



# Sweet Success

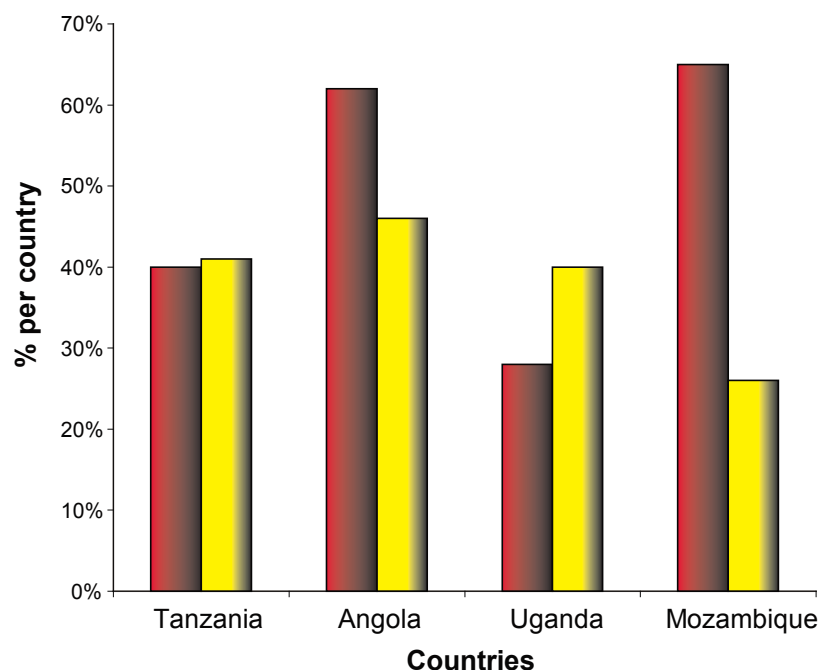
**We all want to have the kind of lifestyles we see the on the silver screen.**

Even if they are fictitious, we would like to lie in a hammock hanging between two coconut trees, sipping an exotic cocktail as the kids play in slow motion.

Across Africa, the desire for success – professional and personal – runs deep in our veins. But it is the people of Mozambique and Angola who take the cake and the icing: 6 in 10 people in both countries are hungry to get to the top of their careers.

The desire for success in business is strong in Tanzania, Angola and Uganda. Out of every ten people we spoke to, at least four believed starting their own businesses is a one-way ticket to success.

DESIRE FOR SUCCESS IN AFRICA



■ Desire for professional success  
■ Desire for business success

Data is sourced from **Maisha** a Pan-African lifestyle study conducted by Consumer Insight in the commercial capitals of more than 14 African countries.

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