

# Tradealert

A BI-WEEKLY EXPORT TRADE BULLETIN

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## Business Innovation: A Catalyst for Growth for Kenyan Exporters

In today's fast-paced global economy, embracing business innovation can unlock new markets, streamline operations, and enhance competitiveness both locally and internationally.

Business innovation refers to the process of introducing new ideas, workflows, methodologies, services, or products to improve business performance. It can take many forms, including:

- 1. Product Innovation:** Creating new or improved products to meet changing customer needs.
- 2. Process Innovation:** Enhancing internal operations for greater efficiency and cost-effectiveness.
- 3. Market Innovation:** Exploring new markets or customer segments.
- 4. Organizational Innovation:** Restructuring business models or adopting new technologies.

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