

TARABA STATE AFTERCARE AND RETENTION STRATEGY DOCUMENT



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1. Executive Summary

This strategy outlines Taraba State's framework for investor aftercare and retention, aimed at strengthening relationships with existing investors, resolving operational challenges, and encouraging reinvestment. It aligns

with TARIPA's mission to facilitate and retain investments by creating a business-friendly environment.

2. Policy Context

Established under the Taraba State Establishment Law of 2021, TARIPA is mandated to promote, facilitate, and retain investments. This strategy supports the TARIPA objective of improving the investment environment in Taraba State and complements national efforts led by **Nigerian Investment Promotion Commission. (NIPC).** -

3. Objectives

- Ensure sustained investor satisfaction and confidence
 - Identify and resolve investor grievances proactively
 - Encourage reinvestment and expansion by existing investors
 - Strengthen Taraba's reputation as a reliable investment destination
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4. Strategic Pillars

4.1 Investor Relationship Management

- Assign dedicated Relationship Officers to strategic investors
- Maintain regular engagement through quarterly check-ins and feedback sessions
- Develop a CRM system to track investor interactions and concerns

4.2 Grievance Resolution Mechanism

- Establish a formal Investor Grievance Desk within TARIPA
- Implement a 10-day resolution timeline for reported issues
- Coordinate with relevant MDAs to address regulatory bottlenecks

4.3 Business Facilitation Services

- Provide support for licensing, permits, and regulatory compliance
- Offer fast-track services for expansion projects
- Facilitate access to incentives and credit schemes

4.4 Policy Advocacy

- Collect investor feedback to inform policy reforms
- Engage with State Executive Council to address systemic challenges
- Publish annual “Investor Sentiment Report” to guide decision-making

4.5 Reinvestment Promotion

- Identify high-performing investors with reinvestment potential
- Organize sector-specific roundtables to showcase new opportunities
- Offer tailored incentive packages for expansion projects

5. Implementation Framework

Activity	Lead Unit	Timeline	Output
Launch CRM System	Investor Relations	Q4 2024	Functional CRM platform
Establish Grievance Desk	Legal & Compliance	Q4 2024	Operational desk with SOPs
Quarterly Investor Forums	Investor Services	Starting Q1 2025	Feedback reports
Annual Sentiment Report	Policy & Research	Q4 2025	Published report
Reinvestment Roundtables	Strategy & Planning	Biannual	Sectoral engagement outcomes

6. Monitoring & Evaluation

- KPIs: Investor satisfaction rate, grievance resolution time, reinvestment volume
 - Annual review of strategy effectiveness
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7. Conclusion

This strategy positions Taraba State as a proactive and investor-friendly destination. Through structured engagement, grievance resolution, and reinvestment support, TARIPA will ensure that existing investors remain committed partners in the state's economic development.

