



RANK

13

1 - 54

STRENGTH

62

0 - 100

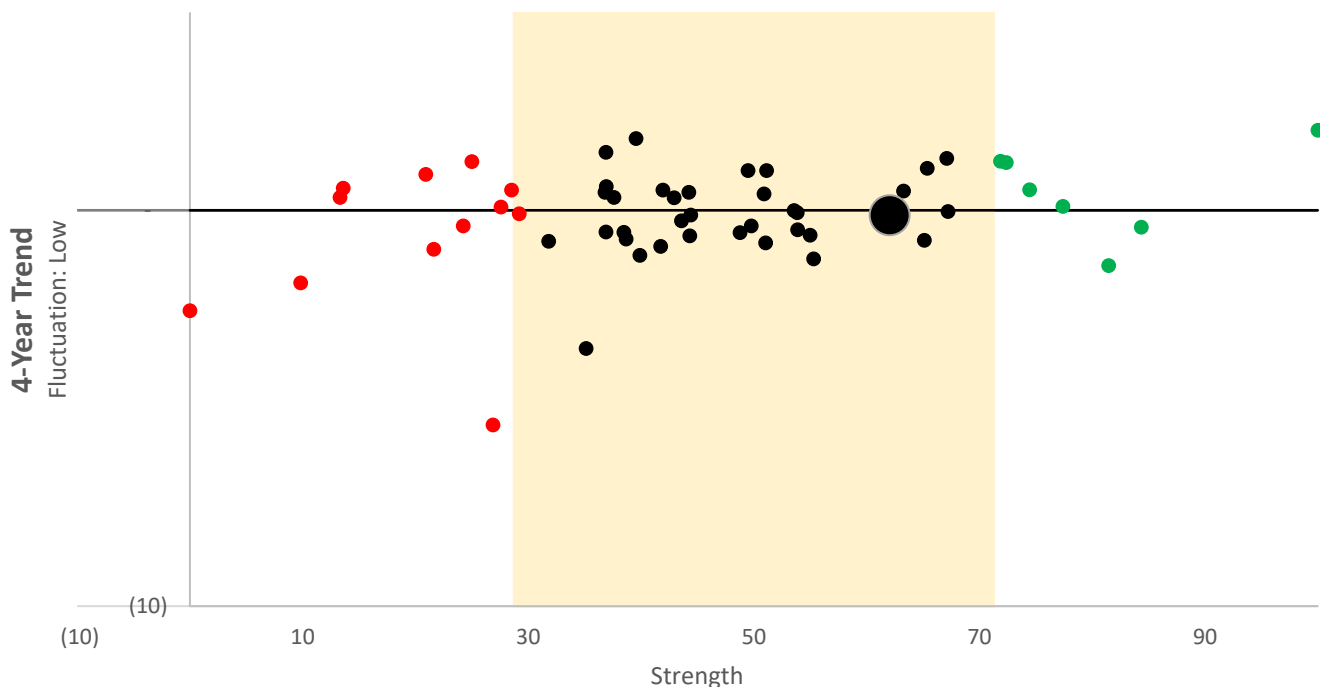
Kenya

POPULATION (million): 54.1

GDP (billion): \$237.07

OVERALL

PERFORMANCE IN AFRICA



POINT OF CONTACT

Matthew McLean | President, Endsight Consulting | matthew@endsightconsulting.com



**ENDSIGHT
CONSULTING**

COUNTRY PERFORMANCE INDEX

CATEGORIES

Kenya

BUSINESS CONDITIONS

RANK STRENGTH

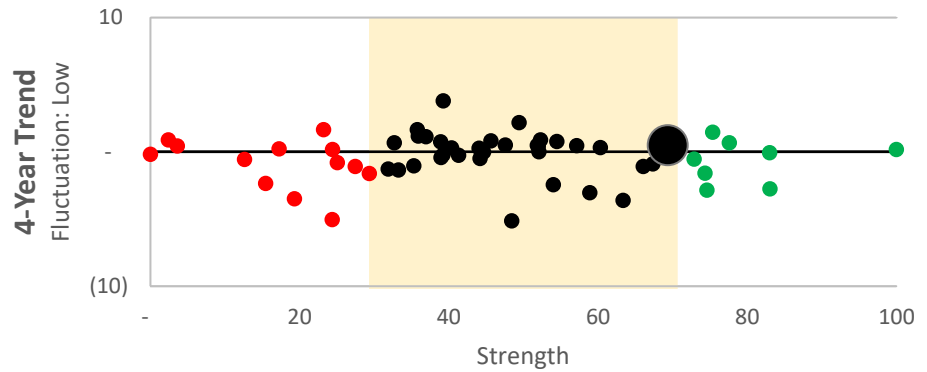
9

69

1 - 54

1 - 100

Weight 40%



FINANCIAL FACTORS

RANK STRENGTH

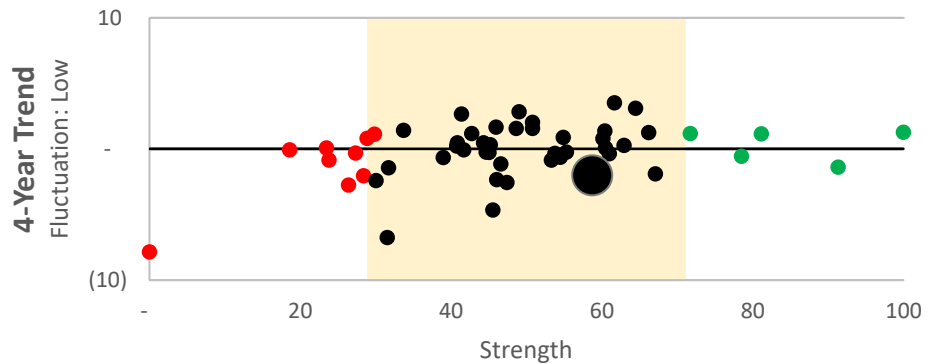
15

59

1 - 54

1 - 100

Weight 30%



GOVERNANCE

RANK STRENGTH

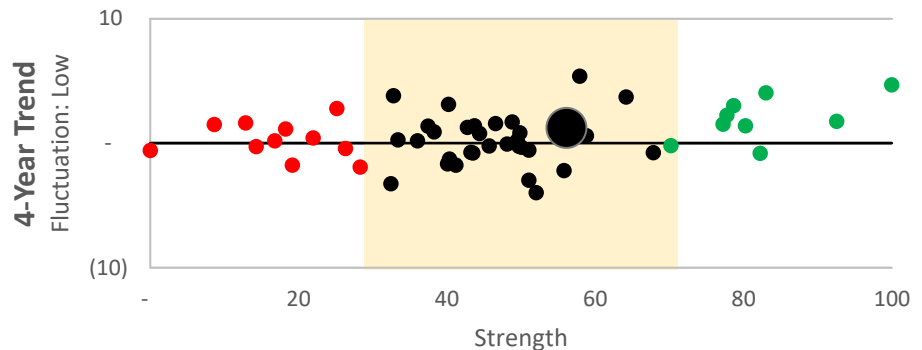
15

56

1 - 54

1 - 100

Weight 30%



CONTACT



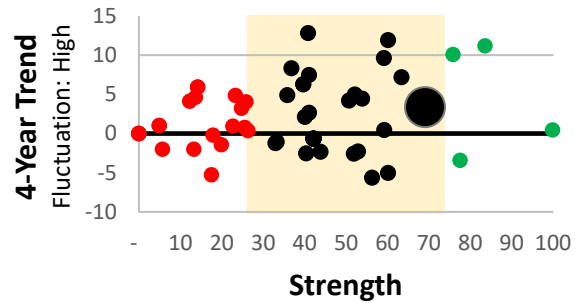
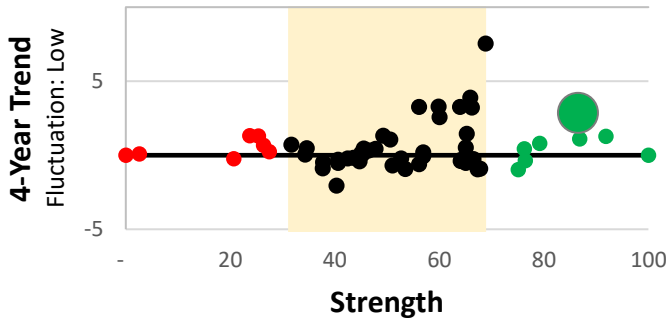
COUNTRY PERFORMANCE INDEX

Kenya

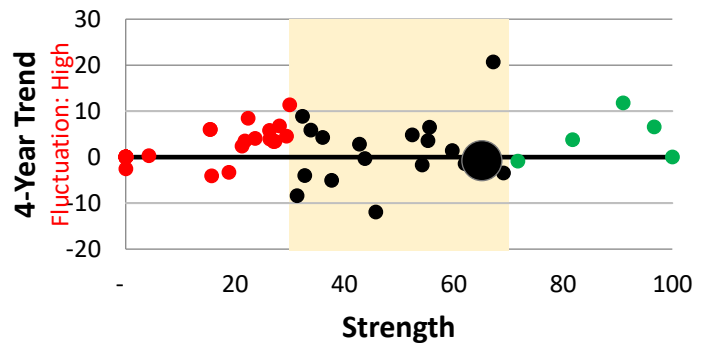
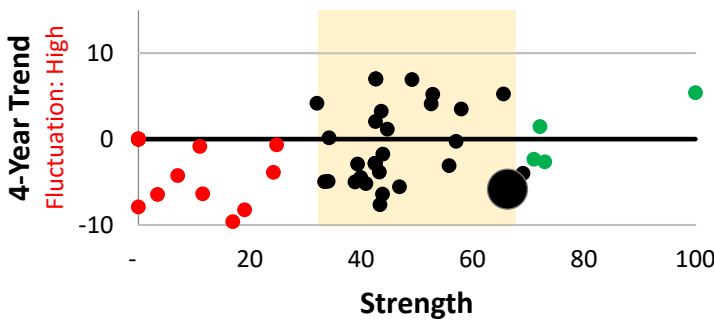
BUSINESS CONDITIONS

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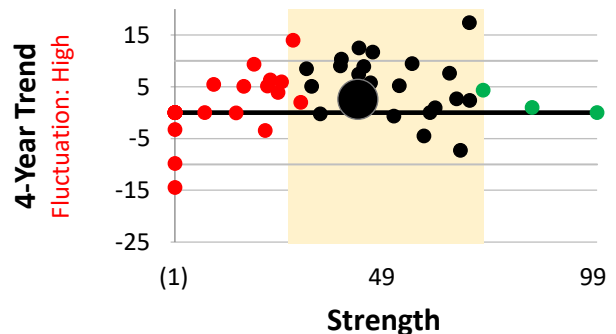
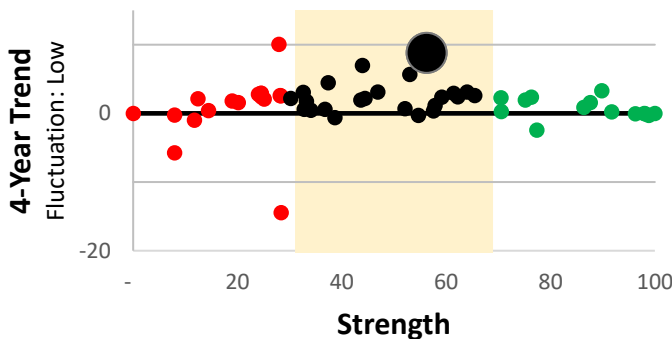
| DOING BUSINESS | | | e-Commerce | | |
|----------------|------|----------|------------|------|----------|
| Weight | RANK | STRENGTH | Weight | RANK | STRENGTH |
| 1.0 | 4.0 | 86.5 | 0.9 | 5.0 | 66.3 |



| QUALITY OF LABOR | | | TRANSPORTATION | | |
|------------------|------|----------|----------------|------|----------|
| Weight | RANK | STRENGTH | Weight | RANK | STRENGTH |
| 0.9 | 6.0 | 66.3 | 0.8 | 8.0 | 65.2 |



| POWER & WATER | | | ICT | | |
|---------------|------|----------|--------|------|----------|
| Weight | RANK | STRENGTH | Weight | RANK | STRENGTH |
| 0.8 | 22.0 | 56.2 | 0.8 | 25.0 | 43.3 |





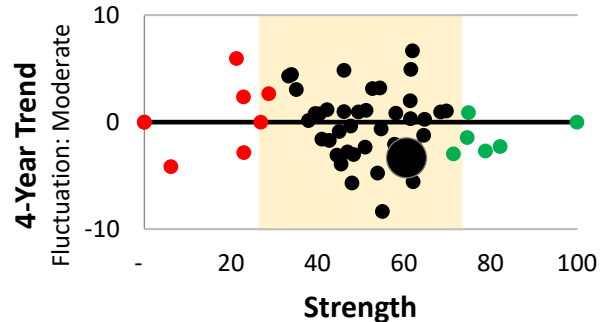
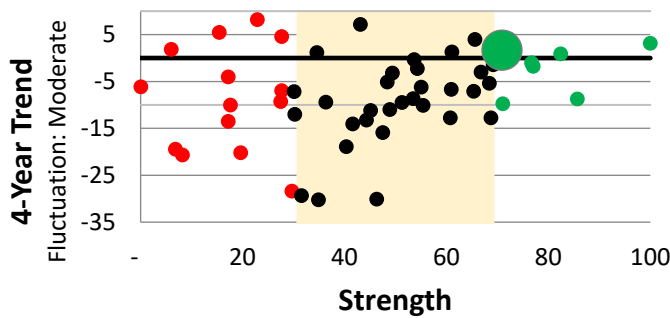
COUNTRY PERFORMANCE INDEX

Kenya

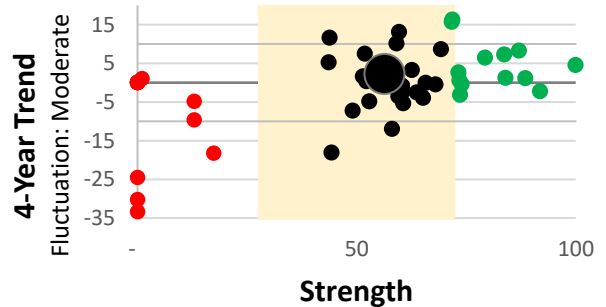
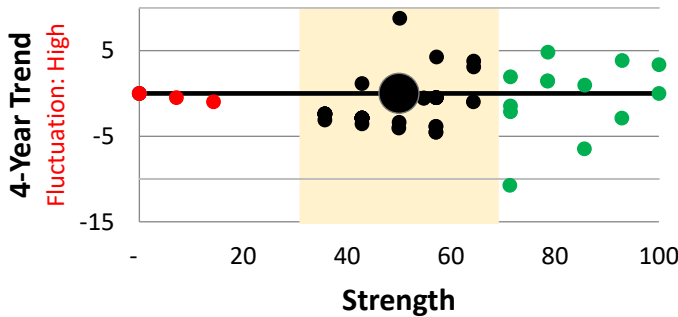
BUSINESS CONDITIONS

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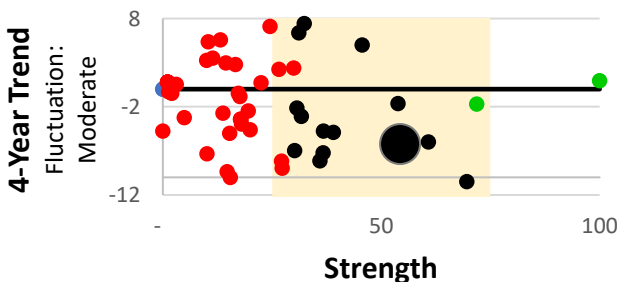
| CUSTOMS & BORDER TRADE | RANK | STRENGTH | INVESTMENT CLIMATE | RANK | STRENGTH |
|------------------------|------|----------|--------------------|------|----------|
| Weight 0.7 | 8.0 | 70.9 | Weight 0.7 | 18.0 | 60.6 |



| BUSINESS RED TAPE | RANK | STRENGTH | SAFETY & SECURITY | RANK | STRENGTH |
|-------------------|------|----------|-------------------|------|----------|
| Weight 0.7 | 30.0 | 50.0 | Weight 0.6 | 31.0 | 56.3 |



| HOTEL & AIR TRAVEL | RANK | STRENGTH |
|--------------------|------|----------|
| Weight 0.6 | 5.0 | 54.3 |

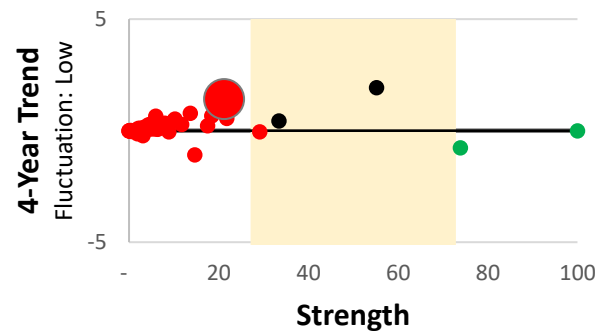
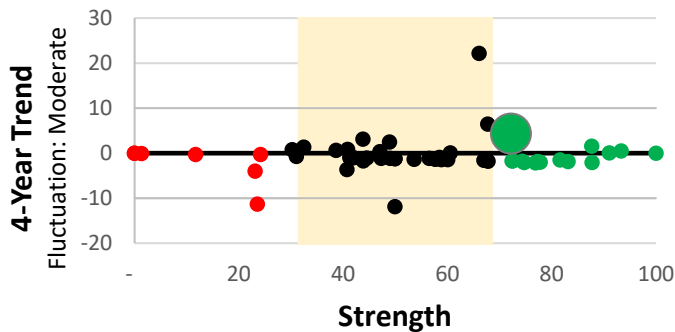


Kenya

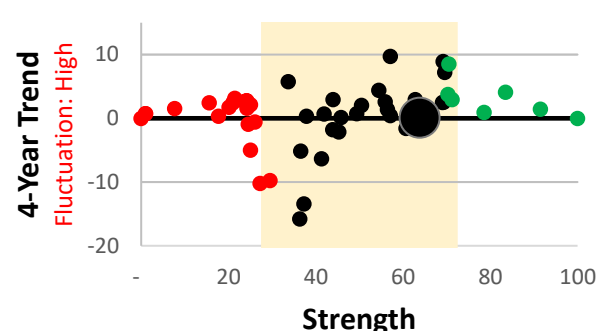
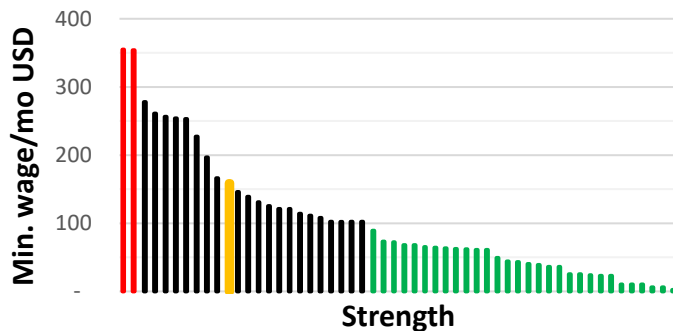
FINANCIAL FACTORS

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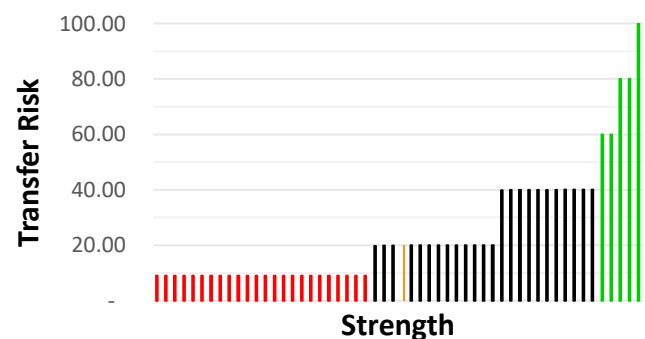
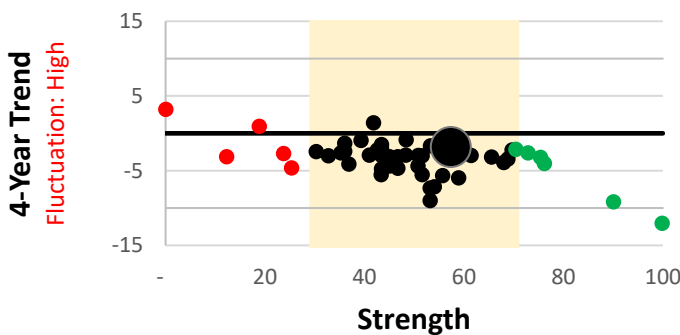
| TAX BURDEN | | | MARKET SIZE | | |
|------------|------|----------|-------------|------|----------|
| Weight | RANK | STRENGTH | Weight | RANK | STRENGTH |
| 1.0 | 15.0 | 72.2 | 0.9 | 8.0 | 21.2 |



| COST OF LABOR | | | DOMESTIC BANKING | | |
|---------------|------|----------|------------------|------|----------|
| Weight | RANK | STRENGTH | Weight | RANK | STRENGTH |
| 0.6 | 44.0 | 55.5 | 0.8 | 13.0 | 63.9 |



| GDP GROWTH | | | CURRENCY STRENGTH | | |
|------------|------|----------|-------------------|------|----------|
| Weight | RANK | STRENGTH | Weight | RANK | STRENGTH |
| 0.9 | 15.0 | 57.4 | 0.8 | 27.0 | 20.0 |



CONTACT

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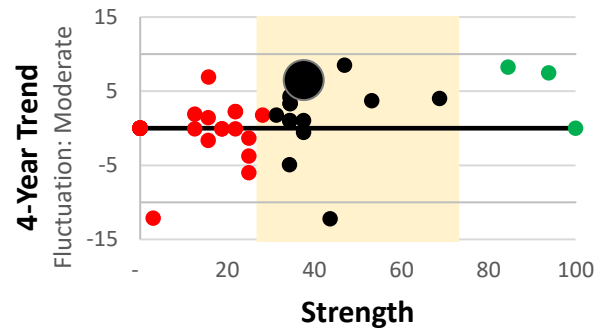
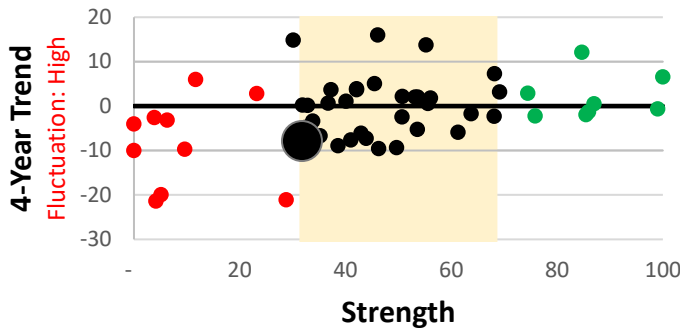


Kenya

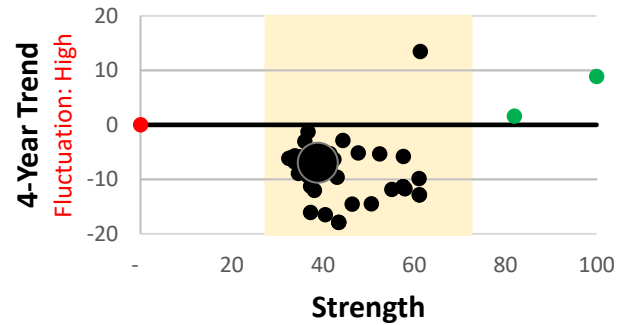
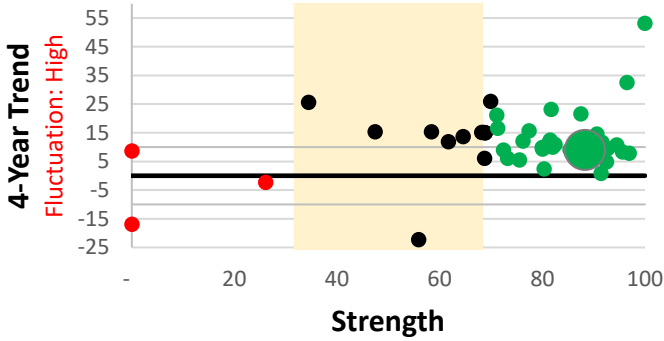
FINANCIAL FACTORS

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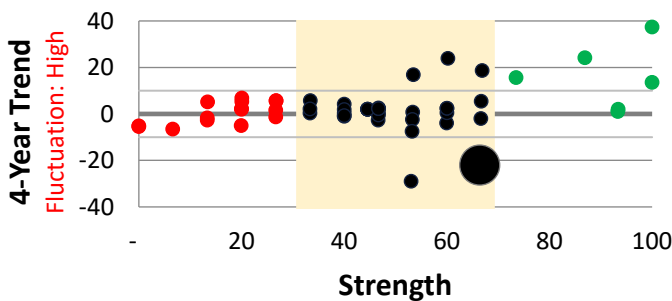
| TRADE POLICY | | | CREDIT RATING | | |
|--------------|------|----------|---------------|------|----------|
| Weight | RANK | STRENGTH | Weight | RANK | STRENGTH |
| 0.8 | 40.0 | 31.8 | 0.7 | 8.0 | 37.6 |



| NATIONAL DEBT | | | FDI | | |
|---------------|------|----------|--------|------|----------|
| Weight | RANK | STRENGTH | Weight | RANK | STRENGTH |
| 0.7 | 16.0 | 88.3 | 0.7 | 33.0 | 38.9 |



| PUBLIC PROCUREMENT | | |
|--------------------|------|----------|
| Weight | RANK | STRENGTH |
| 0.6 | 10.0 | 66.4 |



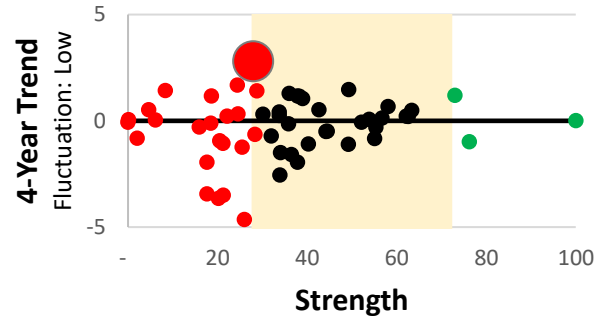
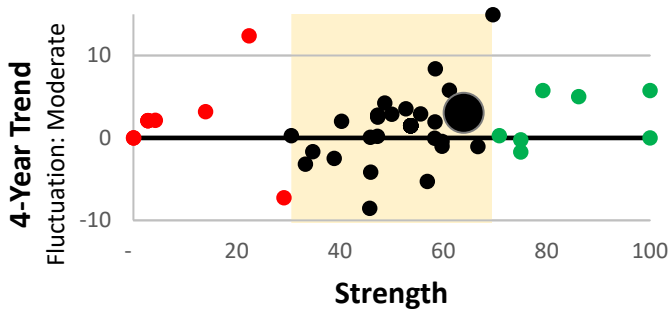


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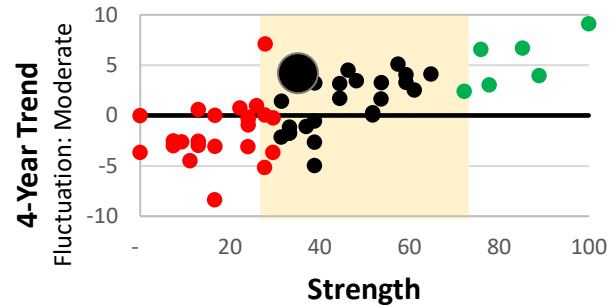
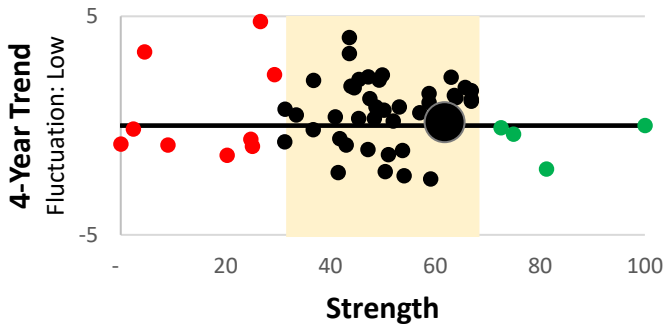
GOVERNANCE

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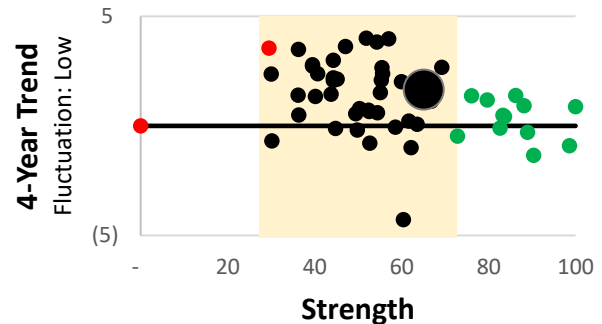
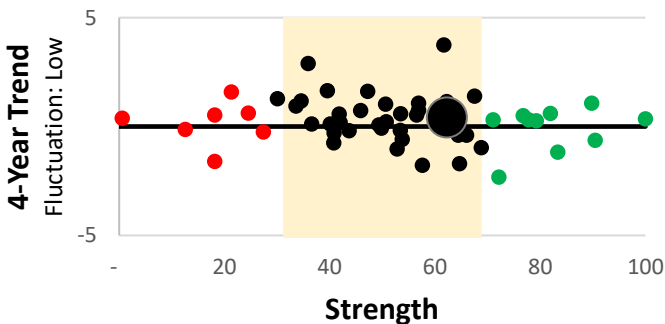
| POLITICAL RISK | RANK | STRENGTH | FRAGILE STATES INDEX | RANK | STRENGTH |
|----------------|------|----------|----------------------|------|----------|
| Weight 1.0 | 11.0 | 63.9 | Weight 0.9 | 34.0 | 28.0 |



| REGULATORY QUALITY | RANK | STRENGTH | CORRUPTION | RANK | STRENGTH |
|--------------------|------|----------|------------|------|----------|
| Weight 0.9 | 12.0 | 61.8 | Weight 0.8 | 26.0 | 35.2 |



| RULE OF LAW | RANK | STRENGTH | HUMAN DEVELOPMENT | RANK | STRENGTH |
|-------------|------|----------|-------------------|------|----------|
| Weight 0.8 | 17.0 | 62.3 | Weight 0.7 | 17.0 | 65.1 |



CONTACT

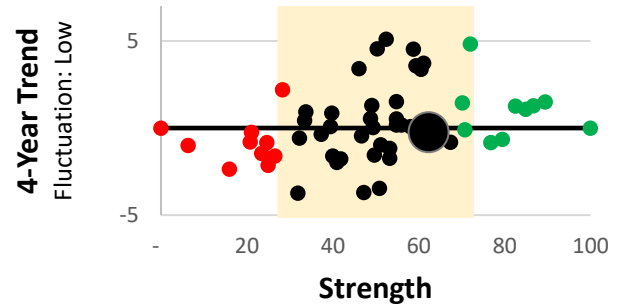
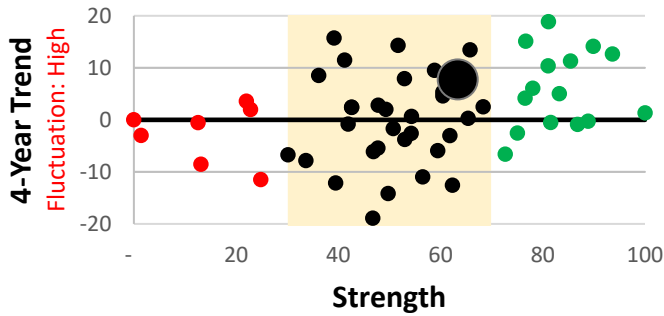
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Kenya

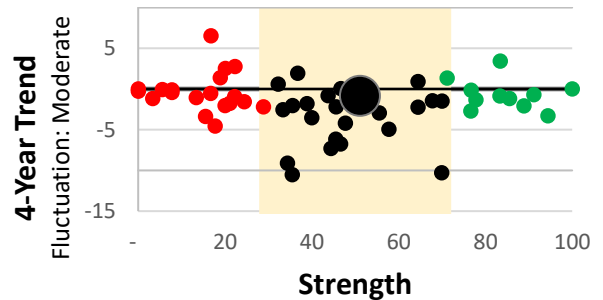
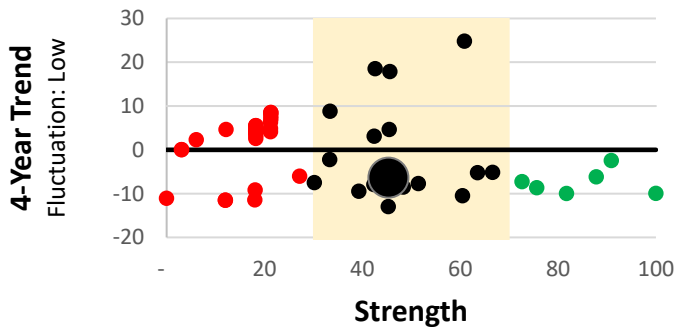
GOVERNANCE

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| NATIONAL STAT. QUALITY | | | GOV. EFFECTIVENESS | | |
|------------------------|------|----------|--------------------|------|----------|
| Weight | RANK | STRENGTH | Weight | RANK | STRENGTH |
| 0.8 | 19.0 | 63.4 | 0.7 | 12.0 | 62.3 |



| Openness & Operation | | | PERSONAL FREEDOMS | | |
|----------------------|------|----------|-------------------|------|----------|
| Weight | RANK | STRENGTH | Weight | RANK | STRENGTH |
| 0.7 | 17.0 | 45.4 | 0.6 | 19.0 | 51.1 |



| Democracy Index | | |
|-----------------|------|----------|
| Weight | RANK | STRENGTH |
| 0.6 | 15.0 | 55.9 |

