

INTERVENTION BRIEF | MSE SYSTEM

DIGITAL MARKETING SERVICE FOR MICRO & SMALL ENTERPRISES

THE PROBLEM

Lack of operational space, market visibility, and market information are critical constraints affecting the performance and growth of women and youth owned micro and small enterprises (MSEs). E-commerce has the potential to increase visibility and reach of MSEs, however, online marketplaces in Ethiopia have not been well developed due to several constraints.



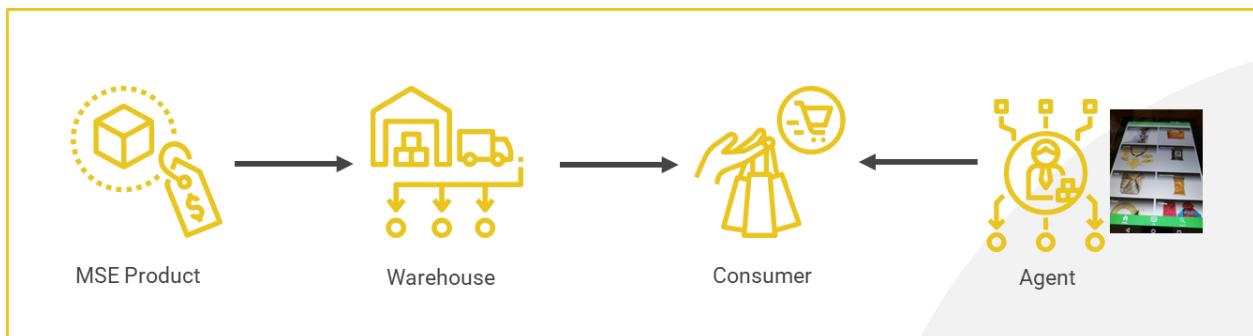
OUR INTERVENTION

LIWAY partnered with private technology provider BelCash Technology Solutions PLC and Addis Ababa Bureau of Labour, Enterprise, and Industrial Development (BoLEID) to pilot an intervention to increase revenue potential of MSEs through e-commerce. Through a digital marketing platform called HelloMarket (www.helloomarket.com), MSEs are linked with over 1.2 million viewers monthly. The service provides improved payment capabilities and includes a warehouse receipt system where MSEs deliver and store their products, which are transported to buyers through strategic partnerships with logistic service providers. MSEs are also provided with technical and marketing training, as well as access to customer feedback and information on consumer preferences through the platform.



BelCash developed HelloMarket and runs the platform and associated support services, including strategic partnerships with logistic service providers. BoLEID plays a critical role in creating awareness about the platform and scaling up the intervention to benefit a larger number of MSEs. LIWAY co-financed the pilot and provided information and technical assistance to co-create the business model and understand and link to the target groups.

The intervention aims to serve 2,500 women and youth owned MSEs during the pilot phase, primarily those engaged in manufacturing in Addis Ababa, including food and 'Baltina' (meaning homemade food products in Amharic).



KEY ACHIEVEMENTS TO DATE

- LIWAY and BelCash pioneered the inclusive e-commerce business and became a key player in developing the e-commerce ecosystem and in policy advocacy.
- The HelloMarket platform is developed and functional.
- Efficient and integrated support services are in place for effective functioning of the service, including warehouse, payment, and delivery systems.
- HelloMarket provides multiple sales outlets through well-integrated ordering and payment systems, which includes access through Telegram, Facebook, Instagram, SMS, and a call centre.
- Over 1,200 MSEs are actively accessing the digital marketplace, which has resulted in increased product visibility to an average of 1.2 million viewers per month.
- Over 2,500 women and youth have benefitted from accessing digital markets.
- Over 40,000 products have been sold, generating over 11 million ETB for women and youth through the platform.

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The Livelihoods Improvement for Women and Youth (LIWAY) programme aims to increase incomes of poor women and youth in Addis Ababa through improved wage and self-employment opportunities. We work in four interrelated market systems to create sustainable change: labour, micro and small enterprise (MSE), medium and large enterprise (MLE), and skills. LIWAY is funded by the Swedish International Development Cooperation Agency (Sida) and is implemented by a consortium of partners composed of SNV Netherlands Development Organisation, Mercy Corps, TechnoServe, and Save the Children International.

For more information, visit: www.liway.org