

Exploring some African Markets for Bangladeshi Entrepreneurs: Business Opportunities and Challenges

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Abstract

For a very long time the African market was quite unknown and out of interest to Bangladeshi entrepreneurs, but during last few years several Bangladeshi business people visited Africa to see the prospects and probabilities of business there. These days some NGOs and industries have expanded their business in Africa. It is notable that, some Asian countries like India and China have made tremendous development in investment in Africa in the fields of infrastructure development of natural resources and tapping the potential of the growing economy of Africa. The objective of this research paper was to find the Business opportunities and challenges for Bangladeshi entrepreneurs, thus creating business interest there. As part of research methodology to get the answers of research questions, mainly secondary data both qualitative and quantitative were collected through an internet survey. This research discussed, investigated and explored the opportunities and challenges including economic and social diversity, political unrest, market and non-market strategies, for Bangladeshi business people in some African countries. The study also highlights opportunities and challenges for researchers and entrepreneurs interested in this topic.

Keywords: African market, entrepreneurs, market strategy, business opportunity, business challenges, infrastructure development, natural resources, political unrest, interest creation.