



I met with a start-up recently who told me of their dream to potentially change the lives of millions of people globally who suffer from hearing difficulties in an affordable way. I asked them to explain how they envisaged achieving this dream. Their plan sounded robust, their vision clear, but yet, the challenges they cited as a start-up sounded almost insurmountable, yet so familiar. They cited the lengthy process of registering their business and the impact this has on competitiveness; the lack of funding opportunities available to pre-revenue start-ups; and the continuous struggle to gain market access as key reasons for not succeeding yet. Repeat this story more than a million-fold, and you will have a good view of the challenges of a typical start-up wanting to get going in Africa.

Small and Medium Enterprises (SMEs) will play a critical role in reaching the post-Millennium Development Goal of eradicating extreme poverty and hunger globally by influencing the achievement of full and productive employment and decent work for all. Countries across Africa have different levels of urgency around SME development programmes to enable economic growth and reduce unemployment across the continent, however, those countries in Africa who have a succinct focus on SME development will reap the economic benefits well into the future.

In our experience of working with SMEs, organisations who run SME programmes, and SME enablers alike, one thing is clear – job creation resulting from robust SME programmes and commitment across African countries is tangible, and the real value is only starting to emerge.

Thinkroom Consulting is actively involved in SME development initiatives across different industries, throughout Africa. The need for a study on the conduciveness of starting and doing business as an SME in Africa became apparent as we started to engage with SMEs and SME organisations alike. We hear very similar SME needs across the different African countries, where the cost of starting a business often acts as a deterrent to SMEs entering the space. Once an SME conquers this first critical step of starting a business, they are hit with the stark reality of becoming sustainable, with a large percentage of new start-ups ultimately closing their doors within the first year of operation.

This secondary study incorporates the assimilation of key indicators from a number of credible studies across twelve African countries to determine a measure for the conduciveness of starting and operating a business as an SME in the country in question. The key indicators were grouped and weighted in order to determine a conduciveness measure. The twelve African countries were then ranked to indicate the most to the least conducive countries to start and manage an SME business. This score was further benchmarked against countries outside of Africa to provide an indication of the measure compared to non-African, developed markets. The findings are most informative, and could be used by organisations wanting to make decisions about SME development; investors; governments on SME policy; and SMEs themselves to name but a few of the parties who could derive benefits from the study.

We hope this study will provide entities who can influence the conduciveness of starting and growing a business in Africa with needed information to tackle the issue afresh, as well as inform organisations who engage with SMEs sufficiently to be proactive in their approach. The study should also entice those SMEs starting or running their own businesses to understand the land-scape enough to make informed decisions.

We are in the fortunate position of having a meaningful impact on job creation and poverty alleviation as SMEs or as organisations dealing with SMEs in Africa. It is not only our duty, but our privilege to make a real difference to millions of households on the continent through creating opportunities that in turn create jobs and eradicate poverty. Let's achieve this dream together.





The study set out to measure the conduciveness of starting and conducting business in Africa for SMEs, with a specific focus on some of the key emerging economies in Africa for which adequate data was available. It involved an investigation into and the collation of data produced by existing credible research.

Four specific categories of data are considered in the study, which are perceived to have either a direct or indirect influence on the conduciveness of starting and operating an SME in each of the researched countries. The selected categories are: The Macro Environment, the SME Environment, Internet and Mobile Capacity, as well as the Infrastructure and Logistics of each country in the study. Specific variables were identified within each of the previously mentioned categories to ensure a holistic measurement on the combination of the measures. The information was analysed to provide an overall score reflecting a country's conduciveness for SMEs to start and operate businesses therein. The countries considered in this study include Botswana, Ethiopia, Ghana, Kenya, Mauritius, Namibia, Nigeria, Rwanda, South Africa, Uganda, Zambia and Zimbabwe, with the availability of consistent data serving as a key motivation for inclusion into the study. These countries are highlighted in this report in the order of their calculated conduciveness for starting and operating a business.

The rankings were derived by taking all the variables in the study into consideration and weighting each variable according to its perceived influence on the conduciveness for SMEs to start and conduct business. The country rankings are reflective of how each of the countries in this study compare to one another.

The report enables stakeholders interested in venturing into Africa to easily access information that is relevant to their endeavours.

Thinkroom consists of a group of highly experienced individuals who are passionate about developing small and medium-sized enterprises (SMEs) across Africa. Having worked with numerous SMEs across Africa over a sustained period of time, Thinkroom understands the unique and complex environments through which SMEs have to navigate whilst starting and operating their businesses.

Thinkroom specialises in developing and managing programmes on behalf of organisations that help SMEs gain access to funding, skills and markets and also supports SMEs in the capacity of mentoring and training.

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LANDSCAPE RESEARCH VARIABLES & DESCRIPTIONS

The categories and variables that were used to calculate the overall country rankings, as derived from credible sources, are listed and explained below:

| Measured Variable | Description |
|---|---|
| | Macro Environment |
| Political stability Source: Quandl, 2012. Estimated Political Stability by Country. Accessed from: https://www.quandl. com/collections/society/estimated-political-stabili- ty-by-country | This variable captures perceptions of the likelihood that the government will be destabilised or overthrown by unconstitutional or violent means, including politically-motivated violence and terrorism. In this report, political stability is reported on in percentages, where 0% indicates an exceptionally low political stability and 100% very high political stability. |
| Corruption clean score Source: Transparency International, 2014. Corruption Perceptions Index 2014: Results. Accessed from: https:// www.transparency.org/cpi2014/results | This perception-based index provides a measure of how corrupt the public sector of a given country is perceived to be. In this report, a percentage of 0% indicates a highly corrupt public sector, whereas 100% indicates a very clean public sector. |
| GDP trajectory (2015 - 2016) Source: The World Bank, 2015. Countries and Economies. Accessed from: http://data.worldbank.org/country | This measure indicates the GDP (Gross Domestic Product) growth of a country and how it is predicted to change between 2015 and 2016. |
| Social hostilities Source: Pew-Templeton Global Religious Futures Project, 2014. Country Profiles. Accessed from: http:// www.globalreligiousfutures.org/countries | This index reflects the level of social hostilities due to religious restrictions in the researched countries. In this report, 0% indicates exceptionally low social hostilities, whereas 100% indicates a very high level of hostility in the country. |
| Government restrictions on religion Source: Pew-Templeton Global Religious Futures Project, 2014. Country Profiles. Accessed from: http://www.globalreligiousfutures.org/countries | This index measures the level of restrictions that respective governments place on religion, which can potentially cause social or political unrest within countries. |
| Population below poverty line Source: CIA. The World Fact Book. Accessed from https://www.cia.gov/library/publications/resources/ the-world-factbook/ | This measure indicates the percentage of the total population who are estimated to be living below the poverty line. National estimates of the percentage of the population falling below the poverty line are based on surveys of sub-groups, with the results weighted by the number of people in each group. Definitions of poverty may vary considerably among nations. This report informs on the percentage (%) of a given country's population living below the poverty line. |
| HIV and Aids Source: UNAIDS, 2014. HIV and AIDS estimates (2014). Accessed from: http://www.unaids.org/en/region-scountries/countries | The HIV and AIDS rate provides an estimate of the number of people in a country living with the disease (this includes adults and children). |
| Literacy rate Source: CIA, 2014. The World Factbook. Accessed from:www.cia.gov/library/publications/resources/theworld-factbook/ | Literacy rate refers to the percentage of people aged fifteen and older who are able to read and write. |
| Gender gap Source: World Economic Forum. 2014. The Global Gen- der Gap Index 2014 Rankings. Accessed from: http:// reports.weforum.org/global-gender-gap-report-2014/ rankings/ | The Gender Gap ranking benchmarks gender gaps on economic, political, education and health criteria across various countries across the globe. It provides country rankings that allow for effective comparisons across various regions and income groups. The source drawn upon surveyed 142 countries, with the country ranked in first place having the lowest level of gender disparities and the country ranked in 142nd place having the greatest level of gender disparities among the countries measured. |
| | SMF Environment |

SME Environment

Entrepreneurial strength

Source: GEDI, 2015. The Global Entrepreneurship Index. Accessed from: http://thegedi.org/countries

The latest Global Entrepreneurship Index (GEI) measures the strength of entrepreneurship across 130 countries. The country with the strongest level of entrepreneurship is ranked in first place, while the contrary is true for the country ranked in last place (130th). The following variables considered GEI were included in this study to inform our country-rankings. They were selected as they encompass aspects over which entrepreneurs presumably do not have direct control:

i. Cultural Support: This variable provides an indication of a population's perception of entrepreneurs' status and career choice, as well as how the level of corruption in a particular country affects this perception. A country that obtains 100% has the highest possible level of cultural support.

LANDSCAPE RESEARCH VARIABLES & DESCRIPTIONS

Measured Variable

Description

- ii. Human Capital: This variable provides an indication of the quality of human capital available in a country in terms of their level of education and experience and availability of opportunities for continuous development or training. A country obtaining 100% for this variable has access to the highest quality human capital (entrepreneurs and employees alike).
- **iii. Risk Capital:** This variable provides an indication of the availability of risk finance, focusing on the availability of equity, rather than the availability of debt. A country obtaining 100% for this variable has the most accessible risk finance available.
- iv. Internationalisation: This variable provides an indication of the degree to which a country's entrepreneurs are internationalised by taking businesses' exporting potential into account, as well as the extent to which a country contributes to the global economy. A country obtaining 100% for this variable experiences a high level of internationalisation.

Overall ease of doing business

Source: World Bank Group, 2015. Doing Business. Accessed from: http://www.doingbusiness.org/~/ media/GIAWB/Doing%20Business/Documents/Annual-Reports/English/DB15-Full-Report.pdf The overall Ease of Doing Business ranking considered 189 economies. A ranking of 1 out of 189 economies indicates the greatest ease of doing business, and means that the regulatory environment is more conducive to the starting and operating a local business when compared to countries with a lower ease of doing business ranking. Thus, a ranking of 189 out of 189 economies would indicate that the regulatory environment is the least conducive to starting and operating a local business.

Ease of starting a business

Source: World Bank Group, 2015. Doing Business. Accessed from: http://www.doingbusiness.org/~/ media/GIAWB/Doing%20Business/Documents/Annual-Reports/English/DB15-Full-Report.pdf The Ease of Starting a Business ranking considers 189 economies, where a country with a ranking of 1 has the most conducive environment for starting a business, and a country with a ranking of 189 has the least conducive environment. The following variables were considered to calculating the "Ease of starting a business" ranking of a country: Number of procedures; Cost (% income per capita); Time (Number of days); and Paid-in minimum capital (% of income per capita).

The following variables form part of the World Bank's Ease of Starting a Business ranking and were included in this study as they offer key insights into the factors that influence the ease of starting a business in a respective country:

i. Cost of starting a business

The cost of starting a business is reported in terms of the percentage of income per capita.

ii. Time it takes to start a business

This measure refers to the number of days that it takes to start a business.

iii. Number of procedures to start a business

This measure refers to the number of regulatory and administrative procedures that are required to start a business.

Internet & Mobile Capacity

Internet capacity

Source: State of the Internet, 2015. Connectivity Visualizations Global Map (Q2 2015). Accessed from: http:// stateoftheinternet.com The internet capacity variable reflects the speed of internet of a country in Mbps.

Internet penetration

Source: Internet World Stats, 2014. Africa 2014 Population and Internet Users Statistics for 2014 Q2. Accessed from: http://www.internetworldstats.com/stats1.htm

Internet penetration refers to an estimated percentage of a country's population making use of the internet.

Mobile phone penetration

Source: World Bank, 2014. Mobile cellular subscriptions (per 100 people). Accessed from: http://data.worldbank.org/indicator/IT.CEL.SETS.P2

This variable refers to the number of mobile cellular subscriptions in a given country. Since it is possible for one individual to have more than one mobile cellular subscription, this data is presented as a ratio; Mobile Cellular Subscriptions: Total Population

Infrastructure & Logistics

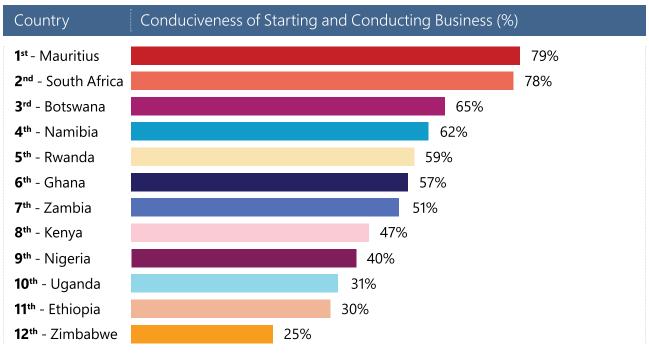
Infrastructure: LPI ranking

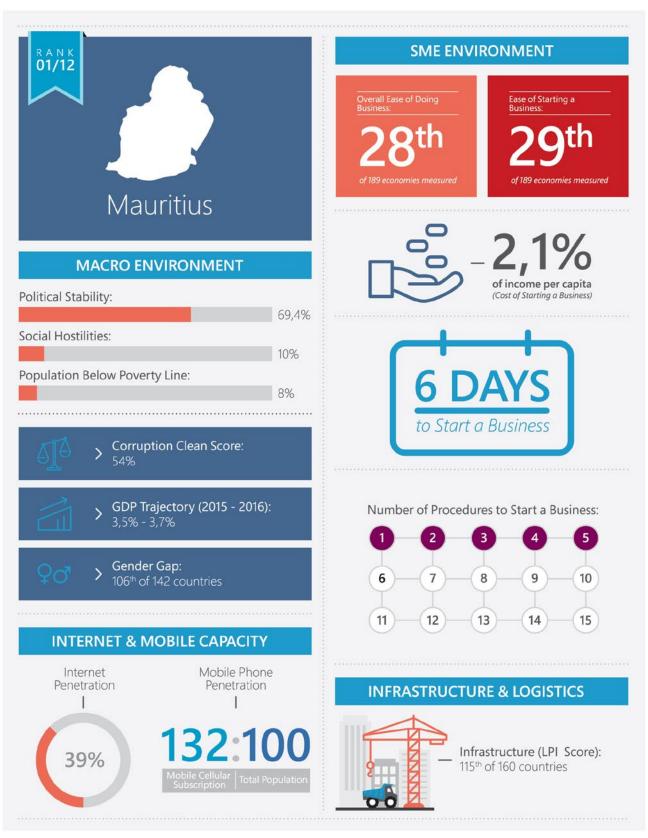
Source: World Bank Group 2014. Logistics Performance Index (LPI): Global Rankings 2014. Accessed from: http://lpi.worldbank.org/international/global?sort=asc&order=Country#datatable

The Logistics Performance Indicator (LPI) ranked 160 countries using six dimensions to benchmark their logistics performance. These dimensions were considered in the LPI ranking: Clearance process Efficiency; Trade and transport related infrastructure quality; Ease of arranging competitively priced shipments; Logistics services competence and quality; Ability to track and trace consignments; Shipment timeliness for reaching destination within the scheduled or expected delivery time. A ranking of 1 out of 160 countries indicates the best performing country of all those measured in terms of logistics and infrastructure; whereas a country ranking last had the poorest performance.









No data available for the following variables: Strength of Entrepreneurship; Cultural Support; Human Capital; Risk Capital; or Internationalisation. Where no data was available, the weightings were adjusted to make provision for the outstanding variables in order to have consistency in reporting of results.



Political Stability:

50%

Social Hostilities:

10%

Population Below Poverty Line:

Corruption Clean Score:



> GDP Trajectory (2015 - 2016): 2% - 2,1%



Sender Gap: 18th of 142 countries

INTERNET & MOBILE CAPACITY

Penetration I 51,5%

Internet

Mobile Phone Penetration

150:100

SME ENVIRONMENT

Overall Ease of Doing
Business:

43rd

of 189 economies measured

Ease of Starting a Business:

61 St

of 189 economies measured





Entrepreneurial Strength of a Country 52nd out of 130 countries



43%

Cultural Support

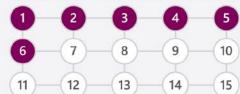
35.9%

Risk Capital 28%

Human Capital 24%

Internationalisation 56%

Number of Procedures to Start a Business:



INFRASTRUCTURE & LOGISTICS



Infrastructure (LPI Score): 34th of 160 countries



Political Stability:

72,2%

Social Hostilities:

Population Below Poverty Line:

30,3%

0%



Corruption Clean Score:



S GDP Trajectory (2015 - 2016): 4,3% - 4,2%



> Gender Gap: 51st of 142 countries

INTERNET & MOBILE CAPACITY

Internet Penetration I

Mobile Phone Penetration

167:100

Mobile Cellular | Total Population

SME ENVIRONMENT

Overall Ease of Doing
Business:

74th

of 189 economies measured

Ease of Starting a Business:

149th
of 189 economies measured





Entrepreneurial Strength of a Country 66th of 130 countries



80%

Cultural Support

Risk Capital

Human Capital

34%
Internationalisation

339

Number of Procedures to Start a Business:



INFRASTRUCTURE & LOGISTICS



Infrastructure (LPI Score): 120th of 160 countries



Political Stability:

68,8%

Social Hostilities:

0%

Population Below Poverty Line:

28,7%



Corruption Clean Score: 49%



> GDP Trajectory (2015 - 2016): 5,5% - 5,3%



Sender Gap: 40th of 142 countries

INTERNET & MOBILE CAPACITY

Internet Penetration I

Mobile Phone Penetration

78:100

Mobile Cellular | Total Population

SME ENVIRONMENT

Overall Ease of Doing Business:

88th
of 189 economies measured

Ease of Starting a Business:

156th
of 189 economies measured





Entrepreneurial Strength of a Country 69th of 130 countries



Cultural Support

Risk Capital 28%
Human Capital

Internationalisation

Number of Procedures to Start a Business:



INFRASTRUCTURE & LOGISTICS



Infrastructure (LPI Score): 93rd of 160 countries



Political Stability:

45,8%

Social Hostilities:

0%

Population Below Poverty Line:

Corruption Clean Score:



> GDP Trajectory (2015 - 2016): 7% - 7%



> Gender Gap: 7th of 142 countries

INTERNET & MOBILE CAPACITY

Internet Penetration I

Mobile Phone Penetration

44,9%

64:100

Mobile Cellular | Total Population Subscription |

SME ENVIRONMENT

Overall Ease of Doing Business:

46th

of 189 economies measured

Ease of Starting a
Business:

112th

of 189 economies measured





Entrepreneurial Strength of a Country 99th of 130 countries



Cultural Support

28%

Risk Capital

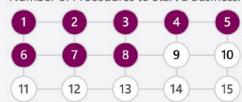
30%

Human Capital

41%

Internationalisation

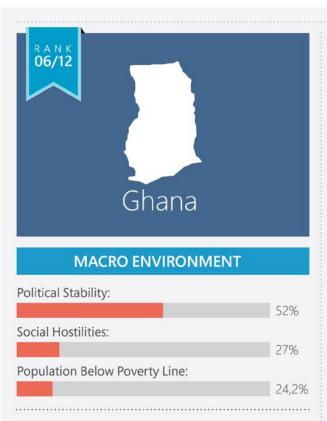
Number of Procedures to Start a Business:



INFRASTRUCTURE & LOGISTICS



Infrastructure (LPI Score): 80th of 160 countries





INTERNET & MOBILE CAPACITY



Internet

Mobile Phone Penetration

115:100

Mobile Cellular | Total Population

SME ENVIRONMENT

Overall Ease of Doing
Business:

70th

of 189 economies measured

Ease of Starting a Business:

96th

of 189 economies measured





Entrepreneurial Strength of a Country 105th of 130 countries measured



Cultural Support

60%

Risk Capital

19%

Human Capital

7%

Internationalisation

17%

Number of Procedures to Start a Business:



INFRASTRUCTURE & LOGISTICS



Infrastructure (LPI Score): 100th of 160 countries



Political Stability:

62,2%

Social Hostilities:

15%

Population Below Poverty Line: 60,5%



> GDP Trajectory (2015 - 2016): 5,6% - 6,2%



INTERNET & MOBILE CAPACITY



Mobile Phone Penetration

67:100

Mobile Cellular Subscription Total Population

SME ENVIRONMENT

Overall Ease of Doing Business:

1111th

of 189 economies measured

Ease of Starting a
Business:

68th

of 189 economies measured





Entrepreneurial Strength of a Country 110th of 130 countries



35%

15%

Cultural Support

Risk Capital

Human Capital 28%

Internationalisation 56%

Number of Procedures to Start a Business:



INFRASTRUCTURE & LOGISTICS



Infrastructure (LPI Score): 123rd of 160 countries



Political Stability:

24,2%

Social Hostilities:

73%

Population Below Poverty Line:

43,4%



> Corruption Clean Score: 25%



> GDP Trajectory (2015 - 2016): 6% - 6,6%



> Gender Gap: 37th of 142 countries

INTERNET & MOBILE CAPACITY

Penetration I 47,3%

Internet

Mobile Phone Penetration

74:100

Mobile Cellular | Total Population Subscription |

SME ENVIRONMENT

Overall Ease of Doing
Business:

136th

of 189 economies measured







Entrepreneurial Strength of a Country 86th of 130 countries



Cultural Support

Risk Capital 55%
Human Capital

43%

Internationalisation 30%

Number of Procedures to Start a Business:



INFRASTRUCTURE & LOGISTICS





Political Stability:

9%

Social Hostilities:

87%

Population Below Poverty Line:

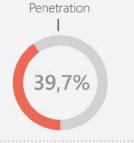
70%

> Corruption Clean Score:



Sender Gap: 118th of 142 countries

INTERNET & MOBILE CAPACITY



Internet

Mobile Phone Penetration

78:100

Mobile Cellular | Total Population Subscription

SME ENVIRONMENT

Overall Ease of Doing
Business:

170th

of 189 economies measured

Ease of Starting a
Business:

129th

of 189 economies measured





Entrepreneurial Strength of a Country 84th of 130 countries



Cultural Support

22%

Risk Capital

25%

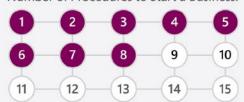
Human Capital

40%

Internationalisation

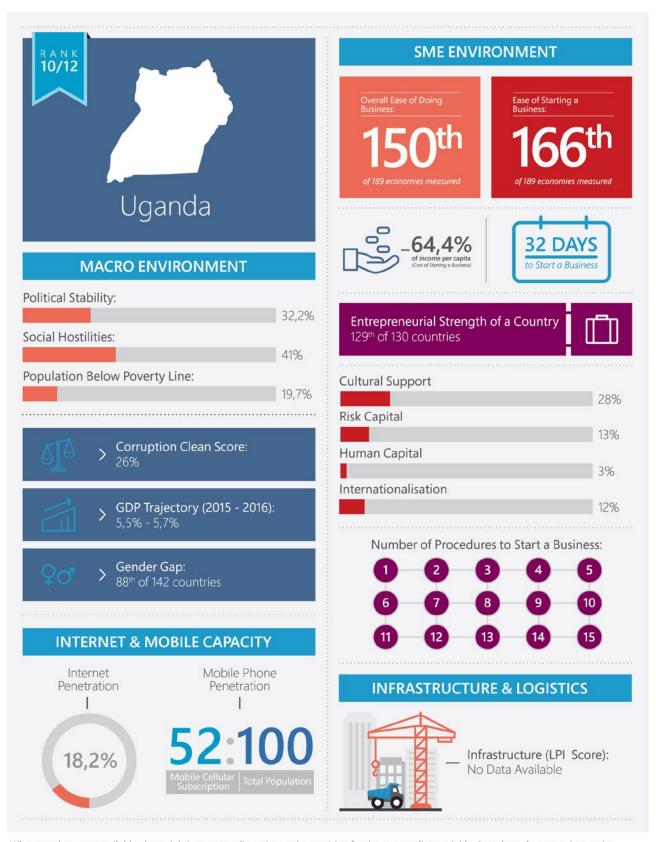
34%

Number of Procedures to Start a Business:



INFRASTRUCTURE & LOGISTICS





Where no data was available, the weightings were adjusted to make provision for the outstanding variables in order to have consistency in reporting of results.



Political Stability:

19,2%

Social Hostilities:

48%

Population Below Poverty Line:



Corruption Clean Score: 33%



> GDP Trajectory (2015 - 2016): 9,5% - 10,5%



Sender Gap: 127th of 142 countries

INTERNET & MOBILE CAPACITY

Internet Penetration I

Mobile Phone Penetration

32:100

Mobile Cellular | Total Population

SME ENVIRONMENT

Overall Ease of Doing Business:

132nd
of 189 economies measured

Ease of Starting a Business:

168th
of 189 economies measured





Entrepreneurial Strength of a Country 125th of 130 countries



Cultural Support

Risk Capital

10%

Human Capital

19% Internationalisation

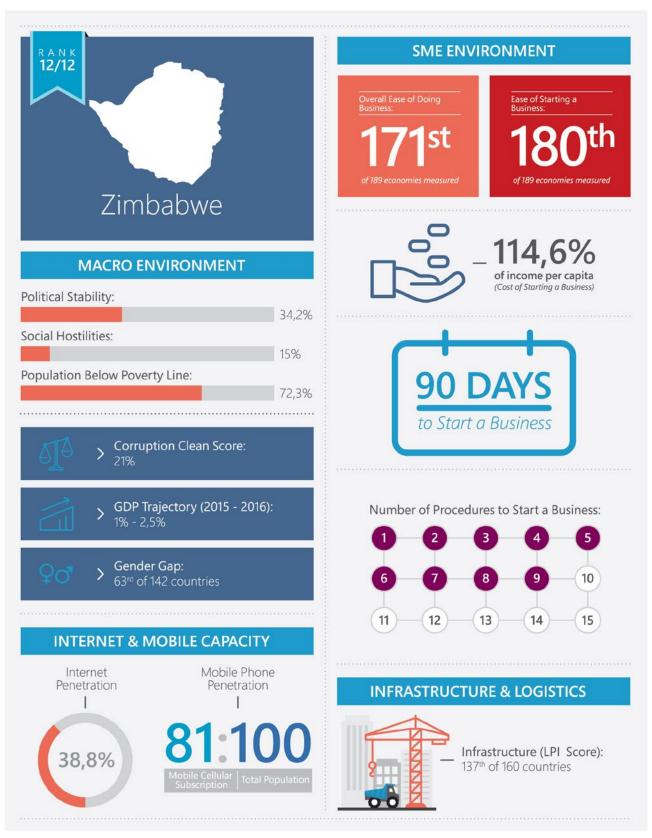
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INFRASTRUCTURE & LOGISTICS



Infrastructure (LPI Score): 104th of 160 countries



No data available for the following variables: Strength of Entrepreneurship; Cultural Support; Human Capital; Risk Capital; or Internationalisation. Where no data was available, the weightings were adjusted to make provision for the outstanding variables in order to have consistency in reporting of results.



The study measured the conduciveness of various African countries for SMEs to start and conduct business, of which the top twelve are reflected in this report. The findings of this study have implications for entrepreneurs, investors, multinationals, SME support organisations and policy makers alike, as it highlights the countries with the most favourable environments for SMEs to start and build businesses, as well as the factors that contribute to creating environments that enable SMEs to thrive.

SME development is top of mind for most countries in the world, and even more so for the developing world, particularly when considering their immense potential for creating employment opportunities and contributing to their respective economies. The view with this research was not to gain a global perspective on the SME landscape, but rather to compare specific African countries with one another in order to assist stakeholders in making informed decisions when choosing to start and conduct business or support SME development on the continent.

The study is unique in that it consolidates existing credible research to provide a holistic set of macro- and micro environmental variables that are relevant to SMEs and may have a direct or indirect influence on the conduciveness of starting and operating an SME within a particular country. It should be noted that the study does not aim to inform decisions regarding African countries with the highest revenue or return on investment opportunities for SMEs and investors, but merely focuses on how favourable a country is for starting and operating a business.

The findings of the study can guide:

- Investors who are looking to invest in African SMEs and need insights into the countries that are most supportive of SMEs;
- Multinationals that are considering expanding their African footprint through SMEs in Africa, or whose expansion plans will rely on local SMEs to form part of their supply chain;
- Entrepreneurs who are planning to launch their next big idea in Africa and need strategic direction in terms of which countries have the most conducive SME environments;
- SME support organisations in understanding which countries offer environments wherein SMEs are more likely to flourish; and
- Policymakers in understanding the gaps that need to be addressed in order to create more conducive environments in Africa in which SMEs can operate.

This report sheds light on the rapidly developing African SME landscape and highlights the strengths and potential improvement areas of each of the countries' SME landscapes. As Africa embarks on a journey of economic growth and socio economic development, more emphasis is being placed on the role that SMEs can play in job creation. SMEs can be seen as a vital component in the implementation of the Millennium Development Goals as they have the capacity to drive gender equality and carry the potential to unlock economic opportunities to alleviate poverty through job creation. Despite the work that still needs to be done to create more conducive business environments for SMEs in Africa, the passion of African SMEs and the developing SME ecosystems are sketching a bright future for the African SME landscape.

| SME ENVIRONM | ENT | | | | | | | | | | | | | | |
|---|------------------|--------------------|------------------|----------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| | | ernatio enchma | | African Country Comparison | | | | | | | | | | | |
| | USA | UK | France | Mauritius | South Africa | Botswana | Namibia | Rwanda | Ghana | Zambia | Kenya | Nigeria | Uganda | Ethiopia | Zimbabwe |
| Entrepreneurial strength (out of 130 countries) | 1 st | 4 th | 12 th | No data | 52 nd | 66 th | 69 th | 99 th | 105 th | 110 th | 86 th | 84 th | 129 th | 125 th | No data |
| Cultural support (%) | 84 | 79 | 74 | No data | 43 | 80 | 49 | 28 | 60 | 35 | 12 | 22 | 28 | 37 | No data |
| Risk capital (%) | 100 | 64 | 66 | No data | 28 | 16 | 28 | 30 | 19 | 15 | 55 | 25 | 13 | 10 | No data |
| Human capital (%) | 94 | 86 | 71 | No data | 24 | 34 | 15 | 41 | 7 | 28 | 43 | 40 | 3 | 19 | No data |
| Internationalisation (%) | 94 | 63 | 74 | No data | 56 | 33 | 50 | 26 | 17 | 56 | 30 | 34 | 12 | 3 | No data |
| Overall ease of doing business (out of 189 countries) | 7 th | 8 th | 31 st | 28 th | 43 rd | 74 th | 88 th | 46 th | 70 th | 111 th | 136 th | 170 th | 150 th | 132 nd | 171 st |
| Ease of starting a business (out of 189 countries) | 46 th | 45 th | 28 th | 29 th | 145 th | 149 th | 156 th | 112 th | 96 th | 68 th | 143 rd | 129 th | 166 th | 168 th | 180 th |
| Cost of starting a business (% of in- come per capita) | 1,2 | 0,3 | 0,9 | 2,1 | 0,3 | 1 | 13,1 | 52,3 | 19,2 | 31,9 | 42,7 | 31,1 | 64,4 | 89,3 | 114,6 |
| Time it takes to start a business (days) | 5,6 | 6 | 4,5 | 6 | 46 | 60 | 66 | 6,5 | 14 | 6,5 | 30 | 28 | 32 | 9 | 90 |
| Number of procedures to start a business | 6 | 6 | 5 | 5 | 5 | 10 | 10 | 8 | 8 | 5 | 10 | 8 | 15 | 15 | 9 |
| INTERNET & MO | BILE C | APACI ⁻ | ГΥ | | | | | | | | | | | | |
| Internet penetration (% of population) | 87.4 | 89.8 | 83.3 | 39 | 51,5 | 15 | 15,8 | 9 | 20,1 | 15,8 | 47,3 | 39,7 | 18,2 | 1,9 | 38,8 |
| Mobile phone penetration (mobile sub- scriptions: total population) | 98:100 | 124:100 | 100:100 | 124:100 | 98:100 | 115:100 | 132:100 | 150:100 | 64:100 | 114:100 | 67:100 | 74:100 | 167:100 | 52:100 | 78:100 |

| MACRO ENVIRONMENT | | | | | | | | | | | | | | | |
|--|----------------------------|------------------|------------------|----------------------------|------------------|-------------------|------------------|------------------|-------------------|-------------------|------------------|-------------------|------------------|-------------------|-------------------|
| | International Benchmark | | | African Country Comparison | | | | | | | | | | | |
| | USA | UK | France | Mauritius | South Africa | Botswana | Namibia | Rwanda | Ghana | Zambia | Kenya | Nigeria | Uganda | Ethiopia | Zimbabwe |
| Political stability (%) | 62,6 | 58,2 | 61 | 69,4 | 50 | 72,2 | 68,8 | 45,8 | 52 | 62,2 | 24,2 | 9 | 32,2 | 19,2 | 34,2 |
| Corruption clean score (%) | 74 | 78 | 69 | 54 | 44 | 63 | 49 | 49 | 48 | 38 | 25 | 27 | 26 | 33 | 21 |
| GDP trajectory (2015 - 2016) (%) | 2,7 2,8 | 2,6 2,6 | 0.8 | 3,5 3,7 | 2 2,1 | 4,3 4,2 | 5,5 5,3 | 7 7 | 3,5 5,9 | 5,6 6,2 | 6 6,6 | 4,5 Š | 5,5 5,7 | 9,5 10,5 | 1 2,5 |
| Social hostilities (%) | 31 | 54 | 51 | 10 | 10 | 0 | 0 | 0 | 27 | 15 | 73 | 87 | 41 | 48 | 15 |
| Population below poverty line (%) | 15,1 | 15 | 8,1 | 8 | 35,9 | 30,3 | 28,7 | 44,9 | 24,2 | 60,5 | 43,4 | 70 | 19,7 | 39 | 72,3 |
| Gender gap (out of 142 countries) | 20 th | 26 th | 16 th | 106 th | 18 th | 51 st | 40 th | 7 th | 101 st | 119 th | 37 th | 118 th | 88 th | 126 th | 63 rd |
| INFRASTRUCTURE & LOGISTICS | | | | | | | | | | | | | | | |
| Infrastructure: LPI score (out of 161 countries) | 9 th | 4 th | 13 th | 115 th | 34 th | 120 th | 93 rd | 80 th | 100 th | 123 rd | 74 th | 75 th | No data | 104 th | 137 th |



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