



InvestJigawa
2025
Aftercare Guide



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AFTERCARE GUIDE FOR JIGAWA STATE INVESTMENT PROMOTION AGENCY
(INVESTJIGAWA)

1. BACKGROUND

InvestJigawa was established to promote and facilitate investments and economic development within Jigawa State. Since its inception, the agency has played a crucial role in attracting investors, facilitating economic growth, and contributing to the overall development of the state.

1.2 Purpose of the Aftercare Guide

The primary purpose of this manual is to serve as a direction for InvestJigawa's aftercare services. It outlines the strategies, processes, and initiatives employed by the agency to support and retain investors post-investment.

1.3 Objectives

The objectives of InvestJigawa's aftercare services are:

- a) Enhance investor satisfaction by addressing their needs and concerns.
- b) Ensure regulatory compliance and facilitate a seamless business environment.
- c) Foster long-term relationships with investors for sustained economic impact.
- d) Provide a framework for continuous improvement in aftercare services.

2. AFTERCARE SERVICES OVERVIEW

2.1 Aftercare at InvestJigawa refers to the suite of services and support mechanisms implemented to assist investors after they have made their initial investment. It involves continuous engagement, addressing concerns, and facilitating an environment conducive to business growth.

2.2 Importance of Aftercare Services

InvestJigawa recognises that aftercare services are crucial for:

- a) Investor retention by addressing concerns promptly and effectively.
- b) Supporting the growth of existing businesses contributes to overall economic development.
- c) Providing exemplary aftercare services enhances the reputation of Jigawa State as an investor-friendly destination.

2.3 Goals of Aftercare Services

The goals of InvestJigawa's aftercare services include:

- a) Maintaining a proactive relationship with investors.
- b) Ensuring regulatory adherence and compliance.
- c) Facilitating the expansion and diversification of businesses.
- d) Contributing to the overall success and prosperity of investors within the state.

2.4 Prioritisation Criteria for Aftercare Services

InvestJigawa will prioritise aftercare and retention services based on the following criteria:

- a) Strategic importance of the investment (e.g., contribution to state economic development, job creation, or alignment with priority sectors).
- b) Scale of investment (capital size, employment impact, or market reach).
- c) Regulatory sensitivity (investments requiring close compliance monitoring).
- d) Investor engagement level (frequency of issues raised or support requested). This ensures clarity, consistency, and transparency in the implementation of aftercare services.

3. KEY STAKEHOLDERS AND PARTNERSHIPS

3.1 Internal stakeholders involved in aftercare services include:

- a) Investment Facilitation Department: Responsible for overseeing the aftercare process, addressing investor needs, and ensuring effective collaboration between departments to deliver seamless aftercare services.
- b) Legal Advisors: Offering legal support to navigate regulatory issues.
- c) Director General: Responsible for overseeing the overall affairs of the agency and providing strategic direction.

3.2 External stakeholders, include:

- a) Investors: Key partners in economic development.
- b) Industry associations: Collaborative partners for industry-specific insights.
- c) Community representatives: Ensuring businesses align with the community's needs.

3.3 Government MDAs: InvestJigawa actively collaborates with other government agencies to streamline processes and provide comprehensive support to investors. This includes cooperation with tax authorities, environmental agencies, and other regulatory bodies.

3.4 Other partnerships: InvestJigawa fosters partnerships with industry players, such as local businesses, to enhance aftercare services through knowledge exchange, joint initiatives, and advocacy for industry-specific needs.

4. AFTERCARE PROCESS

4.1 **Post-investment follow-up:** InvestJigawa initiates post-investment follow-up after an investment is made. This involves:

- Expressing gratitude for the investment and outlining available aftercare services.
- Identifying specific needs and concerns of the investor.
- Establishing communication channels for ongoing engagement.

4.2 **Relationship building:** InvestJigawa recognises the importance of building strong relationships with investors through:

- Ensuring regular and open lines of communication for continuous dialogue.
- Tailoring aftercare services to meet specific investor requirements.
- Treating each investor as a unique partner with distinct needs.

4.3 Monitoring and Evaluation: InvestJigawa employs a systematic approach to monitoring and evaluating aftercare services, including:

Establishing Key Performance Indicators (KPIs) to measure success, such as:

A. Investor Relationship & Satisfaction

- Number of Investors Provided Aftercare and Retention Support: Provide aftercare and retention support to at least 70% of priority investors identified within the reporting year.
- Investor Satisfaction Score (ISS): Conduct at least one annual investor satisfaction survey, with results documented and analysed.
- Response Time to Investor Requests: Acknowledge 100% of investor enquiries within 72 hours.
- Investor Retention Rate: Track and report annually on the status of existing investors following aftercare support
- Net Promoter Score (NPS): Collect and document NPS data annually

B. Facilitation & Issue Resolution

- Number of Investor Issues Registered and Resolved Through Aftercare: Register 100% of the investor issues received and ensure 70% resolution of investor issues (land, permits, taxes, utilities, security, labour issues).
- Time-to-Resolution for Investor Issues: 60 days resolution timeline for resolution of investor issues.
- Inter-Agency Escalation Efficiency: 70% of escalated issues resolved after coordination with MDAs (Land Bureau, JED, NNPC, FIRS/JIRS, Water Board).

C. Expansion & Re-Investment

- Value of Re-investment Attracted: Provide aftercare support to at least 20% of existing investors exploring expansion or reinvestment.
- Jobs Created from Expansion: At least 10% growth in number of new direct jobs resulting from reinvestment.

D. Investor Engagement & Proactive Support

- Structured Investor Visits Conducted: Conduct structured engagements (onsite or virtual) with at least 60% of priority investors annually.
- Aftercare Engagement Programs Held: Hold at least two aftercare engagement activities annually

E. Data & Monitoring

- Investor Database Completeness: To ensure 100% completion rate of all investor database on the InvestJigawa platform.
- Investment Health Dashboard Updates: Quarterly update of the sector dashboards on the InvestJigawa platform.

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F. Ease of Doing Business (EoDB) Support

- Reduction in Administrative Bottlenecks: 20% reduction in average time taken for permits/licenses facilitated by InvestJigawa.
- MDA Coordination Score: Annual rating of collaboration with critical agencies (Land, Tax, Infrastructure, Environment, Investment One-Stop Desk).

G. Investor Grievance Mechanism

- Grievances Logged: Register 100% of investor grievances received through official channels
- Priority Issue Resolution Rate: % of high-impact issues (land, power, water, taxation) resolved within target timelines of 60days

H. Impact & Value Creation

- Economic Impact Tracking: Track and report annually on sector-level investment outcomes of supported investors.
- CSR and Community Engagement Initiatives Supported: Support at least 50% of investor requests related to CSR and community engagement.

4.4 Problem resolution mechanisms: InvestJigawa ensures effective problem resolution through:

- Employing appropriate means to address and resolve investor issues.
- Encouraging investors to report issues promptly for swift resolution.
- Establishing a feedback loop to learn from challenges and enhance future services.

4.5 Progress review meetings: InvestJigawa conducts regular performance review meetings to:

- Collaboratively address challenges and explore opportunities.
- Assess the impact of aftercare services on business success.
- Plan for future aftercare initiatives based on feedback and outcomes.

5. KEY STEPS FOR SUSTAINABLE AFTERCARE SERVICE ENGAGEMENT



- Preparation: Set clear objectives, plan agendas, and coordinate logistics.
- Engagement: Foster collaboration, encourage participation, and facilitate networking.
- Customisation: Tailor content to stakeholder needs and preferences.
- Communication: Maintain regular and transparent communication channels.
- Feedback: Collect feedback to assess satisfaction and improve future meetings.
- Capacity Building: Provide resources and support for stakeholder empowerment.
- Sustainability: Develop long-term strategies and partnerships for lasting impact.
- Monitoring: Track outcomes and adjust strategies based on performance data.

6. SERVICES OFFERED

6.1 **Regulatory support:** InvestJigawa provides comprehensive regulatory support by:

- Facilitating permit and license acquisition.
- Offering guidance on regulatory compliance.
- Acting as a liaison with relevant government MDAs.

6.2 **Infrastructure assistance:** InvestJigawa assists investors in accessing and developing infrastructure by:

- Identifying suitable locations for expansion.
- Collaborating with local authorities on infrastructure development.
- Guiding access to utilities and connectivity.

6.3 **Market intelligence and research:** InvestJigawa supports investors with market intelligence and research (where necessary) by:

- Providing industry-specific market reports and analysis.
- Offering insights into consumer trends and demands.
- Conducting market surveys to identify growth opportunities.

6.4 Networking and business matching: InvestJigawa fosters networking and business matching through:

- Organising industry-specific events and conferences.
- Facilitating introductions between investors and relevant stakeholders.
- Creating a platform for collaboration and knowledge sharing.

6.5 Information on access to funding and incentives: InvestJigawa assists investors with information available on accessing funding and incentives by:

- Identifying suitable financing options.
- Providing information on available government incentives.
- Establishing linkages with relevant authorities.

7. STRATEGIES FOR IMPLEMENTATION OF AFTERCARE SERVICES

InvestJigawa will deploy the following strategies and activities to ensure the implementation of effective aftercare services:

S/n	Activities	Sub-activities
1	Strategy 1: Maintain open and accessible communication channels for investors to raise concerns, seek assistance, and provide feedback	
1.1	Provide regular updates and newsletters.	<ul style="list-style-type: none"> • Develop periodic newsletters providing updates on investment activities and trends. • Send periodic emails with relevant information on policy changes. • Provide notifications about upcoming events, programs, and opportunities.
1.2	Gather feedback and responses from investors.	<ul style="list-style-type: none"> • Conduct annual surveys to assess investor satisfaction. • Distribute feedback forms after specific interactions or events. • Continuously generate feedback mechanisms to address issues in real-time.
1.3	Utilise online platforms and portals for information dissemination	<ul style="list-style-type: none"> • Providing a centralised hub for information and resources. • Facilitating secure communication and document sharing. • Offering a platform for online training and webinars.
2	Strategy 2: Provide training and capacity-building programs for InvestJigawa staff and investors to enhance their skills, knowledge, and understanding of local regulations, market dynamics, and business operations.	

2.1	Ensure that aftercare staff are well-trained regularly	<ul style="list-style-type: none"> • Facilitate regular training sessions on industry developments. • Conduct workshops on effective communication and conflict resolution. • Offer opportunities for professional development for the staff.
2.2	Extend provision of training opportunities and programs to InvestJigawa partners, such as MDAs' focal persons	<ul style="list-style-type: none"> • Host workshops on aftercare best practices. • Provide basic insights into industry-specific challenges. • Encourage ongoing knowledge exchange between partners and peers.
2.3	Organise training workshops for investors on critical areas	<ul style="list-style-type: none"> • Identify local regulations and ensure community compliance. • Facilitate utilisation of available support services effectively. • Encourage business operations expansions and competitiveness.
2.4	Facilitates knowledge-sharing sessions through different platforms	<ul style="list-style-type: none"> • Host industry-specific forums and roundtable discussions. • Create platforms for investors to share success stories and challenges. • Establish online communities for continuous engagement.
3	Strategy 3: Conduct regular performance review meetings with investors to discuss progress, address challenges, and strategize for future growth and development	
3.1	Define specific Key Performance Indicators (KPIs) to measure progress	<ul style="list-style-type: none"> • Identify and measure investor satisfaction through surveys. • Find out the time taken to resolve issues and compare it with best practices. • Track percentage increase in business expansion.
3.2	Conduct regular assessments based on predefined criteria.	<ul style="list-style-type: none"> • Obtain periodic feedback from investors and stakeholders. • Conduct performance comparative analysis with industry benchmarks.
3.3	Ensure continuous improvement of strategies	<ul style="list-style-type: none"> • Regularly review and update aftercare service processes. • Develop action plans based on feedback and evaluations. • Ensure flexibility and adjustments to meet changing investor needs.
4	Strategy 4: Support transparent and ethical practices in all interactions with investors, ensuring compliance with local and international laws and regulations.	
4.1	Place a high value on the confidentiality of investors' information	<ul style="list-style-type: none"> • Implement strict protocols for handling investor information. • Ensure that only authorised personnel have access to sensitive data.

		<ul style="list-style-type: none"> • Comply with legal frameworks and industry standards for data protection.
4.2	Ensure compliance with local and international laws	<ul style="list-style-type: none"> • Stay abreast of changes in local and international laws affecting investors. • Collaborate with legal experts to provide accurate and up-to-date legal advice. • Conduct regular audits to ensure adherence to legal requirements.
4.3	Protect investors' data and privacy	<ul style="list-style-type: none"> • Establish a robust data management measure for online communication. • Regularly assess and strengthen cybersecurity to identify and address vulnerabilities. • Educate staff and stakeholders on data protection best practices.

8. CONCLUSION

InvestJigawa recognizes the importance of sustainable aftercare engagement in nurturing long-term relationships with investors and fostering economic growth in Jigawa State. By following the best practices outlined in this guide, InvestJigawa can conduct aftercare engagement meetings that are effective, inclusive, and impactful.

Through careful preparation, active engagement, and continuous communication, InvestJigawa can build trust, empower stakeholders, and drive collaboration towards shared goals. By customizing content, soliciting feedback, and monitoring outcomes, Invest Jigawa can adapt and improve its aftercare strategies to meet the evolving needs of investors and stakeholders.

InvestJigawa's commitment to sustainability, transparency, and accountability ensures that aftercare engagement efforts remain relevant and impactful over the long term. By fostering a culture of collaboration, learning, and innovation, InvestJigawa can maximize the benefits of aftercare engagement for investors, stakeholders, and the broader community.

Adoption and Endorsement

This Aftercare and Retention Program Strategy document has been formally adopted by the Director General, InvestJigawa, and serves as the official reference for aftercare and retention services implementation across Jigawa State.

Signed: 
Director General, Invest Jigawa
Date

Appendices

Appendix 1: Aftercare Service Request Form

Investor Information	
Promoter name:	
Company name:	
Contact person:	
Contact email:	
Contact phone number:	
Investment project:	
Project location	
Nature of Request:	<p>Please select the nature of your aftercare service request:</p> <ol style="list-style-type: none"> 1. Regulatory support: <ul style="list-style-type: none"> • Permit and license assistance • Regulatory compliance guidance • Assistance with government approvals 2. Infrastructure assistance: <ul style="list-style-type: none"> • Identification of suitable locations • Collaboration on infrastructure development • Assistance with utilities and connectivity 3. Workforce development: <ul style="list-style-type: none"> • Collaboration with educational institutions • Training programs for workforce development • Partnerships for apprenticeships and internships 4. Market intelligence and research: <ul style="list-style-type: none"> • Industry-specific market reports • Consumer trends and demands • Market surveys for growth opportunities 5. Networking and business matching: <ul style="list-style-type: none"> • Participation in industry events • Facilitation of business networking opportunities • Business matching with relevant stakeholders 6. Access to funding and incentives: <ul style="list-style-type: none"> • Identification of financing options • Information on government incentives • Linkages on assistance with grant applications
Details of the Request:	Briefly describe the details of your aftercare service request, including any specific challenges or concerns you are currently facing. Please provide as much information as possible to assist us in addressing your needs effectively.
Urgency:	<p>Please indicate the urgency of your request:</p> <ul style="list-style-type: none"> • High priority • Medium priority

	<ul style="list-style-type: none"> • Low priority
Preferred method of communication:	Please select your preferred method of communication: <ul style="list-style-type: none"> • Email • Phone • In-person meeting
Additional comments/instructions:	Please provide any additional comments or specific instructions related to your aftercare service request.
Acknowledgment:	By submitting this form, I acknowledge that the information provided is accurate to the best of my knowledge, and I request the specified aftercare services from InvestJigawa. Signature: _____ Submission Date: _____

Appendix 2: Aftercare Meeting Agenda

S/n	Item	Responsibility
1	Welcome and Introduction	All
2	Overview of InvestJigawa and purpose of the visit	InvestJigawa
3	Brief updates on the investor's current projects, including challenges or concerns	Investor
4	Q&A session for any inquiries or additional information needed	All
5	Collect feedback and discuss potential collaboration opportunities	All