

DIFFERENCES IN WEBSITES: THE CURRENT STATE OF NIGERIAN FIRMS

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ABSTRACT

Studies on the features of websites must be ongoing because of the rapid changes in the nature of websites content and web-based commerce, this is why in April 2008, the websites of 170 Nigerian firms were visited to identify the predominant types of site contents and determine the extent to which the sites are transactional. The study found that these Websites are largely informational - the websites are used as vehicles for displaying information about the firms and their products or services. Three categories of site contents emerged - use of multimedia, Communication, and Informational. The types of content provided on websites varied across the firms. Thus, the research contributes to the understanding of the content Nigerian firms provide via the Web.

The study also established that only a very few number of the firms' Websites are transactional. Transactional sites allow visitors to place an order or perform some type of financial transaction. The firms surveyed were not inclined to use their websites for publishing price information of their products and services; rather they used it for general marketing purposes. The few websites that included price information however, provided avenue for the customers to order the goods or services in a conventional manner. A few of the firms were found to use their sites for customer support and liaison, enhancing their corporate image. In addition, majority of the websites had a mixture of text, graphics and photos in their websites, but the addition of sound and video were not found on most sites. The inclusion of chat window, search engines and ability to subscribe were not commonplace amongst the websites surveyed.

Keywords: Nigerian firms; Websites; World Wide Web; Internet

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INTRODUCTION

The Internet and the World Wide Web have become very important in today's society, as

industries and governments turn increasingly to new technologies, as economic, social, political and cultural infrastructures in societies become increasingly reliant on these new technologies,

and as people, organizations and businesses use the Internet and websites as means for delivery of information and services. By mid-1996, there were over 250,000 websites on the Internet, up from 15,000 in 1994 (Kalakota and Whinston 1996). Business enterprises - from multinational conglomerates to solo entrepreneurs - are staking their presence on the Internet, all poised to become pioneers in what promises to be the frontier of electronic commerce.

A website is a set of interconnected webpage, usually including a homepage, generally located on the same server, and prepared and maintained as a collection of information by a person, group, or organization. The term Web presence refers to having an established existence, through a website or a collection of web files, on the World Wide Web (Wikipedia, 2007). It can also be referred to as a collection of web files on a particular subject that includes a beginning file called a home page. For example, most companies, organizations, or individuals that have websites have a single address that they give. This is their home page address, and from the home page all the other pages on their site can be reached. On his own part, Kandunias (2000) defined web presence as the existence of a web page on the Internet that facilitates an increase in public acknowledgement of the company's product or service.

The web has an enormous value in all areas of life. The social value of the Web is that it enables human communication, commerce, and opportunities to share knowledge. In the education sector, every academic department requires web presence as a critical component of its information technology strategy; in the health sector, web presence is required for better healthcare delivery in order to contribute to modernization and development of a country; and in the business sector, the use of Internet for business purposes has increased dramatically as it is widely recognized as an efficient and cost-effective way for business world to communicate among themselves.

In the marketing and advertising literature, very few studies have addressed issues regarding websites and web presence of African firms and countries, and there is a debate as to whether the web is actually world wide. To address this deficit in the literature, this research studies the extent of usage of websites by Nigerian firms, the multimedia features employed and the extent to which the sites are transactional, among others.

REGISTERED FIRMS IN NIGERIA

The most populous country in Africa and the largest in area of the West African states, Nigeria was an early twentieth century colony that became an independent nation in 1960. Firms in

Nigeria have grown in their bounds over the years. The Corporate Affairs Commission was established by the Companies and Allied Matters Act, which was promulgated in 1990 to regulate the formation and management of companies in Nigeria. The firms grow daily and according to the corporate affairs commission's records (2007), there are 295 categories/groupings of firms and the total number of registered firms then was 10,042.

But for the purpose of this study, the following re-classification of firms was adopted:

1. Accounting/financial services institutions;
2. Professional associations/bodies;
3. Consulting, advertising, sales and marketing;
4. Pension, insurance/assurance institutions;
5. Tourism-related (hospitality companies and airline/airfreight services) industry;
6. Auto sales, repairs /automobile companies;
7. Architecture & real estate services;
8. Computer, IT-related and telecommunications;
9. Engineering & construction;
10. Education;
11. Arts, printing & publishing industries;
12. Manufacturing & conglomerates industries;
13. Breweries, distilleries and bottling companies;

14. Energy (oil & gas) services;
15. Public administration/governmental;
16. Health and health-related industries; and
17. Religious institutions.

LITERATURE REVIEW

Several studies have been carried out on the WWW and websites, but majority of these studies have concentrated on websites of firms, universities and countries in the developed world. Two of such studies are that of Cockborn and Wilson (1996) and Ho (1997), the findings of both studies clearly indicated that electronic commerce is still in its infancy, but has great potential.

Two studies by Noruzi (2006) on 'web Presence and Impact Factors for Middle-Eastern Countries' and 'the Web Impact Factor: A critical review' have been carried out using the advanced search facilities of Yahoo. The study revealed that Middle-Eastern and European countries with a higher number of Internet users have a higher web presence. The more access users have to the Internet, the more web presence a given country will have. Therefore, countries that publish more web resources have a greater web presence. Additionally, the result suggests that websites from Middle-Eastern countries are somewhat limited and thus there is a digital divide between Europe and the Middle-East. There is even a digital divide between European countries: for example, the number of web pages of Germany is 3 times

higher than Italy, 48 times higher than Greece, and 5 times higher than France.

A 2003 study looked at the Internet appreciation in Nigerian business organizations and found that e-mail was the most used aspect of the Internet system in Nigerian companies; the study also revealed that Nigerian companies use Internet system mostly for business communication. (Osuagwu 2003).

Nwagwu and Omoverere (2008) carried out a research on 'Nigerian university websites: a webometric analysis' and concluded that there is a relatively lower than expected level of inlinks to Nigerian university websites, the study also revealed that the use of the Web is not properly organized and managed because while the universities have websites, different departmental websites in the same universities do not link the Web through their university websites. Also, web users in the university do not link through their university portals just as most of the email addresses of the web users are not linked to the university websites.

RESEARCH QUESTIONS

1. What is the current level of usage of the worldwide web by these registered Nigerian firms?

2. What are the actual purposes of the websites for the firms?
3. What make up the appearance, complexity and extent of use of the websites?
4. To what extent do the firms incorporate multimedia technologies into their sites?
5. What percentage of Nigerian firms has transactional websites?

USES, BENEFITS AND CHALLENGES OF WEBSITES FOR FIRMS

Uses

The Internet and, more particularly, the WWW are attracting businesses in their thousands. Cockburn and Wilson (1995) highlight the following to be the main application areas:

(a) Publicity, Marketing and Advertising

The WWW appears to be an ideal medium for businesses attempting to promote themselves and their wares. Setting up a site on the WWW, and thus gaining instant access to millions of people all over the globe, can be achieved at a small fraction of the cost using more conventional methods.

(b) Direct On-line Selling

It is already possible to visit 'virtual malls' full of 'virtual shops', browse through catalogues and examine various products in vast detail, all courtesy of the Web. This has all been made possible by the multi-media capabilities that the

Web provides.

(c) Research and Development

Companies, especially those involved in research and development can use the Internet as an additional resource for collecting information. It is now possible to post a query on a bulletin board or join a discussion group and receive advice on how to solve the problem. Alternatively, there are millions of Web pages, some of which contain access to searchable databases of information relating to particular subjects.

(d) Communication

The use of low-cost electronic mail (e-mail) is the Internet service used most extensively by businesses. The strength of e-mail is illustrated with the example of 'Digital Equipment', which has over 31,000 computers linked up to the Internet and exchanges about 1.7 million e-mail messages, each month with people external to the company.

(e) Collaboration

When links are formed between companies, it can be easy for them to communicate through the Internet. One example of this is the collaboration between IBM and Bellcore who use Internet links to share a workstation.

Benefits

GCCI (2006) enumerates the following as the

reasons why a firm should own a website:

i. Ability to open for 24 hours a day with no labour costs to watch it: An online store never closes and a website faces no time zone barriers.

ii. Ability to reach new markets with a Global audience: A website will broaden one's base of customers, members, distributors or suppliers. More clients can be generated for business without doing additional marketing.

iii. Ability to present a professional and credible image: Today, customers, employees, and suppliers expect to be able to find and communicate with a business online. Firms that still do not have a web presence are inadvertently making a statement about their ability to embrace technology and adapt to change in today's dynamic environment.

iv. Improved Customer Service: One can provide 24 hours customer services without hiring any additional employees. Customers are better served when they can access information about products or services immediately via websites rather than waiting for a mailed brochure or a return telephone call. Furthermore, information requests can be processed immediately via online forms and auto responders whether someone is in the office or not.

v. Ability to save money on printing and distribution costs: A website is an online brochure or catalogue that can be changed or updated at anytime at a much cheaper and faster rate than print material. It saves money on printing and distribution costs.

vi. Creation of product or service showcase: A website can provide photos and detailed descriptions of products and services. It can also show how products or services can help customers in their personal or professional lives.

vii. Automation, productivity and profitability: Online automation can reduce costs for advertising, sales personnel, and other support staff. A website increases a company's productivity because less time is spent explaining product or service details to customers since such information would be available 24 hours a day on the website. A website also saves costs by allowing users to download invoices, proposals, and other important documents.

viii. Sales of products and services online: Selling through a website is much cheaper and a great way to supplement offline business. Providing secure online ordering is very affordable today. That explains why the worldwide online commerce has reached \$6.8 trillion by 2004.

ix. Stability: A place of business could be moved, phone numbers could be changed or even opening hours, but website addresses never change, and a website is always open.

x. Ability to own an internet identity: A company's own domain name (www.yourcompany.com) establishes a strong online brand identity, and allows one to set up email addresses specific to ones own company. Today, email is the most common way to communicate efficiently and professionally with the rest of the world.

xi. Promotion of services: Lawyers, doctors, financial consultants, entertainers, realtors and all service oriented businesses takes advantage of the massive reach of the Internet. Millions of users are logging on to the Web to compare various specialists and practitioners before they purchase a specialized service.

xii. Customer feedback: One can gather information about existing and potential customers by using online forms and surveys. A feedback form can be provided to make it easy for customers to send their input.

xiii. Worldwide exposure: One can register a website with various search engines and directories that reach more than 800

million Internet users around the world. Most of the search engines and directories allow free registration of websites. Leverage the massive reach of the Internet and the precision targeting of the search engines and directories.

xiv. Tool for Recruiting: Jobs can be posted concerning the opportunities with your company on your website. A website is a great recruiting tool for building your business.

xv. Ability to transfer information to branches and affiliates: Transfer of documents through a website is cheaper and faster than by UPS, FedEx, etc. Files can be protected with the use of password if security is needed.

xvi. Viral marketing without a marketing cost: Satisfied customers can refer a company to their friends and relatives through an online form on the company's website.

xvii. Ability to improve advertising effectiveness: A website address on all of a company's promotion will give the company a cutting edge corporate image and it will encourage the viewers to check the site for additional information. The addition of the website address on adverts increases exposure without adding any cost.

xviii. Ability to educate customers: A

website can offer free advice about services and products including ideas and suggestions for maximizing the benefit of the products.

Challenges

Although, the World Wide Web is the fastest growing part of the Internet, it is also the part of the Internet that is the most vulnerable to attack. Despite all the merits of having a web presence, there are still some shortcomings attached to having a web presence (Garfinkel and Spafford, 2001).

a) Security: There is the issue of secure web servers that will safeguard any personal information (like bank account number) that is received or collected on the site.

b) Privacy: Another equally important issue is that of privacy, i.e. web servers are sometimes liable to subvert browser to download viruses or other rogue programs onto users' computers. Also web servers are an organization's public face to the Internet and the electronic world, and therefore a successful attack on a web server is a public event that may be seen by hundreds of thousands of people within a matter of hours. Attacks can be mounted for ideological or financial reasons; alternatively, they can simply be random acts of vandalism.

c) Commerce: Many web servers are involved with commerce and money and have thus become a repository for sensitive financial information, making them an attractive target for attackers.

d) Disruption of service: Because web technology is based on the TCP/IP family of protocols, it is subject to disruption of service either accidentally or intentionally through denial-of-service attacks.

METHODOLOGY

The study area and data collection

This study was carried out on Nigeria, a country with over 140 million population and more than 1000 Nigerian firms with web presence as at April 2008. The target population for this study comprised registered firms in Nigeria that have a web presence and are duly registered with the Corporate Affairs Commission (CAC). A total number of one hundred and seventy (170) Nigerian firms with a website was selected (rather than sampled).

During data collection the researcher reviewed the home page, visited all segments of each website, and noted the presence or absence of each type of site content. Unique content was also noted. Because the study focused on site content, the checklist used for data collection did not cover technical components. Summarizing

"yes/no" entries across virtually all the forms (i.e., the sites did or did not have each type of content) yielded categorical data for analysis.

This study grouped the firms into seventeen categories adapted from Cockburn and Wilson (1995) in their work 'Business use of the World-Wide Web', and ten firms were selected in each category, resulting to a total number of 170 firms. This is to enable the study cover all the different categories of firms in the country. The list of the total firms with web presence was derived from the online Nigerian yellow pages at <http://nigerianyellowpages.com/index.php>.

The Checklist

The checklist is a set of questions that was used for observing and analyzing the websites of the selected firms, and was adapted from the Dalhousie Libraries (1999) checklist guide. The checklist includes the following questions:

1. Is the website fully functional, under construction, bought, or a dead one?
2. Is the website just a basic presence with basic information about the firm?
3. Is the Website containing only text medium, text and graphics, text graphics and photos, or text, graphics, photos, sound and video?
4. Is there price information published on the website?

5. Does the website offer free products and services?
6. Is there e-mail address advertised on the website?
7. Does the website have facilities for on-line ordering and payment
8. What are the subscription options available on the site?
9. Is there the inclusion of chat window and search engines in the website?

A major limitation of this study is that there is no accurate record of all the registered firms in Nigeria with a website. Furthermore, some of the firms that have website do not have feedback mechanism that will allow the researcher to get in touch with them. The same or similar studies should be done periodically to elucidate the changes or trends in website usage over time, and may reduce the possibility of bias in this study due to a single researcher analyzing the sites.

RESULTS

It is interesting to note here that Nigerian firms are utilizing the web as an effective medium for getting a message out to the world. Most of the Nigerian firms (153 firms, 90%) have a functional website. Table 1 below shows the status of the websites studied.

Table 1: Status of Websites

	Frequency	Percent
Fully functional	153	90.0
Under construction	3	1.8
Dead	14	8.2
Total	170	100.0

Table 2 shows that Nigerian firms' websites contains more than just a basic presence with basic information about the companies. They contain information about specific product or services along with information about the firm. The results show that the majority of the firms use their WWW sites as a vehicle for displaying information about themselves and their products or services.

Table 2: Websites with information about specific product or services and information about the firm

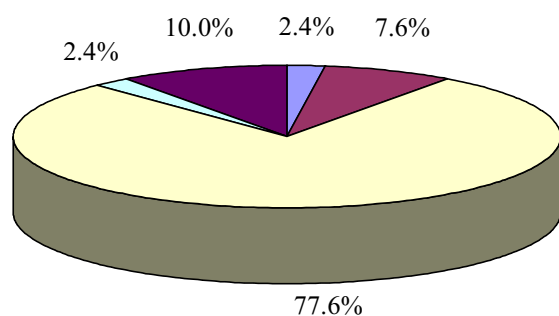
	Frequency	Percent
Yes	145	85.3
No	8	4.7
Missing	17	10.0
Total	170	100.0

Table 3 and figure 1 below reveals that Nigerian firms are making good use of the Web's multi-media capabilities, although there is no full utilization yet. Extensive use is made of product photographs, including advertorials. More than half (77.6%) of the websites contained text, graphics and photos while only 2.4% contained merely text medium.

Table 3: Content of Website

	Frequency	%
Containing only text medium	4	2.4
Containing text and graphics	13	7.6
Containing text graphics and photos	132	77.6
Containing text, graphics, photos, sound and video	4	2.4
Missing	17	10.0
Total	170	100.0

Fig 1: Content of Website



- Containing only text medium
- Containing text and graphics
- Containing text graphics and photos
- Containing text, graphics, photos, sound and video
- Missing

As shown in table 4, only 17.1% of the websites contain price information of product but with ability for conventional purchasing. This depicts that Nigerian firms do not encourage potential customers to buy their products by including price information on their sites and ability to order by telephone, fax or mail. The majority of the firms surveyed tend not to use the Web for publishing price information; they are more likely to use it for general marketing purposes.

Table 4: Websites with some price details but with facilities for conventional purchasing only

	Frequency	Percent
Yes	29	17.1
No	124	72.9
Missing	17	10.0
Total	170	100.0

Results presented in table 5 show that majority of the firms (82.9%) do not provide free

products or services via their websites. The few websites that provided such free services were found to be those that belong to Arts, media, printing & publishing industries and Religious

Table 5: Websites with offer of free products or services

	Frequency	Percent
Yes	12	7.1
No	141	82.9
Missing	17	10.0
Total	170	100.0

This study reveals the reality that Nigerian firms are also making use of email as the most widely used facility on the internet. Result of analysis as shown in table 6 reveals that only 17.1% of the firms did not

Table 6: Presence of e-mail address on the Website have email address advertised on their websites.

	Frequency	Percent
Yes	124	72.9
No	29	17.1
Missing	17	10.0
Total	170	100.0

Bearing in mind the many problems currently involved in electronic commerce, such as security and payment, it is not altogether surprising that the majority of firms are not engaged in on-line transactions at present. Table 7 shows that very few (7.6%) of the firms contain company information and product or service information (including price details) and with on-line ordering and payment.

Table 7: Websites with on-line ordering and payment

	Frequency	Percent
Yes	13	7.6
No	140	82.4
Missing	17	10.0
Total	170	100.0

As shown in table 8, more than half of the firms did not provide avenues for any kind of subscription with respect to their firms through their websites. Such subscription provided by the 22.6% of the firms that had such a feature includes subscribing for manuals, access subscription and subscription for job alert.

Table 8: Making of subscription of any kind with respect to the firms through the website

	Frequency	Percent
Yes	47	27.6
No	106	62.4
Missing	17	10.0
Total	170	100.0

The inclusion of a search engine on a website is an innovation and a feature which are in no way related to the business. Such features are designed to entertain the visitor to the site and bring him or her back to the site regularly. Table 9 reveals that only about one quarter (22.9%) of the websites contain search engines.

Table 9: Websites containing search engine

	Frequency	Percent
Yes	39	22.9
No	114	67.1
Missing	17	10.0
Total	170	100.0

Chat window is also another feature that can facilitate communication between firms and visitors to their website; it can be a source of attraction to a website. Result presented in table 10 shows that only 7.6% of the websites had a chat window included on their website.

Table 10: Websites containing chat window

	Frequency	Percent
Yes	13	7.6
No	140	82.4
Missing	17	10.0
Total	170	100.0

DISCUSSION AND CONCLUSION

It was discovered from the results obtained from the data collected that Nigerian firms currently have a functional web presence, meaning that they understand that the web is an effective medium for getting a message out to the world. The majority of firms in the sample were found to use their websites as a vehicle for displaying information about themselves and their products or services; hence the websites are not just a basic presence with basic information about the company. This confirms Watson (1994) finding that the WWW appears to be an ideal medium for businesses attempting to promote themselves and their wares. Setting up a site on the WWW, and thus gaining instant access to millions of people all over the globe, can be achieved at a small fraction of the cost using more conventional methods. The websites were not majorly used for publishing price information even though publishing price information alongside product or service details can encourage the potential customer to spend money to patronize the firm.

Furthermore, most Nigerian firms had email addresses displayed on their websites, this can improve customer relations since customers are better served when they can easily make contact through email and make enquiries about products or services immediately via websites. Rosen (1994) asserts that the use of low-cost

electronic mail (e-mail) is the Internet service used most extensively by businesses.

In the real world, it is believed that the traditional method of attracting potential customers is to give them something that they do not have to pay for. This technique was employed by few of the firms surveyed. Majority of the firms did not provide any free products or service; this is a question of relevance to business i.e. what will attract potential customers to a website and make them come back. The few websites that did provide free service were those belonging to religious institutions (this can be said to be because of the nature of the services offered by the religious groups), and media and publishing houses, some of them made issues of their publications or certain articles available to users free of charge.

A very important factor is the use of multimedia in a website, a visually attractive site will impress users more than one which is mainly textual in format with a couple of basic graphics added as an afterthought. The Nigerian firms surveyed were not found wanting in this aspect, close to three-quarter of the websites had a mixture of text, graphics and photos. Although the addition of sound and video was not found in most sites, it is believed that this feature depends on the kind of products and services offered by the firms

the website belongs to, also, these will become more important as technology progresses. As a result, the Nigerian government should formulate policies that will provide guidelines for Nigerian firms with a web presence to follow.

The inclusion of chat window, search engines and ability to subscribe were not commonplace amongst the websites surveyed, this features can serve as a customer support tool, with much emphasis put on the client. According to GCCI (2006), firms can gather information about existing and potential customers by using chat windows, online forms and surveys. A feedback form can be provided to make it easy for customers to send their input. This is one benefiting aspect of the web that Nigerian firms must take into consideration.

Only a minute number of the sites in the study are transactional. The reason for majority of the Nigerian firms not having online ordering and payment capabilities is not farfetched, web servers involved with commerce and money are a repository for sensitive financial information, making them an attractive target for attackers and there is also the issue of secure web servers that will safeguard any personal information (like credit card number) that is received or collected on the site. Consequently, before Nigerian firms can fully participate in online transaction, the issue of

security and advanced fraudsters (popularly known as 419) must be thoroughly looked into. The Nigerian government should lay down stringent punishment for anybody found hacking into a site or other similar web crimes. Wilson and Cockburn (1995) wrote that as on-line shopping becomes more accepted by the general public and technology develops solutions to the associated problems, the percentage of companies offering facilities for ordering and paying for goods and services over the Internet will undoubtedly increase. The majority of the firms has had WWW sites for less than one year and are still coming to terms with many of the concepts involved in electronic commerce.

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APPENDIX

LIST OF THE 17 CATEGORISED FIRMS AND THEIR WEBSITES

Accounting/financial services institutions

1. Associated Discount house Limited
<http://www.adh-ng.com/>
2. Express Discount Limited

<http://www.expressdiscountlimited.com/>

3. Investment Banking and Trust Company Limited
<http://www.ibtc.com/>
4. Zenith International Bank Plc
www.zenithbank.com/
5. Intercontinental Bank Plc
<http://www.intercontinentalbankplc.com/>
6. Coker Isah & Company
<http://www.cokerisah.com/>
7. BFCL Assets & Securities
<http://www.bfcl.com/>
8. First Securities Discount House Limited
<http://www.fsdh-ltd.com/>
9. Future View Financial Services Limited
<http://www.futureview.com.ng/>
10. Valucard Nigeria
<http://www.valucardnigeria.com/>

Manufacturing and Conglomerate Industries

1. Dizengoff <http://www.dizengoff.com/>
2. Dangote Group www.dangote-group.com/
3. Churchgate Industries (Nig) Ltd
<http://www.churchgate.com/>
4. Chellarams Plc
<http://www.chellaramsplc.com/>
5. Ibeto Group <http://www.ibeto.com/>
6. UAC of Nigeria Plc
<http://www.uacnplc.com/>
7. Cadbury Nigeria Plc

<http://www.cadburynigeria.com/>

8. Transnational Corporation of Nigeria Plc.

<http://www.transcornigeria.com/>

9. Nigerite Limited

<http://www.nigeritelimited.com/>

10. Chemical & Allied Products

<http://www.capplc.com/>

Pension, Insurance/assurance institutions

1. Vigilant Insurance

<http://www.vigilantinsurance.com/>

2. Consolidated Risk Insurers <http://cri-insurers.com/>

3. Trust Fund Plc

<http://www.trustfundpensions.com/>

4. UNIC Insurance Plc

<http://www.unicinsurance.com/>

5. Nigerian Life & Pensions Consultants Limited <http://www.nlpc-ng.com>

6. Aiico Insurance Plc

<http://www.aiicoplpc.com/>

7. Nigeria Reinsurance Company

<http://www.nigeriareinsurance.com/>

8. Nigeria Deposit Insurance Corporation (NDIC) <http://www.ndic-ng.com>

9. Industrial And General Insurance

<http://www.igi-insurers.com/>

10. NLPC Pension Fund Administrator

<http://www.nlpcpfa.com/>

Computer, IT-related and telecommunications

1. Linkserve Nig Ltd

<http://www.linkserve.net/>

2. Computer Warehouse Group

<http://www.cwlgroup.com/>

3. Wadof Software Consulting

<http://www.wadof.com>

4. Allied technologies Group

<http://www.xceedonline.com/>

5. McDorsey Services Company Limited

<http://www.mcdorsey.com/>

6. Globacom Nigeria

<http://www.gloworld.com/>

7. V-mobile Nigeria

<http://www.vmobile-nigeria.com/>

8. MTN Nigeria Communications Limited

<http://www.mtnonline.com/>

9. System Specs

<http://www.systemspecs.com.ng>

10. MWEB Nigeria Limited

<http://www.mwebnigeria.com/>

Consulting, advertising, sales and marketing

1. Augusto & Company

<http://www.agusto.com/>

2. Admiralty Resources Services

<http://www.admiralty-resources.com/>

3. Research International

<http://www.research-intng.com/>

4. ABC Transport

<http://www.abctransport.com/>

5. Alder Consulting www.alder-

[consulting.com/](http://www.consulting.com/)

6. Hotel Support Services Limited
<http://www.hotelsupport.com/>
7. Chase Executive Business Services
<http://www.chasexecutive.com/>
8. Restral Limited <http://www.restral.com/>
9. Smart Contracting Solutions
<http://www.smartcontractingsolutions.com/>
10. Phillips Consulting
<http://www.phillipsconsulting.net/>

Engineering & construction

1. Teco Limited
<http://www.tecogroupng.com/>
2. Julius Berger Nigeria Plc.
<http://www.julius-berger-nigeria.com/>
3. Arab Contractors
<http://www.arabco-ng.com/>
4. Etco (Nigeria) Limited <http://www.etco-nigeria.com/>
5. Nigeria Engineering Works Limited
<http://www.newclime.com/>
6. HFP Engineering (Nigeria) Limited
<http://www.hfpeng.com/>
7. National Engineering & Technical Company
<http://www.netco.com.ng/>
8. Kresta Laurel Limited
<http://www.krestalaurel.com>
9. Baywood Continental Limited

<http://www.baywoodcontinental.com/nigeria/index.php>

10. Nigeria Engineering Works Ltd
<http://www.newclime.com/>

Governmental organizations

1. The Nigerian Stock Exchange
<http://www.nigerianstockexchange.com/>
2. Nigerian Export Promotion Council
<http://www.nepc.gov.ng/>
3. Nigerian Television Authority
<http://www.nta.com.ng/>
4. Nigerian Investment Promotion Council
<http://www.nipc-ng.org/>
5. Corporate Affairs Commission
www.cac.gov.ng
6. Bureau of Public Enterprises
www.bpeng.org
7. Nigeria Export Processing Zones Authority
<http://www.nepza.org/>
8. Niger Delta Development Commission
<http://www.nddconline.org/>
9. The Nigeria Police
<http://www.nigeriapolice.org/>
10. National Information Technology Development Agency
<http://www.nitda.gov.ng/>

Tourism-related (hospitality companies and airline/airfreight services) industry

1. Virgin Nigeria Airways

<http://www.virginnigeria.com/>

2. Hotel Presidential <http://hotel-presidential.com/>
3. ADC Airlines <http://www.adcairlines.com/>
4. Bellview Airline <http://www.flybellviewair.com/>
5. Kakanfo Inn <http://www.kakanfoinn.com/>
6. Avenue Town House <http://www.theavenuelagos.com/>
7. OVERLAND <http://www.overland.aero/>
8. EAS Airlines <http://www.easairlines.com/>
9. FUNTOPIA Leisure Resort <http://www.funtopia-ng.com/>
10. Chariot Hotel <http://www.chariothotel.com/>

Auto sales, repairs /automobile-related firms

1. R T Briscoe (Nigeria) Limited <http://www.rtbriscoe.com/>
2. A.S.D Motors Nigeria Limited <http://www.asdmotors.com/>
3. Peugeot Nigeria <http://www.peugeotnigeria.com/>
4. Toyota Nigeria Limited <http://www.toyotanigeria.com/>
5. Dunlop Nigeria Plc <http://www.dunlopng.com/>
6. Anambra Motor Manufacturing Company <http://www.anammco.com/>
7. Dana Motors Nigeria <http://www.kiamotorsnigeria.com/>

8. Kewalram Nigeria Limited <http://www.kewalramnigeria.com/>
9. The Honda Place <http://www.hondanigeria.com/>
10. GM Nigeria Limited <http://www.gmnigeria.com/>

Energy (oil & gas)

1. Nigeria National Petroleum Corporation <http://www.nnpcgroup.com/>
2. Nestoil Oilfield Services <http://www.nestoilgroup.com/>
3. Petroleum Solutions <http://www.petrosolng.com/>
4. Ascon Oil Company www.asconoil.com
5. Zenon Petroleum & Gas Limited <http://www.zenonpetroleumng.com/>
6. Bell Oil & Gas Limited <http://www.belloil.com/>
7. Oando Group <http://www.oandopl.com/>
8. Nigeria LNG <http://www.nlng.com/>
9. Honeywell Oil & Gas <http://www.honeywelloil.com/>
10. Conoil Plc <http://www.conoilplc.com>

Health and health-related industries

1. May & Baker Nigeria Plc <http://www.may-baker.com/>
2. Nigerian German Chemicals <http://www.ngcplc.com/>
3. Neimeth International Pharmaceuticals

4. P r o f l e x G y m
<http://www.proflexgym.com/>
5. E m z o r P h a r m a c e u t i c a l s
<http://www.emzorpharma.com/>
6. R a n b a x y N i g e r i a L i m i t e d
<http://www.ranbaxy.com/nigeria.htm>
7. S w i s s P h a r m a N i g e r i a L i m i t e d
<http://www.swiphanigeria.com/>
8. N a t i o n a l H o s p i t a l A b u j a
<http://www.nationalhospitalabuja.net/>
9. T o t a l H e a l t h T r u s t L i m i t e d
<http://www.totalhealthtrust.com/>
10. H y g e i a H e a l t h M a i n t e n a n c e O r g a n i z a t i o n
<http://www.hygeiahmo.com/>

1. C h a m p i o n N e w s p a p e r
<http://www.champion-newspapers.com/>
2. Nigerian Entertainment Online Magazine
<http://www.nigerianentertainment.com/>
3. G u a r d i a n N e w s p a p e r
<http://www.guardiannewsngr.com/>
4. A personal Art-related website
<http://www.camwood.org/>
5. V a n g u a r d N e w s p a p e r
<http://www.vanguardngr.com/>
6. Macmillan Nigeria Publishers Limited
<http://www.macmillan-africa.com/Contacts/Nigeria.htm>

7. Brand Believers Limited
<http://www.brandbelieversng.com>
8. Taijo Wonukabe Limited
<http://www.taijowonukabe.com>
9. G r a f i x & T e x t
<http://www.grafixntext.8m.com/>
10. African Independent Television
<http://aittv.com/>

1. Nigerian Breweries Plc
<http://www.nbplc.com/>
2. Benue Brewery Limited <http://bblnig.com/>
3. British America Tobacco
<http://www.batnigeria.com/>
4. Dana <http://www.aquadana.com/>
5. Coca-Cola Nigeria Limited
<http://www.nigeria.coca-cola.com/>
6. Cowbell Foods <http://www.promasidor-ng.com/>
7. Baker's World Limited
<http://www.bakersworld.biz/>
8. Genesis Foods Nigeria Limited
<http://www.genesisfoodsng.com/>
9. Tantalizers Nigeria
<http://tantalizersnig.com/>
10. Cadbury Nigeria Plc.
<http://cadburynigeria.com/>

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1. Country Home Real Estate Company
<http://www.countryhome-ng.com/>

2. Diya Fatimilehin & Co. <http://www.diya-fatimilehin.com/>

3. Ismail and Partners
<http://www.ismailandpartners.com/>

4. Knight Frank Estate Agency
<http://www.knightfrank.com/nigeria/en/>

5. Marriot Properties <http://www.marriot-nigeria.com/>

6. Paul Osaji & Co
<http://www.paulosaji.com/>

7. Crown Realities Plc
<http://www.crownrealities.com/>

8. Legacy Realities
<http://www.legacyrealities.com/>

9. Leadmac property & development co. ltd
<http://www.leadmac.com/>

10. Ubosi Eleh & Company
<http://www.ubosieleh.com/asp/>

Education

1. American International School of Abuja
<http://www.aisabuja.com/>

2. ABTI - American University
<http://www.aaun.edu.ng/>

3. Lagos Polytechnic
<http://www.mylaspotech.com/>

4. Auchi Polytechnic <http://www.auchipoly-online.com/>

5. Lekki British Junior School
<http://www.lekkibritishhigh.com/>

6. Obafemi Awolowo University
<http://www.oauife.edu.ng/>

7. University of Ibadan
<http://www.ui.edu.ng/>

8. Financial Institutions Training Centre (FITC) <http://www.fitc-ng.com/>

9. Covenant University
<http://www.covenantuniversity.com/>

10. Federal University of Technology, Akure
<http://www.futa.edu.ng/>

Religious institutions

1. Anglican Church of Nigeria
<http://www.anglican-nig.org/>

2. Deeper Christian Life Ministry
<http://www.dclm.org/>

3. Eckankar Nigeria
<http://www.eckankarnigeria.org/>

4. Redeemed Christian Church of God
<http://www.rccg.org/>

5. Day Star Christian Centre
<http://www.daystarng.org/>

6. Winners' Chapel
<http://www.winnerscanaanland.org/>

7. Salem International Centre
<http://www.saleminternational.net/>

8. The Lahore Ahmadiyya Movement
<http://www.muslim.org/photos/nig.htm>

9. NASFAT <http://www.nasfat.org/>
10. F O M W A N
<http://www.ifh.org.uk/fomwan.html>

<http://www.citn.org/>

5. ICAN <http://www.ican-ngr.org/>
6. Medical and Dental Consultants' Association of Nigeria <http://www.mdcan-ng.org/>
7. Nigerian Bar Association
<http://www.nigerianbar.com/>
8. Nigerian Institute of Town Planners
<http://www.nitp-ng.org/>
9. Nigerian Society of Engineers
<http://www.nse.org.ng/>
10. Nigerian Medical Association
<http://www.nigeriannma.org/>

Professional associations/bodies

1. Chartered Institute of Bankers Nigeria
<http://www.cibnnigeria.org/>
2. Chartered Institute of Personnel
M a n a g e m e n t
<http://www.cipmnigeria.org/>
3. Chartered Insurance Institute of Nigeria
<http://www.ciinigeria.com/>
4. Chartered Institute of Taxation of Nigeria