

TOWARDS AGRICULTURAL PRODUCE EXPORT DIVERSIFICATION OF THE NIGERIAN ECONOMY: INTEGRATING SWOT ANALYSIS WITH MARKET INTELLIGENCE FOR BETTER PERFORMANCE

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Abstract

Objective: To explain the importance of the integration of market intelligence with SWOT Analysis in making the Nigerian agricultural export competitive.

Method: A literature review and synthesis of empirical studies was undertaken to develop theoretical framework upon which the exposition of cocoa export in Nigeria is anchored.

Results: Though the literature review revealed that there is scepticism on the practicability in the use of market intelligence, the analysis of the Nigerian cocoa case in this paper shows that the concept of market intelligence is not an abstraction. Thus, the paper through integration of market intelligence and SWOT Analysis reveals why Nigeria is doing poorly in economic diversification through agricultural produce export

Contribution: The paper demonstrate the importance of marketing and strategic management in agricultural export and economic diversification of the Nigerian economy. The paper equally provides a paradigm shift in making Nigeria export products competitive.

Key words: Economic diversification, market intelligence, SWOT Analysis, agriculture, cocoa export.

I. Introduction

Perturbed by the over dependent on crude oil and the discrepancies between the level of development and revenue from oil over the years, Inekwe, (2007) asserts that oil has become a curse to Nigeria rather than a blessing, and warned that the country must do something before it run dry. The literature on diversification of the Nigerian economy is inundated with switching to agriculture as against dependent on crude oil. Most often than not, we are quickly reminded that agriculture was the country mainstay before the discovery of oil. For instance, Ekperiware and Olomu (2015) document that agriculture has been Nigerian major economic activity before the emergence of crude oil in the late 1960s. Olaiya (2016) and Omeh (2018) were more specific, when they noted that as at the attainment of Nigeria independence and/or before the oil boom agriculture was the mainstay with cocoa production taking the lead. Onwuka (2017) contend that there was apparent neglect of agriculture since crude oil was discovered in commercial quantities in the early 1970s.

Before going into the discourse of this paper it is important that we put into context the contribution of agriculture to the Nigerian economy. It is worthy to note that while oil account for over 90% of Nigeria export revenue and over 60% of government revenue (Ogbonna, 2017), it contributes only 10.04% of total real GDP in 2017 third quarter. Non-oil sector contributed

89.96% to the nation's GDP in the same quarter of 2017 of which agriculture contributed 29.15% (see National Bureau of Statistics, 2017). This trend between oil and non-oil sector or oil sector and agriculture is not really different from what exist in 1970 when oil contributed 6% and agriculture contributes 41.3% of the 94% total contribution of non-oil sector to GDP. The difference is that while the contribution of crude oil seems to have improved marginally, agriculture has declined significantly. The problem therefore, is that the 89.96% non-oil activities which comprise our GDP do not provide value as oil. In the words of Ogbonna (2017), you cannot export them and get the same value as oil.

The purpose of this paper therefore, is to provide a discourse on how Nigeria diversification of its agriculture export base could be more effective and efficient using cocoa marketing as an example. As mentioned earlier, in prior literature people clamour for return to agriculture because it was a success before the discovery of oil. Others support the need for agricultural diversification on the basis of SWOT analysis. For example, many argue that the country has the strengths and opportunity based on things like our population, favourable agro ecological zones, large domestic and international market. It is, however, observed that SWOT analysis is incomplete as a managerial and/or research tool (Novicevic, Harvey, Autry, & Bond, 2004). The forgoing shows that prior literature ignored the role of marketing in ensuring a sustainable diversification of the Nigerian economy. We contend that if Nigeria, in this modern and globalized era still think of agricultural export the same way in the 70s the country will not make appreciable progress in that direction. Therefore, in this paper we discuss how market intelligence can be used to give Nigeria agriculture export produce a competitive edge. This is apt because as (Ikerd, 1995) observed that most farmers have the wrong notion that marketing means commodity marketing.

The rest of the paper is organized as follows: Section II review the literature with definitions of concepts, section III highlight the relationship between exports and economic growth or performance. In section IV we demonstrate how SWOT analysis and market intelligence can be applied to Nigeria agricultural product using cocoa as a case study. Section V discusses the role of government and entrepreneur in making marketing of Nigeria agricultural product less burdensome. The last section present the conclusion.

II. Conceptual Background

2.1 Economic Diversification

Diversification as a term have been used in several fields but the meaning seems to have a commonality. For instance, in accounting when we talk about portfolio diversification, it means having a pool of securities (investments) that is diverse (from different industrial sectors) or even countries such that the return on the investments will not so much affected by unfavourable happenings in a particular sector or country as the case may be. Thus, the risk of expected return to the portfolio is minimised. Economic diversification of the economy has a similar connotation. According to United Nations Climate Change (2018) economic diversification is generally taken as the process in which a growing range of economic output is produced. It can also refer to diversification of markets for exports or the diversification of income sources away from domestic economic activities. To Ogbonna (2017), a diversified economy is an economy that has a number of different revenue streams and provide nations with the ability for sustainable growth because there is not a reliance on one particular type of revenue. From the foregoing economic diversification is all about not putting all your eggs in one basket. Extant literature documents that too little diversification is risky (Ahmadov, 2012; Ramcharan, 2005). This development have been associated with developing countries. Consistent with this line of argument United Nations Climate Change (2018) contend that economic diversification is a significant issue for developing

countries as their economies are generally characterized by the lack of it. Furthermore, Freire (2017) notes that economic diversification is very relevant for poorer developing countries to create jobs and foster economic development. While economic diversification is said to reduce macro instability (Gelb, 2010), empirical evidence shows that more diversified countries are associated with higher level of GDP (Freire, 2017).

2.2. SWOT Analysis

The process of examining the organization and its environment is term SWOT Analysis (Gurel & Tat, 2017). SWOT Analysis is an examination of an organization’s internal strengths and weaknesses, and its opportunities for growth and improvement and the threats the external environment presents to its survival (Gretzky, 2010). The SWOT framework as a specific strategy tool was developed by learned at al 1965 from earlier efforts at the Harvard Business School to analyse case studies (Chermack & Kasshanna, 2007). There are multiple variation of SWOT acronym (Madsen, 2016), some of which are TOWS, SOFT, USED, SWUF, etc (see Chermack & Kasshanna, 2007; Siciliano, 2016). The four components of SWOT Analysis (Strengths, Weaknesses, Opportunities and Threats) is depict in Figure 1 below:

	Helpful	Harmful
Internal Origin	Strengths	Weaknesses
External Origin	Opportunities	Threats

Source: Team FME (2013)

From the above diagram, Strengths and Opportunities are helpful and favourable to an entity while Weaknesses and Threats are harmful and unfavourable. According to Gurel and Tat (2017) strengths are important to an organization otherwise the opportunities created by the outside environment cannot be used. They equally pointed out that weakness refers to the situation in which an organization is less effective and efficient compared to its competitors, while opportunity is the convenient time or situation that the environment presents to the organization to achieve its goals. Threats are the elements that makes it difficult or impossible to reach the organizational goals.

Despite the seeming merits of SWOT Analysis it is associated with limitations. Zalengera et al. (2014) document that SWOT Analysis identify issues in generalized categories of strengths, weaknesses, opportunities and threats unlike PESTLE analysis which has specific classification (Political, Economic, Social, Technological, Legal, and Environmental). Gurel & Tat (2017) assert that listing strengths on paper is prone to bias and it is very different from testing the organization and experiencing the strengths at work. Reflecting on the criticisms of the SWOT framework in a study of 20 UK manufacturing companies, researchers found that it was not unusual for same points to be recorded as a strength and as a weakness with no explanation for the contradiction that internal strengths and weaknesses were mixed with external threats and opportunities and the analysis did not go beyond a basic listing of the SWOT components

(Siciliano, 2016). Team FME (2013), also emphasize the fact that SWOT Analysis involves a lot of subjective decision making at each stage, advised that it should always be used as a guide rather than as a prescription and it is an iterative process. The limitations notwithstanding, SWOT Analysis is used extensively and recommended in strategic planning and management (Clardy, 2013; Gurel & Tat, 2017). Inekwe (2011), for example, used SWOT Analysis to appraise the possibility of converting federation account dependent Kogi State of Nigeria to a tax-based economy. Nuga and Asimiea (2015) on their part reviewed the Nigerian agricultural sector using SWOT Analysis. Their analysis however seems to suffer from the basic listing of components earlier mentioned.

2.2 Market Intelligence

Market intelligence or marketing intelligence are synonym terms and used as such in the literature (Ross, McGowan, & Styger, 2012). Market intelligence is the process of acquiring and analysing information in order to understand a market, to determine current and future trends and preferences and to assess changes in the business environment (D'Alimonte, 2014). According to Jamil et al (as cited in Jamil, 2013 p. 46) market intelligence is defined "as a process designed to constantly produce knowledge for business sectors from dispersed data and information for strategic marketing positioning, as an organization continuum and that aims to answer typical decision problems faced by firms when competing in actual business environment"

Osorio (2017) notes that market intelligence is synonymous with market research in that it relates to the gathering, recording, analysis and interpretation of information about a company's markets and the people within. She, however, acknowledged that there are key differences that separate the two. Market intelligence is existing information widely available for brands to better understand the markets, competition and landscape surrounding their target audiences. Market research on the other hand means taking a deeper look into the consumer at the core of this market and the trends that set them apart. In a similar vein, Brown (2016) asserts that market research describe what is occurring as it occurs, so you can react tactically, while market intelligence provides situational insight and interpretation, so that you can anticipate strategically. Going by the submission of Brown, it presupposes that market research fall within the ambit of tactical marketing planning while market intelligence is within the purview of strategic marketing planning. Thus, Kandpal (2013) contend that market intelligence draws on numerous external and internal sources of information. However, Suttle (2018) opined that competitive intelligence are often used to conduct SWOT Analysis.

The triggers, according to Ross et al. (2012) that would initiate the collection of market intelligence are:

- A reduction in sales turnover
- A new opportunity for the business
- A change in the customer demographic resulting in change in demand
- Market driven changes in demand
- Recession
- Sale or change of management of the business
- New or existing competitors, and
- Government or legislative changes.

In a nutshell, since marketing is all about delighting a consumer, customer and /or user to achieve a profit or other pre-established goal (Cohen, 2011), and a business, as Peter Drucker once hinted has no higher requirement than that to create customers (Harvard Business School, 2005), the fierce global competition leads organization to consistently obtain accurate information for

decision-making in order to sustain its competitive advantage (Guarda, Santos, Pinto, & Silva, 2012). Therein lies the strength and value of market intelligence.

2.2.1 Integrating SWOT Analysis with Market Intelligence

Market intelligence can be integrated with SWOT Analysis to be more valuable. To achieve this we adopt the five- step process proposed by Clardy (2013). The steps are summarized below:

1. Identify competitors- who are the other parties against which our product/service compete?
2. Identify critical customer value- what are the primary factors that consumers use in judging this product/service?
3. Collect comparative data- what are the conditions of each competitor on each critical value?
4. Analysis- on what values are we stronger than, the same as, or worse than our competitors?
5. Strategic planning implications- what strategic actions are indicated by the analysis?

Implicit in the above procedure is the primacy of customer satisfaction in market intelligence and SWOT Analysis. This is consistent with Ilieska (2013) contention that customer satisfaction is an asset that should be monitored and managed just like any physical asset.

III. The relationship between export and economic growth

Recall that we earlier demonstrated that despite crude oil being the mainstay of the Nigerian economy its contribution to national GDP is far lower than the contribution of the agriculture sector. This may raise the question as to whether there is need for us to worry ourselves on export of agricultural produce. In other words, why don't we concentrate our efforts on consolidating the domestic market? Extant literature provides a number of empirical and anecdotal evidence in support of a positive relationship between export growth and economic growth. Ram (1987) study reveals a positive relationship between export and economic growth. One of the main advantage of export diversification which has been put forward by economists is that it tend to increase economic growth in the host economy (Sannassee, Seetanah, & Lamport, 2014). The results of Sannassee et al. (2014) study of Mauritius reveals a positive relationship between export diversification and economic growth in both short and long-run. In the same vein, Chemedda (2001) study support the idea that the rate of growth of real export has a positive effect on the rate of economic growth in the context of the Ethiopian economy. Mbaku (1989) study examines the effect of export growth on factor productivity in Africa. Results reveal that export expansion significantly enhances economic growth in Africa. Furthermore, Park, Yang, Shi, and Jiang (2010) study shows that export growth lead to increases in firm productivity and other firm performance measures. To them, the productivity impact of export growth is greater when firms export to more developed countries. From the causality dimension, Sanjuan-Lopez and Dawson (2010) study quantifies the contribution of agricultural exports to economic growth in developing countries. Results show that a long-run relationship exists and that total export Granger-cause GDP which support the export lead growth hypothesis. Unlike Sanjuan-Lopez and Dawson findings, Mtaturu (2016) study of Tanzania reveals the existence of feedback causality between export and economic growth. Thus, both export and economic growth granger cause each other in the case of Tanzania. Contrary to the Tanzania study, the findings of Ewetan and Okodua (2013) study shows a uni-directional causality running from economic growth to export in Nigeria. Shihab, Soufan, and Abdul-khaliq (2014) found similar evidence in the study of Jordan.

From the forgoing one may conclude that increase in exports (both in agriculture and other sectors) will improve the economy of Nigeria. Recall that the recession of the Nigerian economy in 2016 was attributed to unrepresented fall in oil price in the international market.

IV. Application of Market Intelligence and SWOT Analysis to Cocoa export in Nigeria

This section of the paper is intended to demonstrate how SWOT Analysis and Market Intelligence may be applied to agricultural export produce using cocoa export as an example. Exportable agricultural products in Nigeria include honey, palm kernel, rubber, ginger, sesame seed, garlic, rice, beans, gum Arabic, shrimps, cassava, charcoal, cashew nuts, snail, poultry product ground nut and maize (Abioudun, 2018; Sogbesan, 2018). The above list is not exhaustive going by available statistics from the Nigerian Export promotion Council. Our choice of cocoa was based on the fact that PricewaterhouseCoopers (2017) indicated that cocoa is a key cash crop and accounted for 21% of Nigeria agricultural export, and generated \$711 million in 2015. Also, two-third of World cocoa production originates from West Africa (Atlas on Regional Integration in West Africa, 2007; Sainsbury, 2017), and the movement of Nigeria from her 4th position to 7th in global cocoa production (Otaru, 2017). However, the analysis here, though on cocoa and at national level, could be extended to both export oriented and domestic products and also applicable to business firms. The analysis is principally a discussion of evidence taken from extant literature. Thus, we present data from available literature and then analyse them based on the five steps provided in 2.2.1.

PricewaterhouseCoopers (2017) provides the data below as regard the production and export of cocoa among some major players

Table 1: Cocoa production and Export of Key Players

Country	Production of cocoa Beans (in '000 tonnes)	Cocoa export-beans & derivatives (in '000 tonnes)	Cocoa exports in value (in million US \$)
Ivory Coast	1,434.0	1,022.7	2,933.0
Ghana	858.7	546.6	1,447.0
Indonesia	728.4	384.8	1,099.7
Nigeria	248.0	222.8	564.0

Source: PWC (2016) Note- data was as at 2014

On heavy metal contamination of cocoa beans, a study has these data

Table 2: Cocoa Beans Contamination of some Cocoa producing countries

Indicators	Limit mg-kg ⁻¹	Cameroon mg-kg ⁻¹	Ecuador mg-kg ⁻¹	Nigeria mg-kg ⁻¹	Ghana mg-kg ⁻¹
Mercury	0.1	< 0.01	< 0.01	< 0.01	< 0.01
Arsenic	1.0	<0.06	<0.06	<0.06	<0.06
Lead	1.0	0.37 ± 0.05	0.33 ± 0.04	0.52 ± 0.07	0.32 ± 0.04
Cadmium	0.5	0.05 ± 0.01	0.20 ± 0.04	0.020 ± 0.003	0.017 ± 0.003

Source: Vítola and Ciproviča (2016)

In the area of pricing, New York futures for cocoa beans was above \$2,600 and \$7000 for cocoa butter per tonne respectively (Sterk, 2018). ITB Holdings (2018) is however, more specific on the prices. It documents International Cocoa Organization (ICCO) daily prices of \$2,767, Ghana \$3,146, Ivory Coast 3,066, Nigeria \$3,016 and Ecuador \$3,036 respectively per grade 1 metric tonne. Natural Africa cocoa butter \$ 8,082 per tonne. Processed cocoa products from Nigeria in

2016 amounts to just 5.43% of non-oil export with a total value of \$65,310, 224.23 (Nigerian Export Promotion Council, 2016).

Given the above information, the five steps outlined in 2.2.1 is illustrated thus:

Identification of Competitors. Competitors are countries that export similar products or its substitute. From available evidence major competitors in cocoa exports are Indonesia, Ivory Coast, Ghana, Brazil, Ecuador, Cameroon, Mexico, Peru, and Dominican Republic.

Identification of critical customer values. In the area of cocoa critical customer values include, but not limited to, quality of product, nature of product, and probably social responsibility. In practice a sample of the customer will provide a comprehensive range of customer critical values.

Collection of comparative data. Having identified our competitors in step one above and the customer critical value in the second step, this third step entails the collection of data on the customers' critical values on the country's competitors to enable a comparative analysis with our country situation.

Analysis. Having produce a matrix of competitors and customers' critical values, an analysis is undertaken to assess how the country stands among its competitors. From the data presented, it does appear that price is not a competitive advantage. Thus, price may not be included in the customer critical values. The customer critical values seems to be quality and nature of the product. Higher quality and nature of the product drive the price. Therefore, lowering prices as an opportunity to gain market share may be counterproductive. One of Nigeria weaknesses in the production and export of cocoa is in the area of quality and nature of product exported. For example, the quality of Nigeria cocoa is considered low in comparison to Ghana and Ivory Coast. The presence of stones, moulds and high moisture in Nigeria cocoa beans allow for a discounted price in the commodity market (PricewaterhouseCoopers, 2017). The country have also not fare well in product certification which in part is a mark of quality. Emphasizing the importance of certification, Sogbesan (2018) pointed out that scientific produce inspection has been identified as a major criterion for high quality produce to guarantee several Nigeria exportable agricultural produce accessibility and acceptability to global market. Consistent with this assertion, Awolowo (2016) contend that adherence to quality is a major determinant of the performance of a product in the market place, especially in the overseas market.

In the area of nature of export product, Nigeria is lagging behind too. Nigeria export of cocoa is principally unprocessed cocoa beans. As indicated earlier, cocoa butter sells for as much as \$8,082 per tonne while cocoa beans is just around \$3000 mark per tonne. According to PricewaterhouseCoopers (2017) and Nieburg (2017) only about 30% of cocoa beans in Nigeria is processed. The nature of Nigeria cocoa export can also be viewed from organic product perspective. Organic cocoa has a high premium probably because of the health benefits. Unfortunately Nigeria is not a force to reckon with in organic cocoa production where African countries like Ghana, Uganda are making exploits. The foregoing analysis shows that Nigeria has a number of weaknesses in cocoa production and export. Such that the country is not very competitive. However, we see opportunity in cocoa production and export in Nigeria. One area the country can convert opportunity to strength is in the presence of heavy metal in cocoa products. Although, as seen in Table 2 Nigeria is not the best among the countries studied but it is within the tolerable limits. Also, the fact that 35 (see Nigerian Export Promotion Council, 2016) countries purchased Nigeria cocoa product in 2016 is an opportunity.

In social responsibility, one area of customer critical value is use of child labour in cocoa production. Though, there is no evidence in prior literature that Nigeria indulge in such, Ivory

Coast, in the late 2000, almost had its export cocoa product boycotted as a result of extensive use of child labour in cocoa production (Anti Slavery International, 1949).

Strategic Planning Implications. From the above analysis there are some strategic implications. First, given Nigeria strength in the area of presence of heavy metals, the country could take action to make that strength stronger by improving on it. The same goes for the general quality of Nigeria cocoa product if high premium price is to be attracted. In other words remedial actions can be taken to limit the country's weaknesses and quality and nature of its product. Nigeria could take advantage of its current market share opportunity.

Although, the analysis presented in this paper thus far is descriptive and limited compared to actual practice, it exemplifies the integration of Market Intelligence and SWOT analysis in ensuring a product remain competitive. However, to ease the marketing activities the government and the entrepreneur has a role to play.

V. The role of government and the entrepreneur in making marketing activities less burdensome in Nigeria.

Processing of agricultural products. One of the major reasons for the poor earnings from export of agricultural products is that Nigeria export primary products. We had shown in this paper how processed product is more valuable. An attempt was made in this direction in 2005 with the approval of an Export Expansion Grant (EEG) of 30% of the FOB value for cocoa butter and processed cocoa products (Nzeka, 2014). The objective intended was not achieved. As Nzeka (2014) rightly noted exporters still find it more profitable and convenient to sell cocoa beans than export cocoa in processed forms. Nigeria high cost of local processing as compared to the same activities in the developed and consuming countries accounted for this. This is expected because Nigeria lacks the necessary infrastructure to process the product competitively, despite the fact that we have about 17 cocoa processing across the country. Power, high cost of processing equipment, inadequate skilled personnel, etc are part of the problem. Corruption was equally fingered in the scenario. Like Nigeria, PricewaterhouseCoopers (2017) documents that in 2010 Indonesia introduced an export tax on cocoa beans ranging from 0-15% targeted at encouraging the processing of cocoa and exportation of cocoa derivatives. Unlike Nigeria the policy results in increased cocoa output derivatives to the extent that the country's cocoa derivative export revenues increased from \$326 million in 2009 to \$1.2 billion in 2015. The difference is in availability of infrastructure, commitment, and transparency in the processes.

Certification of Nigeria agricultural products is another area. As Sogbesan (2018) pointed out, the rejection of Nigeria's agricultural export in the international market has had a negative impact on the perception of the country overseas. Although the automation of the certification is in process, there is need for a board that will assist individual farmers who do not have all that it takes to obtain the certification. It is equally noteworthy that there are several certification bodies that are useful in this respect.

Security. To ensure sustainable agricultural production in Nigeria there must be adequate security. A situation where security has gone to an all-time low, where cattle destroy farm produce and herdsman-farmers clash is common place cannot engender improvement in agricultural produce. Apart from general kidnapping around the country, there are stories of farmers being kidnapped either on the farm or on their way to the farm.

Agriculture entrepreneur should put in place processes that will ensure production at lower cost. To this end, they should imbibe the use of modern agricultural technology and equipment. The government should assist the entrepreneur through duty waiver on importation of agricultural

machinery and equipment. Entrepreneurs must also ensure efficient use of labour. A situation where firms owned or managed by foreigners in Nigeria makes maximum use of Nigeria labour while Nigeria firms are so inefficient in the use of same labour will not allow for competitive advantage in product produced.

The government and the private sector should partner, encourage, and uplift relevant Nigerian Institutions of higher learning and Institute of agricultural research in research into high quality disease resistant seedlings, and the production of the needed manpower for the agricultural sector.

Packaging. Whether the product is exported by a business firm or by government on behalf a subsistence farmers, inappropriate packaging devalue the product and influence the price negatively. In addition to ensuring appropriate material and design are used, the package should contain information on the health benefits of the product. This will eventually enhance the branding of the product.

Use of internet facilities. The internet provides an avenue to advertise the range of agricultural products available in Nigeria. The potentials of the internet should not be underrated in the globalized world of today. Products are ordered from around the world based on the information on the internet. Prior literature documents empirical evidence in support of use of the internet for this purpose. Vinh and Craig (2008) study examines the impact of the internet, firm-specific characteristics, market characteristics and export strategy on export marketing performance. Their findings indicate that when the internet was used for communication purposes to provide the firm with a competitive advantage, it had a significant impact on export marketing performance.

Government must ensure adequate regulation to guarantee the quality of Nigeria agricultural produce along all agricultural value chain. Unnecessary delay at the port must be avoided because it affect the quality and costs of the product, and the country's image in the international market. Freund and Rocha (2010), for example, study examines the effects of transit documentation, Port, and custom delay in Africa's export. Result shows that a one day reduction in inland travel times lead to a 7% increase in export.

IV. Conclusion

This paper conceptualize Market intelligence within the theoretical framework of marketing, business strategy, and SWOT Analysis. We demonstrate the importance, procedure and use of Market intelligence in management strategic decision making from the perspective of Nigeria exportation of agricultural produce. Though the analysis in this paper is minimal unlike in practice where great deal of data (big data), and high level technology are involved, we tried to bridge the gap between theory and practice by the inclusion of the cocoa case scenario. This was a concern for Ross et al. (2012). They claimed that there is a noticeable gap between theoretical understanding and use of market intelligence information and how to obtain it and what happens in practice. This paper to a large extent has conceptually address that issue. Further studies into other areas of Nigeria export products, the empirical test of the Market intelligence-SWOT Analysis conceptual framework within the domain of the role of government, and the entrepreneur is recommended.

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