

WINNING IN AFRICA'S INFORMAL ECONOMY

Building the capabilities required to compete and grow in Africa's largest markets

Programme Dates:

27–28 July 2026

Mode of Delivery:

In-person

Venue:

Lagos Business School

Fee:

NGN 530,000



Programme Overview

Africa's informal economy drives most retail transactions, employment, and consumer spending across the continent, yet many organisations continue to struggle to penetrate, serve, and grow within these markets. Winning in Africa's Informal Economy is a two-day programme designed for business leaders, entrepreneurs, policymakers, investors, and professionals seeking to build sustainable growth strategies within Africa's informal economy. Drawing on insights from strategy, retail, distribution, financial services, consumer behaviour, and digital innovation, the programme equips participants with the frameworks, tools, and practical approaches required to successfully navigate informal markets. Participants will gain a deeper understanding of how informal economies operate, identify growth opportunities, strengthen market execution, and engage effectively with the networks and institutions that drive commercial activity across Africa.

Programme Objectives

By the end of the programme, participants will be able to:

- Understand how informal markets function and the forces that drive commercial activity.
- Develop customer and growth strategies suited to informal market realities.
- Design effective route-to-market and distribution models.
- Strengthen retail execution and market penetration.
- Build practical strategies for scaling businesses within Africa's informal economy.

Programme Modules

Module 1: Understanding the Market

- The Architecture of Informal Markets
- Customer Segmentation in Informal Markets
- Route-to-Market and Distribution Systems
- Financing Informal Markets
- Retail Strategy in Informal Contexts

Module 2: Executing for Growth

- People and Talent in Informal Markets
- Digital and Fintech in Informal Markets
- Capstone Work Session
- Practitioner Roundtable
- Capstone Presentations

Target Audience

This programme is designed for

- FMCG and Consumer Goods Leaders
- Banking, Fintech, and Financial Services Executives
- Retail, Wholesale, and Distribution Professionals
- Agriculture, Food, Trade, and Agribusiness Leaders
- Service Business Leaders (Telecoms, Logistics, Healthcare, Education, Mobility, Professional Services)
- Government Officials, Policymakers, and Regulators
- Development Organisations and Non-Profit Leaders
- Investors and Market Development Professionals
- Informal Market Operators, Traders, Aggregators, and Distributors

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