

eShekels Releases Nigeria ICT Outlook

Stories by Frances Ovia, 07.20.2006

In over five years of extensive service through research on the level of Information Communication and Technology (ICT) market uptake in Nigeria's fastest growing sector, eShekels, Africa's foremost market research brand dedicated to information and communications technologies has released Nigeria ICT Outlook and Forecasts (2003-2007). According to the Product Manager of the company, Babatunde Afolayan during the public the ICT Outlook web-based software offers a compelling, intuitive experience to users, with well-thought out interfaces 103 major indicators over a five year period and includes data on Nigeria's physical and human demographics.

Afolayan disclosed that the 350-sheet database of the most sought after ICT indicators on Africa's most popular country can be used for planning telecoms developments, investment programs, developing business plans, furthering city-to-city economic development, addressing retail needs in underserved markets and supporting balanced and sustainable communities. "This database resolves the confusion arising from the inability of corporate executives to accurately monitor and evaluate the technology needs of most localities in Nigeria. It presents trends on Nigerian ICT usage, sector performance, demand for new technologies and potential market opportunities, amongst others", he stated.

eshekels Manager stated that one of benefits associated with the product is that the viability of any locality, market potential and sustainability can be examined. He disclosed that another benefit of the solution source is that it can be utilized for overcoming investment barrier in the remote areas and also for investigating new patterns of deploying new services that are urgently required in new areas. eShekels is Africa's foremost market research brand dedicated to information and communications technologies. eShekels pioneered multi-channel technology research in sub-Saharan Africa and delivers extensively research, precise, value-added information services to clients and governments on 3 continents using proven methodologies and international benchmarks.