TEHECA

MARKET ANALYSIS

RESEARCH PROJECT

DIGITAL HEALTH PRODUCT

ABOUT US.

Teheca is a health-tech social enterprise that's focused on reducing the high mortality rates of mothers and newborns in developing countries by increasing uptake of postnatal care services among mothers through using low cost and low tech solutions.

Through our mobile app we connect new and expectant mothers to nurses for in home postnatal care services and support.

We believe that timely indentification and referal of post birth complication is key to reducing infant and maternal mortality.

The Problem:

Healthcare is the most important industry in the world and even more so in Africa with an estimated 1.2 billion people. Each year at least 1.16 million newborns die in sub-Saharan Africa within the first 28 days of life yet more than two thirds of these infants could be saved with low cost, low tech action.

Contact:

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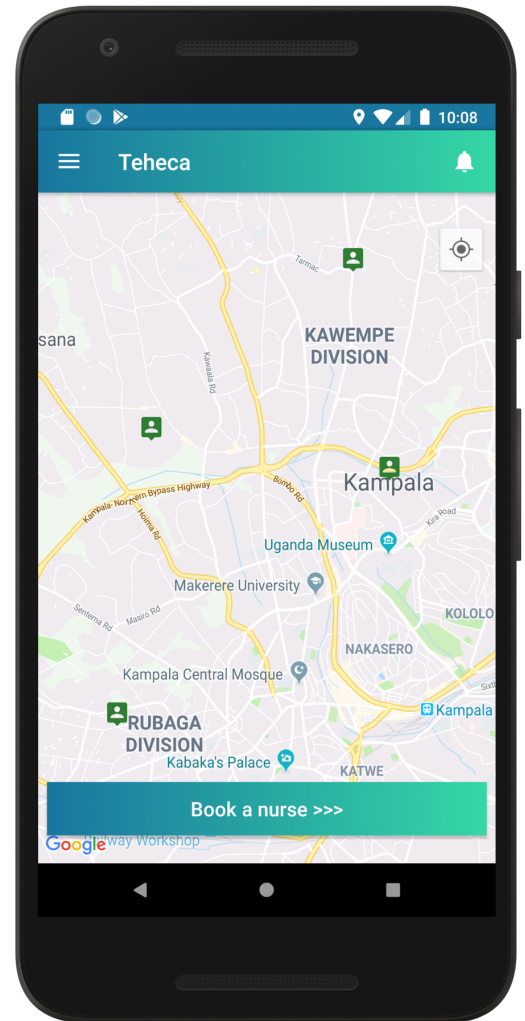
Supporters

Project Description

We Would like to understand the market potential and market size for Teheca care services across Sub-Saharan Africa.We are seeking services from post graduate or Masters holder.

Role to conduct a comprehensive market analysis to understand the growth potential for our company and solution through evaluation of the existing maternal health care market and our potential total addressable market.

Questions to answer.

- What's the current and future(5+ year) maternal health care market in Africa.
- What is the market opportunity for Teheca?
- What is the total market size and target market size available for Teheca?
- What segment of the market should we plan to target
- What demographics and behaviors make up the market we should target for both business and social impact?
- Is the overall industry growing, stable, or in decline?
- Where in Africa should Teheca focus most and which other countries can our services/product be implemented.

Expected Results.

- Present their findings to executives and clients through charts, graphs, and other visual means to help them make better-informed decisions about product introductions, modifications, and marketing campaigns.
- Interpret the data they've collected, organizing this information into statistical tables and reports.
- Create a visual of industry trends and of competitors so organizations can predict how products and services will fare in the marketplace.

Requirements

Qualifications.

You hold a Masters degree or pursuing one in marketing, market research, statistics.

Experience in conducting market research and analysis

Interested ? apply by sending your application to
Teheca Limited
info@teheca.com