

Monday October 31, 2022

Entrepreneurship Opportunities in the Agricultural Sector

Agricultural entrepreneurship, sometimes known as agripreneurship, is the marketing and production of various agricultural goods and inputs. Agripreneurship aims to help farmers and agricultural companies by enhancing production methods and increasing market engagements. It can also help with social and economic development, poverty reduction, and ensuring excellent nutrition and food security. Furthermore, it can contribute to the diversification of the economy and income sources, as well as the creation of jobs and entrepreneurial prospects. According to the National Bureau of Statistics, agroallied activities account for about 25% of the Nigerian economy's gross domestic product, while the agriculture sector employs roughly 70% of the Nigerian labor force. Some examples of underexploited agripreneurship opportunities in Nigeria, include: Snail Slime, Egg powder and Tomato paste.

Snail slime is a fluid produced from the locomotor system of a snail. It has the unique property of keeping the skin constantly hydrated and protected from harm. Significant profits can be earned by exporting it to manufacturing firms in other countries to foreign cosmetic manufacturing companies in countries like Switzerland and Korea.. Egg powder is highly useful for extending the shelf life and making storage and use easier. It is quite stable at room temperature and can be stored for an extended period of time. Egg powder is used in fast food, ice cream, cakes, cookies, noodles, and doughnuts, among other things. If properly harnessed, it can earn over \$1 billion in foreign exchange savings for the country, as well as improved revenue for poultry producers. Nigeria produces about 1.8 million metric tons worth of tomatoes in a year and about 40% is wasted due to poor storage and processing facilities. These losses can be reduced or eliminated entirely if greater investments are made in producing tomato paste in the north, close to where tomatoes are farmed. This is an opportunity for agripreneurs that would not only reduce waste but increase food security and reduce Nigeria's reliance on imports. Some other Innovative Agripreneurship Businesses in Nigeria are Kerekusk Rice in Nasarawa State, Thrive Agric which was founded in 2017 with the objective of assisting smallholder farmers in gaining access to products and services, Farmcrowdy a global agritech company focused on solving inefficiencies in the food value chain with simple access to aggregate farm outputs, inputs, and processed food.. To properly capitalize on the potential of agribusiness in Nigeria, the Nigerian government should launch an aggressive agribusiness development campaign to emphasize the benefits agribusiness investment with the ultimate objective of increasing agricultural outputs. Development of roads, markets, storage, processing facilities which will all bring about infrastructural development in Nigeria and increased participation in agriculture and agribusiness to reduce poverty and improve food security. **Capital Market Summary**.

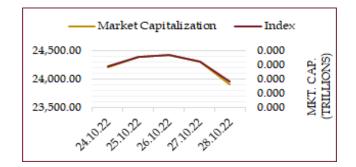
Analysis of the market activity in the week ended October 28, 2022 shows that the Nigerian bourse ended the week on a negative note as market sentiment turned negative . The NGX All Share Index and market capitalization of listed equities thereby depreciated by 1.09% each from the opening figures of 44,396.73 and N24,182 trillion to close at 43,912.64 and N23,918 trillion respectively. Its year to date (YTD) return stands at +2.80%.

MACROECONOMIC INDICATORS

GDP Growth Rate	+3.54%	August 25. , 2022
Un-employment Rate	33.30%	August 25, 2022
Broad Money Supply (M2)	N38,026,970.00 rn	August 25, 2022
Money Supply (M1)	N16,186,615.62rn	August 25, 2022
Consumer Price Index (YOY)	20.52%	September 15, 2022
Monetary Policy Rate (MPR)	15.50%	September 27, 2022
Cash Reserve Ratio (CRR)	32.50%	September 27, 2022
Nigeria's Bonny Light Crude Oil	US\$102.56/Bar	October 07, 2022
Nigeria's Gross External Re- serves	US\$37.88bn	October 13, 2022

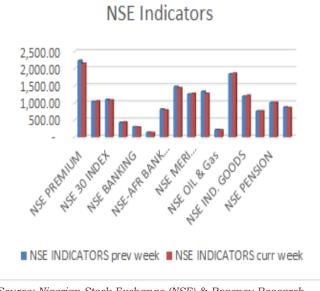
Source: Central Bank of Nigeria (CBN)

ALL SHARE INDEX & MKT. CAP



Source: Nigerian Stock Exchange (NSE) & Regency Research

PERFORMANCE OF THE NSE INDICES





					STOC	RECOMM	ende	D FO	R TRA	DING										
STOCKS	Mkt price	curr price	Cap. App	Bk Value	6 mths	No of Shares in	52wks	52 wks	PAT N'b	PAT N'b	EPS N=	EPS N=	Period	Div. pd	Div. Yield	NET ASSETS	Exp. Retu	Exp return	Total	Total
	31/12/21	30/9/2022	%	N=	Exp Price	Issue	high	low	Current	Last year	Current	Last year		N=	%	N=bill.	cap. Appr	Div. N=	Ret. N=	Ret. %
UBA	8.05	7.00	(13.04)	24.15	9.66	34,199,421,368	8.05	7.00	41,496	38,155	1.14	1.04	qter 1	1.00	12.42	825,753,000,000	1.61	1.00	2.61	32.42
ZENITH	23.95	20.00	(16.49)	42.37	28.74	31,396,493,786	27.50	22.00	58,198	53,080	1.85	1.69	qter 1	3.10	12.94	1,330,397,000,000	4.79	3.10	7.89	32.94
GTCO	26.00	17.75	(31.73)	30.88	31.20	29,431,179,224	30.25	21.45	43,208	45,546	1.51	1.60	qter 1	3.00	11.54	908,758,731,000	5.20	3.00	8.20	31.54
ACCESS	9.30	8.05	(13.44)	30.84	11.16	35,545,225,622	10.00	8.00	57,399	52,549	1.63	1.49	qter 1	1.00	10.75	1,096,318,000,000	1.86	0.60	2.46	26.45
FBNH	11.40	10.20	(10.53)	21.51	13.14	35,895,292,792	12.90	7.05	32,401	15,599	0.89	0.43	qter 1	0.35	3.07	907,678,000,000	2.19	0.35	2.54	22.28
FIDELITY	2.55	3.69	44.71	10.65	3.06	28,974,797,023	4.05	2.19	9,515	9,590	0.33	0.33	qter 1	0.35	13.73	308,486,000,000	0.51	0.22	0.73	28.63
DANSUGAR	17.40	16.05	(7.76)	11.32	20.88	12,146,878,241	18.75	15.00	8,870	8,302	0.73	0.68	qter 1	1.00	5.75	137,500,909,000	3.48	1.00	4.48	25.75
NASCON	13.20 9.90	11.00 11.15	(16.67) 12.63	6.08 3.97	15.84 11.88	2,469,438,378 6,000,000,000	16.00 14.15	11.70 5.85	0.38637 2,309	0.72320	0.58	1.09	qter 1 qter 1	0.40	3.03 15.15	15,017,053,000 23,849,201,000	2.64	0.40	3.04 3.48	23.03 35.15
AFRIPRUD	6.35	5.00	(21.26)	4.08	7.62	2,000,000,000	8.15	5.75	0.43147	0.38135	0.20	0.19	gter 1	0.50	7.87	8,164,549,000	1.50	0.50	1.77	27.87
CADBURY	8.80	13.60	54.55	8.08	10.56	1,878,202,000	17.85	7.65	1,542	0.24158	0.82	0.13	gter 1	0.50	5.68	15,177,904,000	1.76	0.50	2.26	25.68
UNILEVER	14.50	12.30	(15.17)	11.76	17.40	5,745,006,000	17.00	11.00	1,796	(0.49196)	0.31	(0.09)	gter 1	0.50	3.45	67,557,964,000	2.90	0.50	3.40	23.45
PZ	6.10	9.25	51.64	9.87	7.32	3,970,476,000	13.70	5.25	5,641	1,017	1.42	0.26	qter 3	0.25	4.10	39,204,100,000	1.22	0.50	1.72	28.20
NAHCO	3.74	5.50	47.06	4.52	4.49	1,624,218,750	7.25	2.15	0.324	0.170	0.20	0.10	Qter 1	0.41	10.96	7,342,538,000	0.75	0.41	1.16	30.96
FLOUR MILL	28.35	30.30	6.88	40.40	34.02	4,100,379,605	41.45	27.50	15,592	8,161	3.85	1.84	qter 3	2.15	7.58	165,658,000,000	5.67	1.65	7.32	25.82
DANCEM	257.00	245.00	(4.67)	60.76	269.85	17,040,507,405	300	204	105,851	89,710	6.18	5.29	qter 1	20.00	7.78	1,035,308,000,000	12.85	20.00	32.85	12.78
LARFAGE	23.95	24.50	2.30	24.59	28.74	16,107,795,496	33.20	20.05	17,558	9,136	1.09	0.57	qter 1	2.00	8.35	396,118,753,000	4.79	2.00	6.79	28.35
GSK	5.95	5.60	(5.88)	7.94	7.14	1,195,878,488	8.50	5.35	0.19437	0.65881	0.16	0.55	qter 1	0.45	7.56	9,493,815,000	1.19	0.40	1.59	26.72
MAY BAKER	4.02	4.10	1.99	4.33	4.82	1,725,234,000	5.45	3.91	0.19429	1,050	0.11	0.61	qter 1	0.30	7.46	7,466,409,000	0.80	0.30	1.10	27.46
FIDSON	6.22	9.05	45.50	7.14	7.46	2,086,260,000	12.05	4.60	1,150	0.57955	0.55	0.28	qter 1	0.50	8.04	14,901,503,000	1.24	0.25	1.49	24.02
NB GUINNESS	50.00 39.00	48.40 82.90	(3.20) 112.56	23.26 41.12	60.00 46.80	7,996,902,051 2,190,382,000	78.50 110	39.90 28.50	13,614 15,278	7,660 1,838	1.69 6.98	0.96	qter 1	1.60 0.46	3.20 1.18	185,976,547,000 90,065,026,000	10.00 7.80	1.60 0.46	11.60 8.26	23.20 21.18
JBERGER	22.35	25.90	112.50	34.28	26.82	1,600,000,000	30.50	18.91	1,734	2,364	1.08	1.52	qter 3 qter 1	2.50	11.10	54,846,326,000	4.47	0.40	4.87	21.10
VITAFOAM	22.50	20.95	(6.89)	11.61	27.00	1,250,844,064	25.00	8.70	3,613	2,304	3.20	2.17	gter 2	1.50	6.67	14,518,926,000	4.50	1.50	6.00	26.67
UACN	9.50	10.25	7.89	17.87	11.40	2,881,296,580	15.00	8.90	0.6387	0.66815	0.18	0.12	gter 1	0.65	6.84	51,477,943,000	1.90	1.20	3.10	32.63
ARDOVA	13.00	13.75	5.77	12.30	15.60	1,310,628,000	18.00	11.55	(1,649)	1,858	(1.26)	1.44	qter 4	0.19	1.46	16,124,000,000	2.60	0.19	2.79	21.46
CONOIL	22.00	26.50	20.45	32.20	26.40	693,952,117	31.50	20.00	0.55722	0.42393	0.80	0.61	qter 1	2.50	11.36	22,346,589,000	4.40	1.50	5.90	26.82
TOTAL	221.90	211.30	(4.78)	135.71	266.28	339,521,837	265	145	4,366	2,970	12.86	8.75	qter 1	18.20	8.20	46,077,873,000	44.38	6.08	50.46	22.74
ETERNA	5.05	6.32	25.15	9.97	6.06	1,304,144,000	8.80	4.86	0.87746	0.25445	0.67	0.20	qter 1	0.10	1.98	12,995,801,000	1.01	0.10	1.11	21.98
OKOMU	142.00	188.30	32.61	45.65	149.10	953,910,000	215	104	9,498	5,271	9.96	5.53	qter 1	8.00	5.63	43,550,072,000	7.10	7.00	14.10	9.9 3
PRESCO	87.80	142.60	62.41	42.83	92.19	1,000,000,000	200	70.00	13,775	5,030	13.78	5.03	qter 3	6.60	7.52	42,826,810,000	4.39	2.00	6.39	7.28
CUSTODIAN	7.90	6.50	(17.72)	11.27	9.48	5,881,864,195	8.45	5.85	2,186	1,329	0.35	0.24	qter 1	0.40	5.06	66,310,651,000	1.58	0.45	2.03	25.70
NEM	4.50	4.91	9.11	2.40	5.40	10,032,955,535	5.00	1.86	1,545	1,092	0.15	0.11	qter 1	0.22	4.89	24,048,082,000	0.90	0.09	0.99	22.00
MTN	197.00	199.8	1.42	17.54	236.40	20,354,513,050	270	160	96,820	73,748	4.76	3.62	qter 1	8.57	4.35	356,984,000,000	39.40	8.57	47.97	24.35
TRANSCORP	0.96	1.1	14.58	3.72	1.152	40,647,990,293	1.52	0.84	5,035	2,041	0.05	0.0179	qter 1	0.02	2.08	151,040,841,000	0.19	0.01	0.20	21.04
NGX	19.9	20.00	0.50	17.44	23.88		27.9	15.3	0.1483	0.8032	0.07		qter 1			34,262,654,000	3.98		3.98	20.00
FCMB	2.99	3.29	10.03	12.57	3.588	19,802,710,754	3.88	2.71	5,168	3,572	0.28	0.18	qter 1	0.15	5.02	248,968,936,000	0.60	0.15	0.75	25.02
LIVESTOCK	2.15	1.02	(52.56)	0.84	2.58	2,999,999,418	2.5	1.42	0.018121	0.176539	0.06	0.0588	qter 1	-	-	2,520,597,000	0.43	-	0.43	20.00
HONYWELL	3.40	2.27	(33.24)	7.34	4.08	7,930,197,858	4.45	1.1	0.0209	0.323	0.03	0.041	qter 3	0.07	2.06	58,232,000,000	0.68	0.07	0.75	22.06
			VE STOC	KS WITH	I THE CO	MPUTED TOT/	AL RET	URN II	N THE N	EXT 6 MO	<u>NTHS</u>									
Reasons fo	or select	ion																		
-			-			t in the last five	•													
	-	-				paid last year w				-	better.									
				-		ay pay better di														
	-		-			re underpriced,														
					52 weeks	high for some of	the st	ocks sh	ow high p	otential f	or capital a	appreciat	ion							
All the stock	-																			
						ng easy entry an									•					
						ons, however, the	e recen	t perfo	rmance a	nd sound i	nvestors p	erceptior	n may sp	ark capit	al appreci	ation				
STOCKS SELEC	ocks selected are over 50.00% of of the total market capitalisation																			



Domestic Market Review

OUTLOOK AND STOCK RECOMMENDATION FOR THE WEEK 31/10/22-04/11/2022).

The Nigerian bourse ended the week on a negative note as market sentiment turned negative. The NGXASI closed the week with a loss of -1.09% as against a -6.67% loss recorded last week. The Nigerian Exchange recorded N263.67 loss in naira terms. In Year-to-date, the NGXASI maintained its positive position to close the week with a gain of +2.80% as market capitalization settled at N23.918trn. The depreciation during the week coupled with impressive Q3 financial report have made the prices of some value stocks to be attractive, we expect positive earnings and the low prices to be a significant factors for investors in deciding which stock to buy. In the coming week, we expect the market to come up with positive note. We will continue to advise investors to trade only in fundamentally justified stocks as the weak macro environment remains a significant headwind for listed companies. In the light of the above we recommend the under-listed stocks for purchase during the week.

RECOMMEND	ED STO	CKS FOR	THE WEEK

Stocks	Current Price	Max. entry Price N=	Target price	% Change
AFRIPRUD	5.10	5.40	6.00	17.64
GTCO	17.90	19.00	25.00	39.66
ACCESS	7.70	8.30	12.00	55.84
UBA	7.10	7.00	10.00	40.85
ZENITH	20.10	21.00	30.00	49.25
GUINNESS	82.90	90.00	120.00	44.75
CADBURY	11.60	12.00	17.00	46.55
NB PLC	41.85	45.00	60.00	43.37

FINANCIAL HIGHLIGHTS OF RECOMMENDED STOCKS

Compa-	Result	Τι	irnover	PAT						
		Current		Current						
		N=bill	Last yr N=bil	N=bill	Last yr N=bil	Curr EPS	Last Div. Paid			
CADBURY	3RD QTER						N0.50 div. paid in			
	30/09/2022	42.54	30.05	2.82	1.51	N1.49	2021 FY			
AF-										
RIPRUD	3RD QTER						N0.5div. was de-			
PLC	30/09/2022	1.150	0.838	1.29	1.15	N0.64	clared 2021 FY			
GTCO	2nd QTER						N0.30 paid as in-			
MILLS	30/06/2022	239.29	207.92	77.56	79.41	N2.70	terim dividend			
UCAP PLC	3RD gter	239.29	207.52	77.50	75.41	112.70	N1.50 DIV PD IN			
	30/09/2022	14.55	11.39	7.72	5.96	N1.71	YEAR 2021			
ACCESS	00,00,2022	1.00								
BANK PLC	3RDt Qter						N0.20 pd as inter-			
	31/09/2022	906.93	606.57	137.01	121.89	N3.85	im dividend			
GUIN-	audited						N7.14 PD IN YEAR			
NESS PLC	30/6/2022	206.82	160.42	15.60	1.25	N7.15	2022			
ZENITH		200.02	200.12				-			
PLC	3RD QTER						N0.30 PD AS IN-			
-	30/9/2022	620.57	518.67	174.33	160.59	N5.55	TERIM DIVIDEND			



Domestic Market Review

GAINERS FOR THE WEEK

Twenty nine stocks appreciated in price during the week, as against thirty three stocks in preceding week. The top ten price gainers during the week were:

LOSERS FOR THE WEEK

Thirty one stocks depreciated in price during the week as against twenty nine stocks recorded in the preceding week. The top ten price losers during the week were:

EXCHANGE TRADED PRODUCTS (ETP)

A total of 6,744 units of Exchange Traded Products valued at N1,724,698.47 in 26 deals were traded during week compared with 1,192 units of Exchange Traded Products valued at N 2,086,963.74 traded last week in 28 deals.

BOND MARKET

A total of 1,983 units of FGN Bond valued at N1,735,929.68 in 6deals were traded during the week compared with 13,882 units of FGN Bond valued at N13,879,299.59 traded last week in 12 deals

MARKET SUMMARY

	Curr. Week	Previous	% Change
		week	
Volume	598.817 M	938.020 M	-36.16
Value N=	N14,234 B	N16,701 B	-14.77
Total Gain	29	33	-12.12
Total Loss	31	29	-6.90
Deals	15.859	15.700	1.01
All Share Index	43,912.64	44,306.73	-1.09
Market Cap.	N=23,918	N=24,182	-1.09
	Trillion	Trillion	

TOP TEN GAINERS

Company	Op.Price	cl. Price	Gain	Gain in %
RT BRISCOE	0.28	0.33	0.05	17.86
BUA	62.00	70.00	8.00	12.90
FTN COCOA	0.27	0.30	0.03	11.11
JAPAUL	0.28	0.31	0.03	10.71
SUNU ASS	0.32	0.35	0.03	9.38
UPL	1.64	1.79	0.15	9.15
NEIMETH	1.38	1.50	0.12	8.70
RED STAR	2.19	2.37	0.18	8.22
FIDELITY	3.80	4.10	0.30	7.89
SOV. TRUST	0.26	0.28	0.02	7.69

TOP TEN LOSERS

Company	Op.Price	Cl. Price	Loss	Loss in %
NEM	4.42	3.75	(0.67)	(15.16)
HONYWELL	2.40	2.13	(0.27)	(11.25)
UNILEVER	12.00	10.75	(1.25)	(10.42)
DANCEM	245.00	220.50	(24.50)	(10.00)
PHAMADEKO	2.05	1.85	(0.20)	(9.76)
LEARNAFCA	1.86	1.68	(0.18)	(9.68)
ROYALEX	0.83	0.75	(0.08)	(9.64)
LINKAGE	0.43	0.39	(0.04)	(9.30)
STERLING	1.58	1.46	(0.12)	(7.59)
ACADEMY	1.46	1.35	(0.11)	(7.53)



			MOD)EL	EQ)UI'	ΓΥΡ	ORT	FOL	ΙΟ		
		Portfoli	O VALUATION A	S AT 28/10/	2022							
				Unit	B-E	Current	Target price		Dividend	TOTAL	Gain/Loss	
P/Date	Stock	Units	Tcost	Cost	Price	Price	30% App	NET VALUE	Dividend	TOTAL VALUE		G/L%
1/1/2022	WAPCO	50,000	1,216,350.00	24.33	24.78	22.25	31.63	1,092,302.56	45,000.00	1,137,302.56	- 79,047.44	- 6.50
1/1/2022	UBA	50,000	410,550.00	8.21	8.36	7.10	10.67	348,554.98	45,000.00	393,554.98	- 16,995.03	- 4.14
1/1/2022	FIDELITY	50,000	130,050.00	2.60	2.65	4.10	3.38	201,278.23	15,750.00	217,028.23	<mark>86,978.2</mark> 3	66.88
1/1/2022	DANGSUGAR	50,000	887,400.00	17.75	18.08	16.30	23.07	800,203.68	45,000.00	845,203.68	- 42,196.33	- 4.76
1/1/2022	ZENITH	50,000	1,282,650.00	25.65	26.13	20.10	33.35	986,754.23	139,500.00	1,126,254.23	- 156,395.78	- 12.19
1/1/2022	UCAP PLC	50,000	504,900.00	10.10	10.28	11.95	13.13	586,652.39	67,500.00	654,152.39	149,252.39	29.56
1/1/2022	GTCO PLC	50,000	1,326,000.00	26.52	27.01	17.90	34.48	878,751.28	135,000.00	1,013,751.28	- 312,248.73	- 23.55
1/1/2022	FLOUR MILLS	50,000	1,445,850.00	28.92	29.45	30.30	37.59	1,487,495.18	74,250.00	1,561,745.18	115,895.18	8.02
1/1/2022	DANCEM	50,000	13,107,000.00	262.14	266.99	220.50	340.78	10,824,841.13	990,000.00	11,814,841.13	- 1,292,158.88	- 9.86
1/1/2022	VITAFOAM	50,000	1,147,500.00	22.95	23.37	20.15	29.84	989,208.84	67,500.00	1,056,708.84	- 90,791.16	- 7.91
			21,458,250.00					18,196,042.46		19,820,542.46	- 1,637,707.54	- 7.63

The Equity Portfolio Model which closed the previous week at -1.75% depreciated during the week, and closed at -7.63% (YTD). This can be compared with NGX All Share Index which was 3.93% in the previous week depreciated and closed at 2.80% {YTD} during the week. The Equity Portfolio Model depreciated during the week and closed negative as investors sold some valued stocks. The EPM continued to perform lower compared with the All Share Index of the market. Some of the stocks responsible for the lower performance in EPM are: Zenith bank, VITAFOAM, DANCEM, UBA, and GTCO Plc . Investors are thereby advised to take into consideration selection of stocks in diversified sectors to minimize risk, good dividend paying stocks and strong fundamentals to enhance the value of the portfolio. Key. Tcost means total cost of the transactions including charges (market price*units plus charges). Unit cost is total cost per unit of the stocks. B-E Price is break-even price i.e the price the portfolio will not record any gain or loss.



MARKET DEVELOPMENTS (LAST WEEK)

Union Bank of Nigeria Plc Receives Notification of Titan Trust Bank Limited's Mandatory Takeover Offer (MTO) to Union Bank Shareholders. Union Bank of Nigeria Plc ("Union Bank" or "the Bank") announces to Nigerian Exchange Limited and our esteemed stakeholders, that Titan Trust Bank Limited ("Titan Trust") has notified the Bank of a Mandatory Takeover Offer ("MTO") that will be made to shareholders of Union Bank. The Mandatory Takeover Offer for 1,927,532,558 (one billion, nine hundred and twenty seven million, five hundred and thirty-two thousand, five hundred and fifty-eight) ordinary shares of 50 (fifty) Kobo each in the Bank represents 6.59% of the shareholding of Union Bank of Nigeria Plc. Titan Trust has received the Securities and Exchange Commission's approval to launch the MTO. The MTO is priced at N7.00 (seven Naira) per ordinary share; being the price at which the Block Trade was executed. The Qualification Date for the MTO is 5.00pm on Monday 31st October, 2022 - which is the date on which the names of shareholders must be in the Register of Members and is the settlement date for trades that are executed on Wednesday 26th October, 2022. For clarity, all trades must be executed by Wednesday 26th October, 2022 in order to qualify to participate in the MTO, and only shareholders whose names are in the Register of Members on 31st October, 2022 will be able to participate in the MTO.

INVESTMENT BASICS

Diversification Business Growth Strategy

Growth is crucial for any business to survive in the long term as it helps expand and increase revenue. A business grows when it expands its customer base, increases revenue, or produces more products. Diversification – is a business growth strategy which entails entering a new market with new products. Organisations frequently use diversification to reduce risk by moderating risk exposure to the company during economic downturns. The primary aim is to grow into a company that does not suffer a decline from the recurring economic downturns.

Why Do Companies Diversify.

Diversification as a growth strategy may be considered for a variety of reasons. Diversification is primarily utilised to reduce risk in an industry slump. When a business or sector faces a recession, a conservative motive to diversify is to avoid substantial ramifications. Some single-business or single-product companies would not be able to sustain a prolonged downturn in their industry. Another reason to diversify is to gain a competitive advantage, especially with underserved locations and customers. If your company doesn't diversify and expand to fill the additional demand, competitors will likely do so. The likelihood of increasing your customer base or becoming the top provider can be on the high side if you get in first. Also, In the case of a cash cow in a slow-growing market, diversification allows the company to use surplus cash flows. *Cash cows are business* units with a high market share in a slow-growing industry, such as real estate development.

Factors to consider before Diversiying.

Do You Have the Capacity to Diversify?. How Will Your Brand Perception be Helped or Harmed? What Can You Do Better than Competitors in Your Current Market?, Identify methods to add value and set yourself apart from the competition and Market or Demand. Once you are confident in starting your business, your next step is researching the market or demand for your product or service. Start by answering the question of who your customer is. You may need to assess demand if you sell your products or services locally. To conduct business internationally, you may need to understand international trade rules and regulations. Market research should reveal all the details about a product or service market. Basically, what you are looking for: The current size of the market (the approximate number of potential buyers), Growth potential (whether the size or contract can grow), Expected market share, Target audience buying habits (and how to leverage them) Various market segments, Margins you should expect from the market. As important and valuable as diversification is, it comes with its own risks. As you grow, you may be unable to focus on the best products and products. It would help if you also diversified your business investment and costs. This may prevent you from investing enough money in the cash cow sector or products. To successfully diversify, you need experts to work or partner with you to succeed in newer, unproven areas.



FIXED INCOME MARKET REPORT

Money Market.

Interbank rates remained elevated this week despite the FGN bond coupon inflow of N69.48 billion during the week. The Open Repo Rate (OPR) rate fell by 98bps to 16.17%, while the Overnight (OVN) rate remained unchanged at 16.50% week-on-week

Treasury Bills.

Following the MPR hike, the Nigerian treasury bill rates soared at the primary auction during the week. The DMO raised N179.32bn as compared to the N141.34bn offered with the oversubscription skewed to the 364-day tenor. The rates on the 91-day, 182-day, and 364-day rose significantly by 99bps, 150bps, and 225bps to settle at 6.495, 7.50%, and 12% respectively. The bid-to-cover ratio for the three tenors stood at 0.20x, 0.17x, and 2.15x accordingly.

Foreign Currency (EXCHANGE RATE).

The naira continued its depreciation this week, dropping to N444.75 at the I & E FX fixing on Friday and N441.75 at the Nigerian Autonomous Foreign Exchange Fixing (NAFEX).

OIL PRICE.

The Nigeria's oil price (WTI) appreciated during the week under review. According to the latest data, the oil price closed at \$88.37 per barrel during the week, compared with \$85.04 recorded in the previous week. NIGERIAN INTER BANK OFFER RATE NIBOR

Money Market Rate								
	21-Oct-22	28-Oct-22	% Change					
OPR (%)	16.33	16.17	-0.98%					
O/N (%)	16.5	16.5	+0.00%					

Sou

TREASURY BILLS RATES

	NTB AUCTION October 12, 2022									
Nigerian Tre	asury Bills A									
Tenor	Amount offered (N'bn)	Total subscriptio n (N'bn)	Amount sold (N'bn)	Stop Rate (%)	Previous rate (%)					
91-days	14.27	1.65	1.55	6.47	6.49					
182-days	25.56	2.62	2.52	7.9	7.5					
364-days	151.06	107.67	30.76	13	12					

Source: Central Bank of Nigeria (CBN)

MONEY MARKET RATES

Average Benchmark Yields							
	21-Oct-22	28-Oct-22	% Change				
I&E FX	440.33	444.75	+1.00%				
NAFEX (\$/N)	440.76	441.75	+0.22%				

Source: FMDQ

Source: Financial Markets Dealers Quotations (FMDQ)

Disclaimer

This report was prepared, issued and approved by Regency Assets Management Limited (RAML). The report is based on information from various sources that we believe are reliable. While due care has been taken in preparing it, investors are reminded that the stock prices fluctuate based on stock market forces.

This report is provided solely for the information of clients of RAML who are expected to make their own investment decisions. Regency Assets Management Limited accepts neither responsibility nor liability whatsoever for any loss arising from the use of this report. All opinions on this report constitute the authors best estimate judgment as of this date and are subject to change without notice This report is for private circulation only. The report may not be reproduced distributed or published by any recipient for any