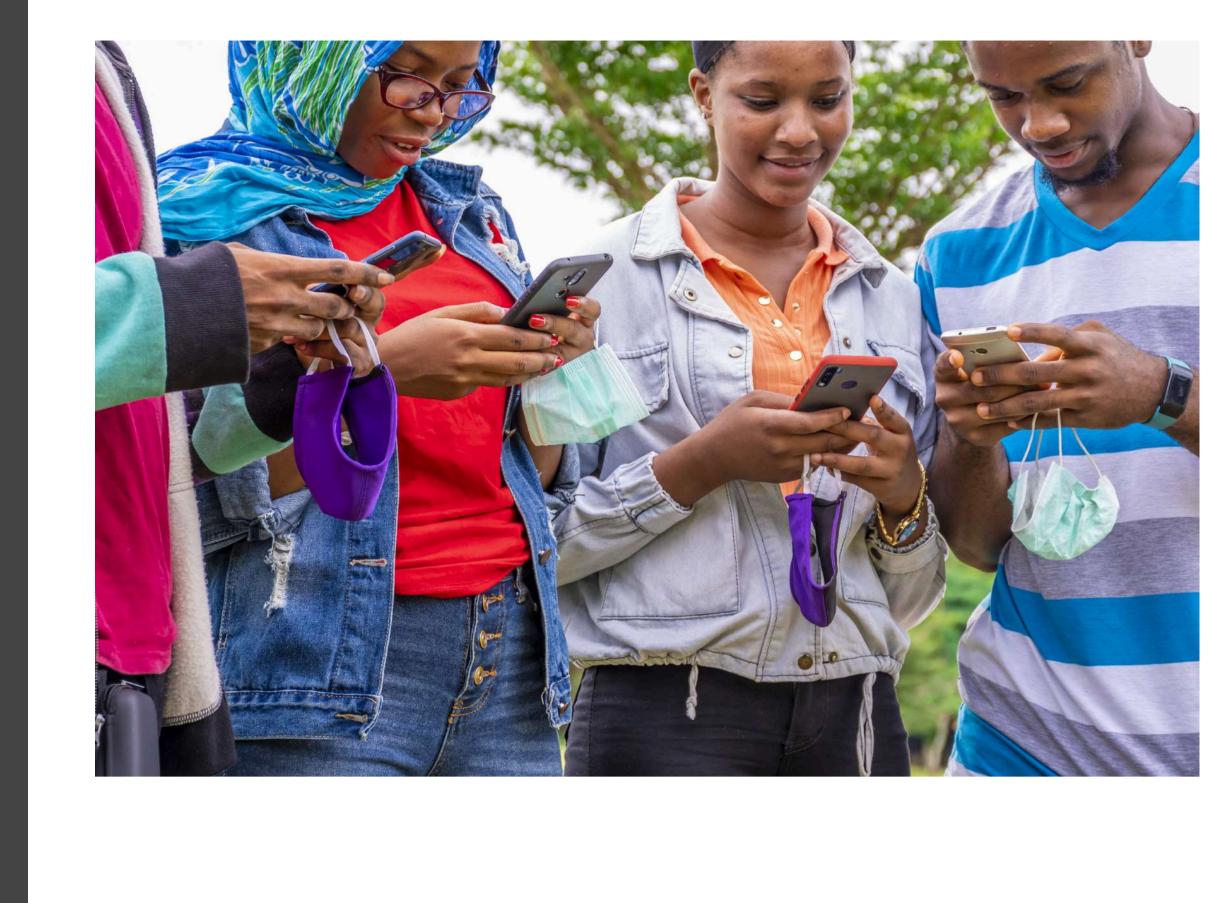
URBANIZATION IN RWANDA: THE POTENTIAL OF THE URBAN DIGITAL MARKET

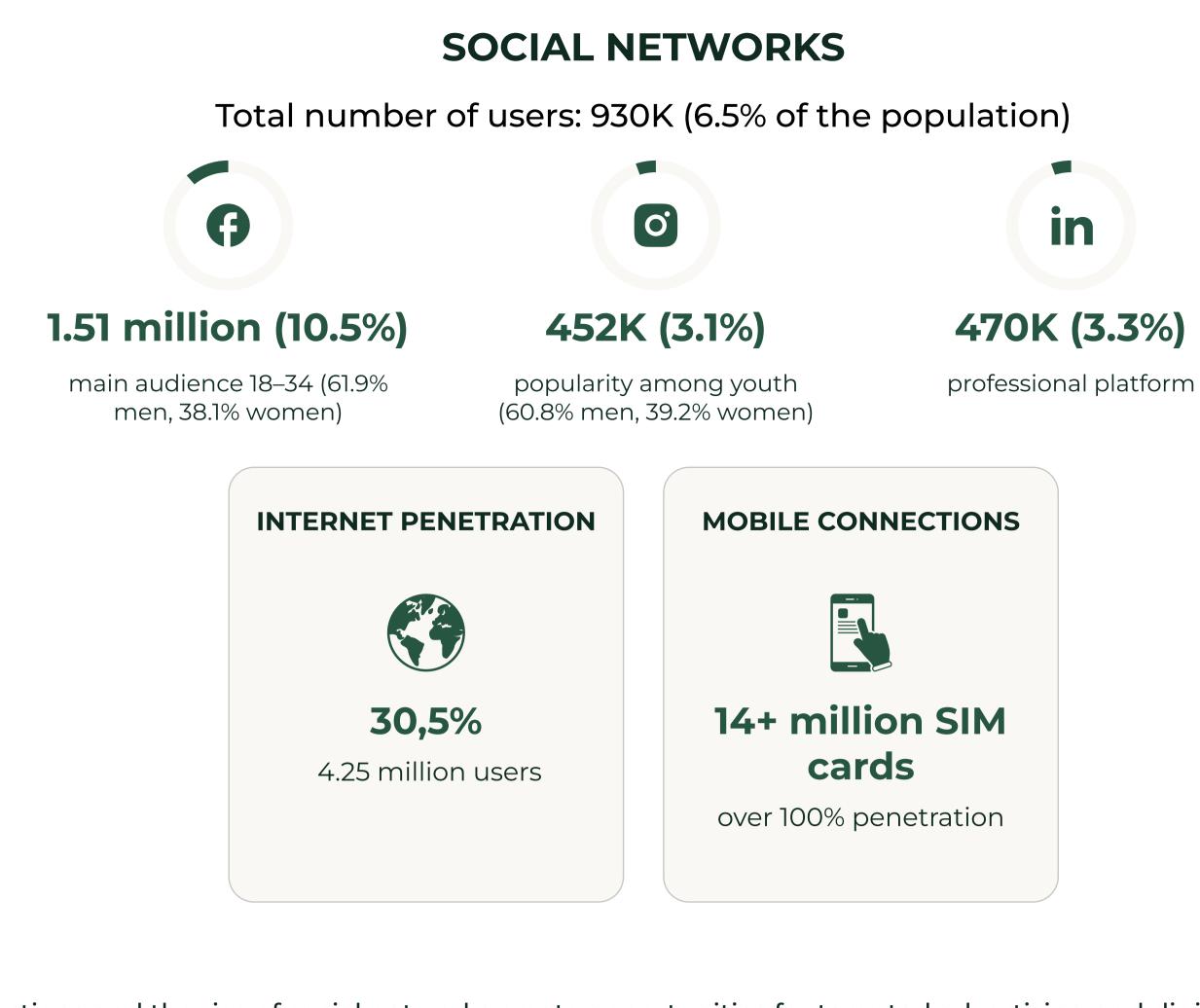




* Despite a relatively low urbanization rate (27.9%), the most active internet users are concentrated in cities. Kigali and other centers are becoming drivers of the digital economy, opening new horizons for online marketing.

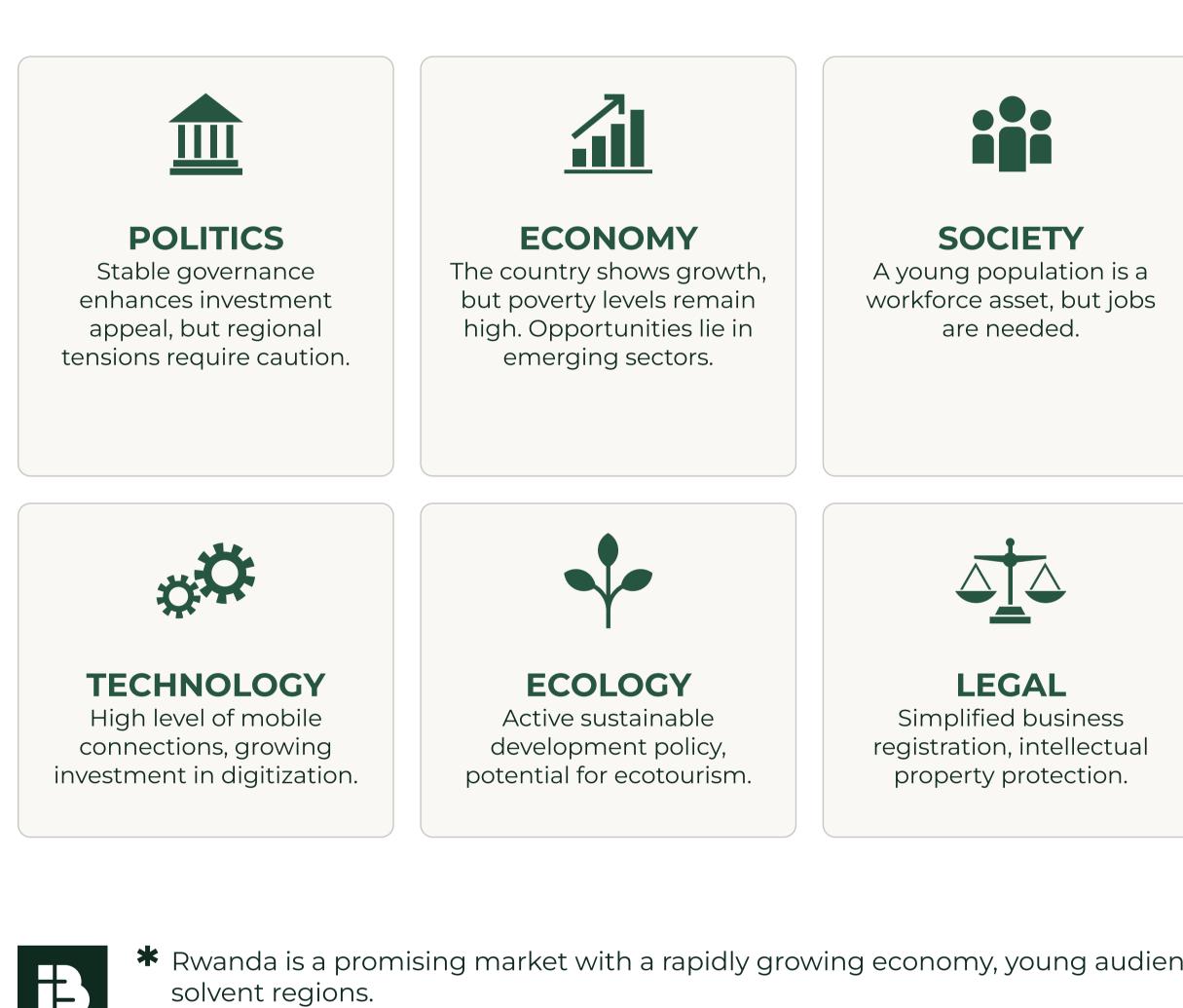
INTERNET AND SOCIAL MEDIA IN RWANDA: A GROWING DIGITAL MARKET

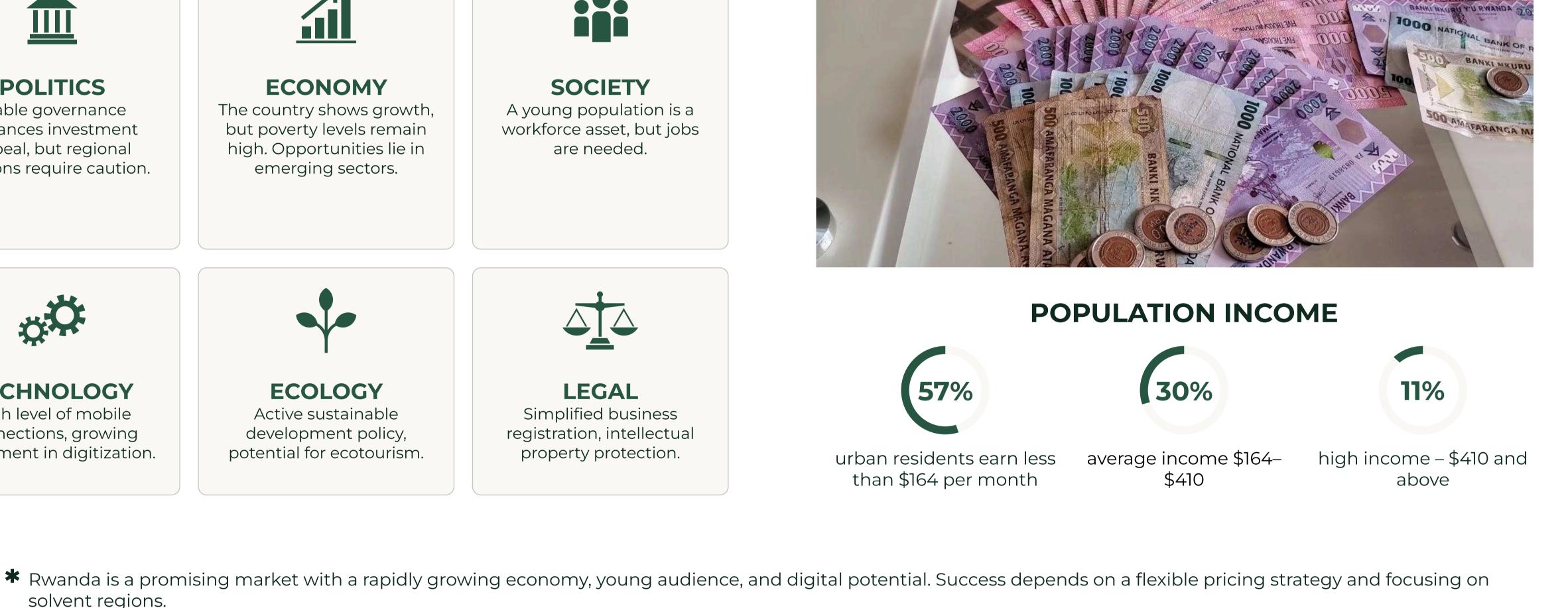




* Rwanda's digital audience is growing rapidly. A high level of mobile connections and the rise of social networks create opportunities for targeted advertising and digital marketing.

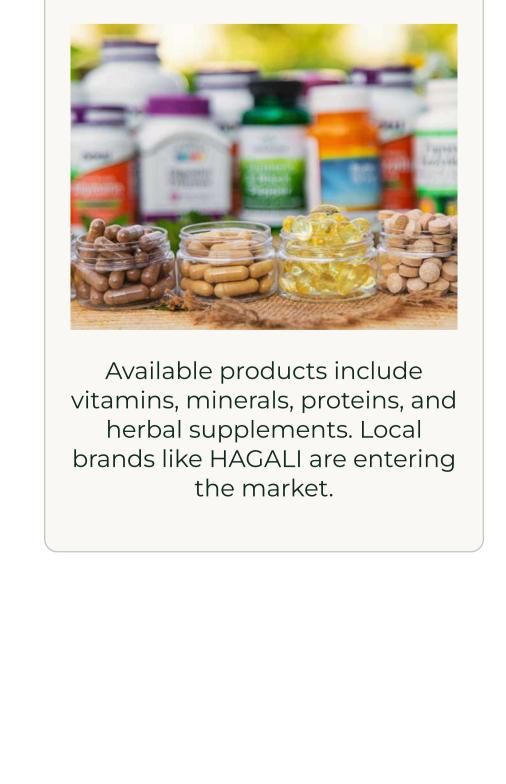
RWANDA PESTEL ANALYSIS: KEY FACTORS FOR BUSINESS





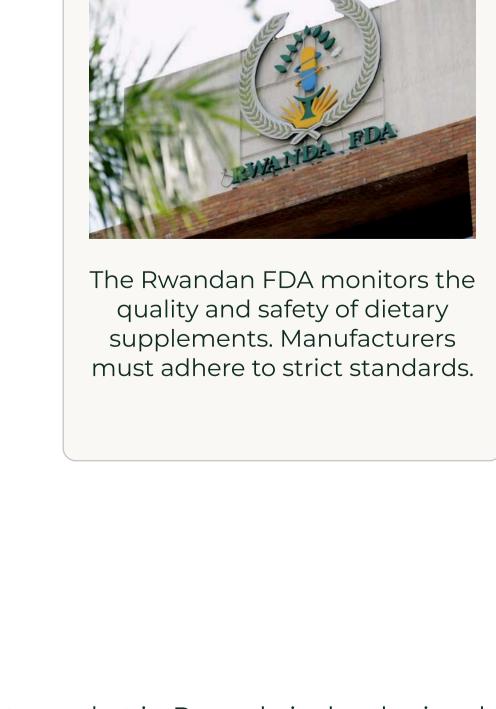
ASSORTMENT, REGULATION, AND SALES CHANNELS

RWANDA'S DIETARY SUPPLEMENTS MARKET:

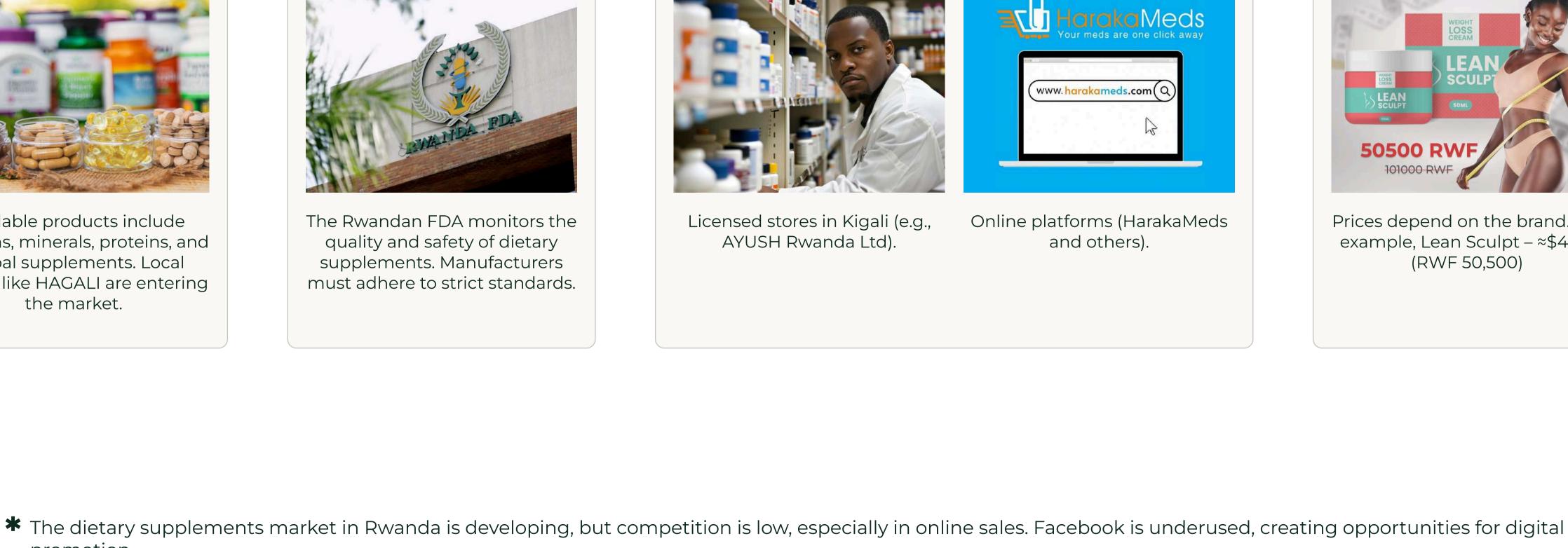


promotion.

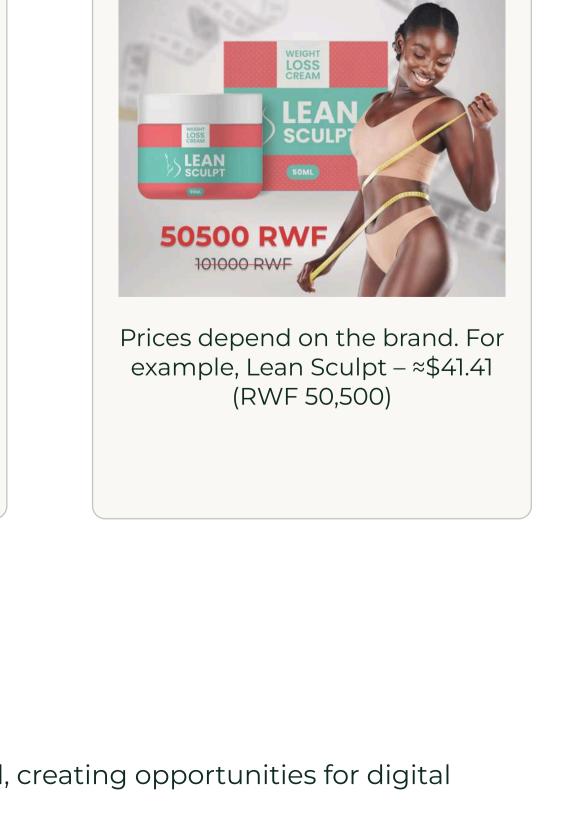
ASSORTMENT



REGULATION



SALES

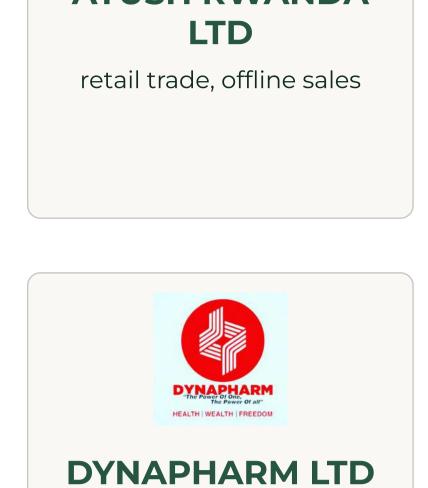


PRICES

COMPETITORS IN RWANDA'S DIETARY SUPPLEMENTS

AYUSH **RWANDA** LTD **AYUSH RWANDA AIM GLOBAL FOREVER LIVING**

MARKET



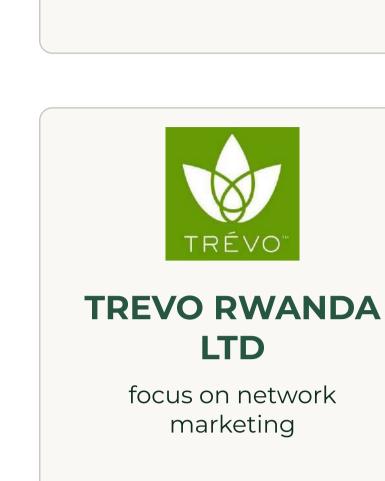
physical stores, individual

sales

solutions.

STRENGTHS:

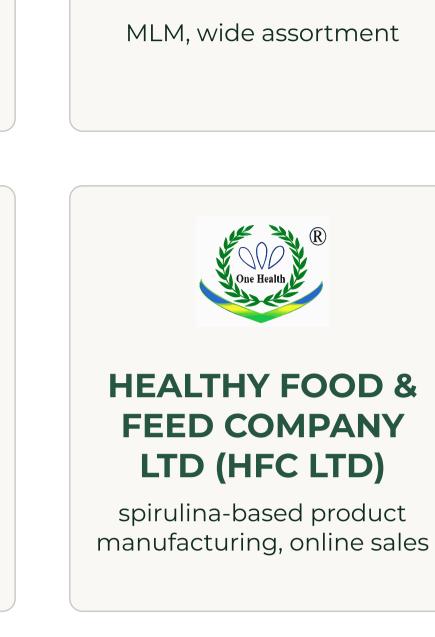
PARTNERSHIPS



RWANDA LTD

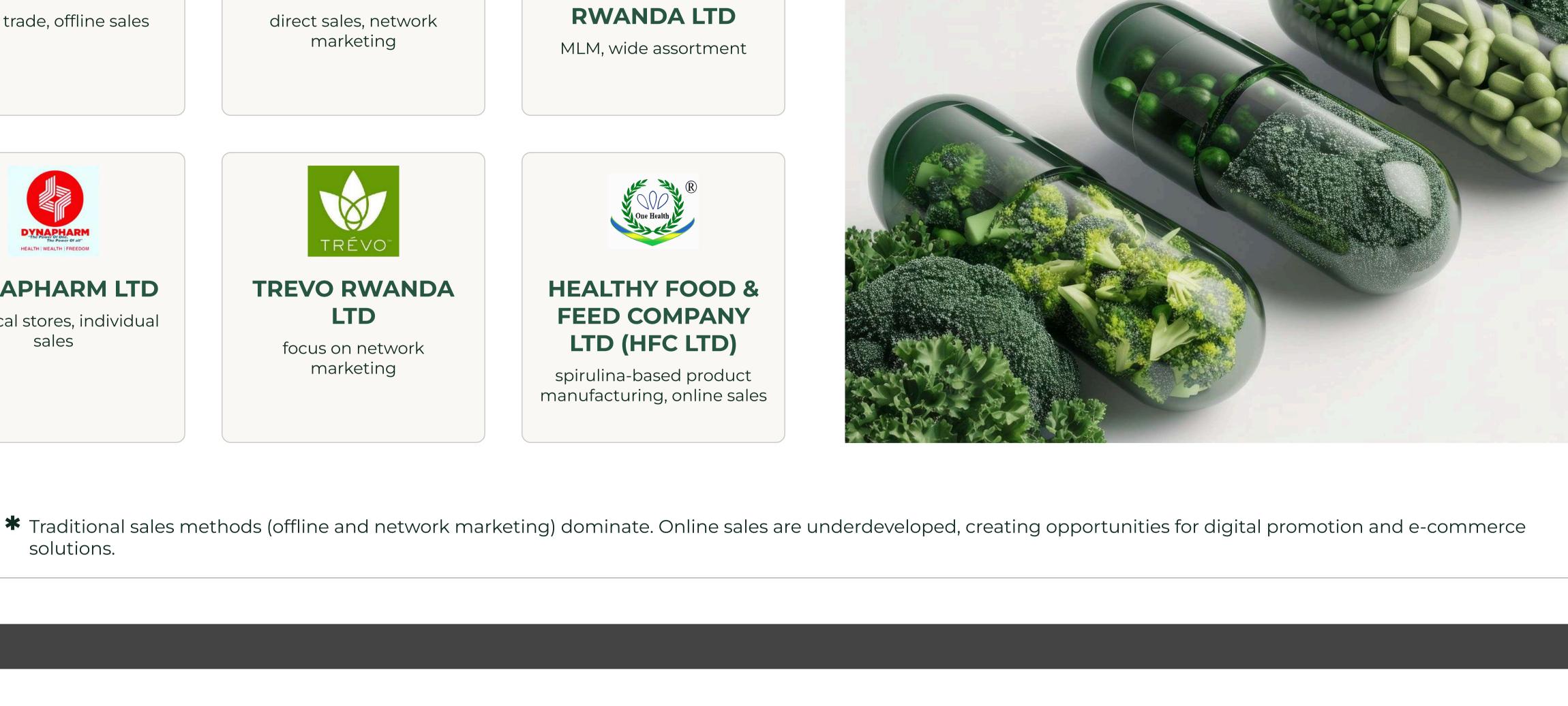
direct sales, network

marketing



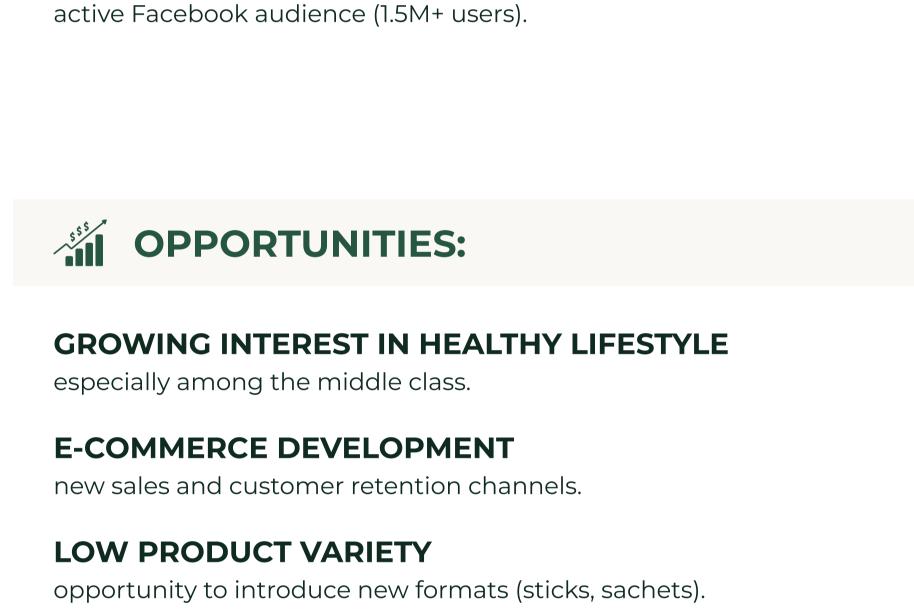
PRODUCTS

RWANDA LTD



SWOT ANALYSIS — INB.BIO IN RWANDA

CASH-ON-DELIVERY LOW PURCHASING POWER LIMITS matches local payment habits. premium product sales. **SOCIAL MEDIA AS A SALES TOOL LOGISTICS** challenges with delivery outside Kigali.





complicated registration process with Rwanda's FDA.

WEAKNESSES:

BUREAUCRACY

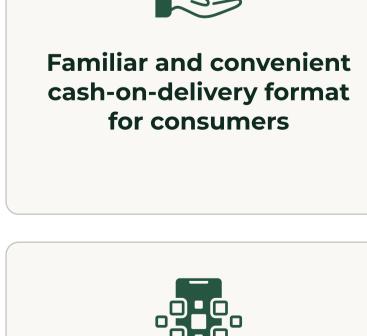
KEY OPPORTUNITIES FOR INB.BIO:

* The Rwandan market is developing but promising for INB.bio, especially in cities with higher income levels and interest in health, such as Kigali and Musanze. Despite limitations due to low

PROSPECTS FOR INB.BIO IN THE RWANDAN MARKET



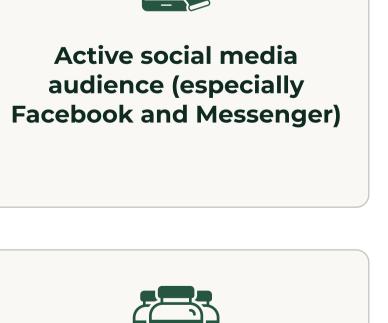
collaboration with pharmacies and delivery services.



Rapidly developing digital

infrastructure and mobile

commerce



Existing network of

supplement retailers

proves demand for the

category

purchasing power, there is tangible demand for affordable and quality food supplements.

