MIGRANT MARKET SHARE

Identifying migrant market share for community building

MIGRANT INTERACTION ANALYSIS

89% of migrants call only migrants (Representative for extrapolation)

>80% of migrants call respective country migrants (Representative for extrapolation)

22% of industry base identified as migrants

Migrants share is mapped between client base and other competitors to identify regions and areas for country specific engagement.

ACROSS TAB IS DONE TO IDENTIFY MIGRANT COMMUNITIES FROM SPECIFIC COUNTRIES WHERE A STRONG FNF COMMUNITY CAN BE BUILT

MIGRANTS	BANGLADESH	CAMBODIA	CHINA	INDIA	INDONESIA	LAOS	MYANMAR	NEPAL	PAKISTAN	PHILIPPINES	SRI LANKA	THAILAND	VIETNAM
BANGLADESH	82%	0%	0%	2%	9%	0%	1%	2%	1%	0%	0%	1%	1%
CAMBODIA	2%	76%	0%	1%	9%	0%	1%	1%	1%	0%	0%	5%	3%
CHINA	2%	0%	77%	1%	8%	0%	3%	1%	1%	2%	0%	3%	3%
INDIA	5%	0%	0%	74%	7%	0%	3%	5%	2%	2%	1%	1%	0%
INDONESIA	3%	0%	0%	1%	87%	0%	1%	1%	3%	3%	0%	1%	0%
LAOS	3%	0%	6%	3%	10%	38%	4%	0%	1%	1%	0%	30%	5%
MYANMAR	3%	0%	1%	6%	6%	0%	72%	2%	0%	0%	0%	9%	1%
NEPAL	4%	0%	0%	4%	6%	0%	1%	82%	1%	1%	0%	9%	1%
PAKISTAN	4%	0%	0%	4%	17%	0%	1%	2%	63%	6%	0%	2%	0%
PHILIPPINES	1%	0%	0%	1%	20%	0%	0%	1%	4%	72%	0%	0%	0%
SRI LANKA	5%	0%	0%	22%	7%	0%	1%	4%	2%	1%	54%	1%	1%
THAILAND	2%	1%	1%	1%	9%	0%	5%	1%	1%	1%	0%	79%	1%
VIETNAM	3%	1%	2%	1%	6%	0%	2%	3%	0%	0%	0%	2%	79 %

RESULTS

Regular tracking of Migrant market share (Deployment of sales spends)

Migrant community building through community FNF

Insights. Campaigns. Results.