

TECHNOSERVE MICRO-RETAIL STAKEHOLDERS FORUM



SUMMARY

Media Type	No. of articles	AVE(Ksh)	PRV(Ksh)	Reach
Print	2	140,858.00	422,574.00	1,880,300.00
Broadcast	1	324,070.00	972,210.00	4,600,000.00
Online	29	2,330,000.00	6,990,000.00	11,140,000.00
Total	32	2,794,928.00	8,384,784.00	17,620,300.00

PRINT ARTICLES



Date: 28-Nov-2022
Publication: Daily Nation
Page; 27
Topic: Swiss Ambassador to Kenya Valentin Zellweger with Techniservice
AVE: 24,232.00
PRV: 72,696.00
Reach: 1,100,000.00
Tonality: Positive



Swiss Ambassador to Kenya Valentin Zellweger (left) speaks with TechnoServe's Alice Waweru and Stephen Mokoro at the 6th micro-retail stakeholder's forum. TechnoServe says digitisation and other initiatives such as proper bookkeeping can increase retailers' longevity and increase revenues by up to 45 per cent.

Date: 23-Nov-2022
Publication: Business Daily
Page: 10
Topic: Time is ripe for duka owners to form a formidable association
AVE: 116,626.00
PRV: 349,878.00
Reach: 780,300.00
Tonality: Positive

Time is ripe for duka owners to form a formidable association



Kenyan micro-retailers or duka owners are eagerly awaiting the roll-out of the Hustler Fund, which makes it a good time to toy with some ideas on what these entrepreneurs can do to ensure that they harness the full potential of the Sh50 billion worth of credit on offer.

One way that duka owners can leverage these funds is to begin clubbing together or forming some form of cooperative that can in turn enable them to achieve economies of scale. It is important to note that even the Hustler Fund recognises the importance of coming together and hence its requirement that beneficiaries must be members of micro, small, and medium enterprises (MSMEs), saccos,

chama and table banking groups, or any other registered association.

By forming an umbrella body or an association microretailers have the numbers necessary to negotiate better trade terms with manufacturers and distributors, loan terms from financial institutions, and discounts on bulk buying.

These savings would eventually find their way to the retailers' profits, a blessing especially in these tough economic times when runaway inflation has made profit margins in the sector razor-thin.

Having an association with many members will better amplify concerns with relevant regulators and other industry players as opposed to each micro-retailer raising their individual concerns.

Furthermore, bringing together many players in a fragmented market under a structured organisation or brand would also benefit policymakers because they would now have

access to better data which in turn makes crafting of relevant policies. Better data is also needed to design other important financial products such as insurance.

The good news is that Kenya has good examples of how small players can unite to create a behemoth to steamroll challenges and uplift the lives and livelihoods of their members. A good example of the power of forming associations can be borrowed from the Kenya Tea Development Agency (KTDA) which champions the interests of over 620,000 smallholder tea farmers.

KTDA has evolved from marketing tea for smallholder farmers to offering financial services including credit and insurance, generating power, tea blending and packaging. Its members benefit from fertiliser that is sold at good prices because the organisation buys in bulk on their behalf.

The writer is the regional programme manager, TechnoServe

BROADCAST ARTICLES





Broadcast

DATE	STATION	HEADLINE	TIME	Tonality	AVE(Ksh.)	PRV(Ksh.)	Reach
29-Nov-2022	KBC Channel 1	<u>Leveraging on tech-MSMEs shift to digital solutions to boost credit access and efficiency</u>	13:44	Positive	324,070	972,210	4,600,000



ONLINE ARTICLES



<https://www.youtube.com/watch?v=W4rBmZNeAHw>



#KBCchannel1 #KBCbusiness #KenyaNews

Leveraging on tech | MSMEs shift to digital solutions to boost credit access and efficiency

Date: 29-Nov-2022
Publication: <https://www.youtube.com/>
Topic: Leveraging on tech | MSMEs shift to digital solutions to boost credit access and efficiency
AVE: 80,000.00
PRV: 240,000.00
Reach:
Tonality: **Positive**



INSPIRATION

Passion to digitise SMEs wins Kenyan startup Sh31m in funding

Like many other startups Market force technologies, according to Mbabu was conceptualised to help shops commonly referred to as duka's to formalize their operations and increase their profits.

In Summary

- In recent years, there has been a boom in African startups attracting funding from local and international investors.
- Mbabu says with a clear framework of the operations of small businesses they will be able to create a credit score and access funding.

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Like many other startups Market force technologies, according to Mbabu were conceptualised to help shops commonly referred to as duka's to formalize their operations and increase their profits.

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Statistics show that Dukas in Kenya supply roughly 80 percent of consumer goods and are often run by women or families.

They take products and services closer to the people and are the only ones that are known to sometimes give goods on credit to the lowest consumer along the value chain.

Despite the massive advantages in Kenya, they still face many challenges and are unable to run efficiently, resulting in lower earnings for their owners and even access to funding due to their informal nature.

It is for this reason that Mbabu says the firm was born to ensure that small businesses are formalized and positioned strategically to access funding.

“Across the continent, the African financial services industry remained largely informal, with most transactions completed in cash and a high percentage of the population lacking access to personal banking and other financial services products,” said Mbabu.

Date: 28-Nov-2022
Publication: <https://www.the-star.co.ke/>
Topic: Passion to digitise SMEs wins Kenyan startup Sh31m in funding
AVE: 120,000.00
PRV: 360,000.00
Reach: 450,000.00
Tonality: Positive

<https://newstrends.co.ke/how-digitization-is-improving-performance-and-creating-opportunities-for-duka-owners/>

NewsTrends
.co.ke

How digitization is improving performance and creating opportunities for duka owners

TechnoServe has assisted 23,069 micro-retailers to access \$5.28 million in loans

by Admin — 25 November 2022 In Business



Duka owners or micro-retailers have embraced the use of technology in operating their businesses, which is improving performance, says the non-profit international development organization TechnoServe.

TechnoServe says micro-retailers are using digital solutions provided by Retail Pay, Tanda, and Market Force, in key areas including financial management, inventory management, and financial services, which in turn is improving the performance of these businesses.

"Digitization of processes is making it possible for micro-retailers to improve supply chains, financial linkages, and inventory management all of which are necessary to efficiently serve customers," said TechnoServe Regional Program Manager Alice Waweru.

She added that capturing of data and processing it also presents an opportunity for micro-retailers to make better data-driven decisions.

These insights arose from the 6th Stakeholder's forum hosted by TechnoServe and its partners, including Moody's Foundation, elea Foundation for Ethics in Globalization, MasterCard Centre for Inclusive Growth (MCIG), Citi Foundation, and the University of Nairobi.

TechnoServe has additionally found that improving efficiencies coupled with other initiatives such as proper bookkeeping can increase micro retailers' longevity and increase revenues by up to 45 percent.

The organization is additionally working on ways to improve micro retailers' efficiency; including giving technical advice on how these businesses can aggregate to benefit from economies of scale.

Since 2015, the organization has worked with 55,435 micro-retailers on improving their enterprises.

Date: 25-Nov-2022
Publication: <https://newstrends.co.ke/>
Topic: How digitization is improving performance and creating opportunities for duka owners
AVE: 80,000.00
PRV: 240,000.00
Reach: 480,000.00
Tonality: **Positive**

<https://lyfe.co.ke/technoserve-set-to-host-the-6th-micro-retail-stakeholders-forum/>



TechnoServe Set To Host The 6Th Micro-Retail Stakeholders Forum

by admin — 18 November 2022 in Business

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TechnoServe is set to host the 6th Micro-retail Stakeholders Forum which will bring together the ecosystem of players within and without Kenya's micro-retail sector to share their learnings, gaps, and opportunities that exist within the sector.

The event comes to Kenya at a time there is a heated debate on the state of businesses within the country in terms of access to finance, food security, job creation, gender, digital technology, and regenerative entrepreneurship among others. I would confidently say this is at the heart of the government of the day dubbed the "hustler movement".

Since 2015, TechnoServe Micro-retail programs have worked with over 53,835 micro-entrepreneurs across Kenya, Nigeria, Côte d'Ivoire, and Tanzania. This is in a bid to help them improve their operations and profitability as well as maximize their economic potential.

The organization has impacted businesses through training in financial management, marketing, customer service, supply chain, and inventory management while providing the necessary linkages to finance, markets, and information. The wise Kofi Anan once stated that *Knowledge is power but knowledge is liberating*. The initiatives have been supported by a range of key partners—including the Citi Foundation, the elea Foundation for Ethics in Globalization, the MasterCard Centre for Inclusive Growth, the Mastercard Foundation, The University Nairobi, Women Economic Empowerment (WEE) Hub, and Moody's Foundation.

You might also like

- ▶ How digitization is improving performance and creating opportunities for duka owners
- ▶ Why Kenyan SMEs Urgently Need Kenyan Solutions
- ▶ Young job creators invited to apply for the Anzisha Prize fellowship now!

Date: 18-Nov-2022
Publication: <https://lyfe.co.ke/>
Topic: TechnoServe Set To Host The 6Th Micro-Retail Stakeholders Forum
AVE: 70,000.00
PRV: 210,000.00
Reach: 280,000.00
Tonality: **Positive**

<https://thetimes.co.ke/2022/11/25/how-digitization-is-improving-performance-and-creating-opportunities-for-duka-owners/>



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How digitization is improving performance and creating opportunities for duka owners

Date: 25-Nov-2022
Publication: <https://thetimes.co.ke/>
Topic: How digitization is improving performance and creating opportunities for duka owners
AVE: 85,000.00
PRV: 255,000.00
Reach: 480,000.00
Tonality: **Positive**

<https://thetimes.co.ke/2022/11/25/digitization-has-enabled-small-duka-owners-adequately-serve-customers-and-increase-the-longevity-of-the-enterprises/>



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BUSINESS NEWS

How Technoserve has Changed Micro-retail Enterprises

Date: 25-Nov-2022
Publication: <https://thetimes.co.ke/>
Topic: How Technoserve has Changed Micro-retail Enterprises
AVE: 85,000.00
PRV: 255,000.00
Reach: 480,000.00
Tonality: Positive

<https://www.ceoafrika.co.ke/how-digitization-is-improving-performance-and-creating-opportunities-for-duka-owners/>

CEO AFRICA

HOW DIGITIZATION IS IMPROVING PERFORMANCE AND CREATING OPPORTUNITIES FOR DUKA OWNERS

November 25, 2022 | Nemuel Ondima



Duka owners have benefitted massively from the digitization of their small shop services. This has been made possible by TechnoServe's initiative to enable small duka owners to adequately serve customers and increase the longevity of the enterprises. They will now have access to digital solutions such as financial management, and inventory management.

The micro-retailers have really welcomed the use of technology in operating their businesses, which is improving performance, says the non-profit international development organization TechnoServe. TechnoServe says micro-retailers are using digital solutions provided by Retail Pay, Tanda, and Market Force, in key areas including financial management, inventory management, and financial services, which in turn is improving the performance of these businesses.

"Digitization of processes is making it possible for micro-retailers to improve supply chains, financial linkages, and inventory management all of which are necessary to efficiently serve customers," said TechnoServe Regional Program Manager Alice Waweru.



Date: 25-Nov-2022
Publication: <https://www.ceoafrika.co.ke/>
Topic: HOW DIGITIZATION IS IMPROVING PERFORMANCE AND CREATING OPPORTUNITIES FOR DUKA OWNERS
AVE: 80,000.00
PRV: 240,000.00
Reach: 450,000.00
Tonality: Positive

<https://www.nairobidaily.com/how-digitization-is-improving-performance-and-creating-opportunities-for-duka-owners/>

nairobidaily



All News Business

How digitization is improving performance and creating opportunities for duka owners

Date: 25-Nov-2022
Publication: <https://www.nairobidaily.com/>
Topic: How digitization is improving performance and creating opportunities for duka owners
AVE: 69,000.00
PRV: 207,000.00
Reach: 270,000.00
Tonality: Positive

Digitization has enabled small duka owners adequately serve customers and increase the longevity of the

enterprises

Digital solutions are being used in processes such as financial management, and inventory management

TechnoServe has assisted 23,069 micro-retailers to access \$5.28 million in loans

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"Digitization of processes is making it possible for micro-retailers to improve supply chains, financial linkages, and inventory management all of which are necessary to efficiently serve customers," said TechnoServe Regional Program Manager Alice Waweru.

She added that capturing of data and processing it also presents an opportunity for micro-retailers to make better data-driven decisions.

<https://sokodirectory.com/2022/11/how-digitization-is-improving-performance-of-duka-owners/>



How Digitization Is Improving Performance Of Duka Owners

By Soko Directory Team / Published November 25, 2022 | 10:44 am



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Duka owners or micro-retailers have embraced the use of technology in operating their businesses, which is improving performance, says the non-profit international development organization TechnoServe.

TechnoServe has additionally found that improving efficiencies coupled with other initiatives such as proper bookkeeping can increase micro retailers' longevity and increase revenues by up to 45 percent.

The organization is additionally working on ways to improve micro retailers' efficiency; including giving technical advice on how these businesses can aggregate to benefit from economies of scale.

Since 2015, the organization has worked with 55,435 micro-retailers on improving their enterprises.

Additionally, 23,369 micro-retailers have managed to secure loans valued at \$5,277,848 through the assistance of TechnoServe's Smart Duka program.

Micro-retailers can additionally fill the gap left by large multinational retailers exiting Kenya and the wider African retail market, especially if these businesses digitize their processes.

"There is a great opportunity for micro-retail shop owners as large multinational retail outlets exit the Africa retail market space but to efficiently fill this gap duka owners must use technology to improve processes," said Ms. Waweru.

Date: 25-Nov-2022
Publication: <https://sokodirectory.com/>
Topic: How Digitization Is Improving Performance Of Duka Owners
AVE: 80,000.00
Reach: 240,000.00
Reach: 430,000.00
Tonality: **Positive**

Digitization Is The Way For Duka Owners In Kenya

Duka owners or micro-retailers have embraced the use of technology in operating their businesses, which is improving performance, says the...



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Date: 25-Nov-2022
Publication: <https://thebusinesswatch.com/>
Topic: Digitization Is The Way For Duka Owners In Kenya
AVE: 85,000.00
PRV: 255,000.00
Reach: 480,000.00
Tonality: **Positive**



INNOVATION

Small retailers leveraging on tech to improve performance

They are using digital solutions in key areas of their businesses

In Summary

- Digitisation of processes is making it possible for micro-retailers to improve supply chains, financial linkages, and inventory management.
- Capturing data and processing it also presents an opportunity for micro-retailers to make better data-driven decisions.

Duka owners are riding on technology to undertake their day-to-day operations, improving performance, says the non-profit international development organization TechnoServe.

The firm says micro-retailers are using digital solutions provided by Retail Pay, Tanda, and Market Force in key areas of their businesses.

ADVERTISING



"Digitisation of processes is making it possible for micro-retailers to improve supply chains, financial linkages, and inventory management all of which are necessary to efficiently serve customers," said TechnoServe Regional Programme Manager Alice Waweru.

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Date: 25-Nov-2022
Publication: <https://www.the-star.co.ke/>
Topic: Small retailers leveraging on tech to improve performance
AVE: 120,000.00
PRV: 360,000.00
Reach: 450,000.00
Tonality: **Positive**

TechnoServe Accelerates Technology use by Duka Owners,



Duka owners, micro-retailers have embraced the use of technology in operating their businesses

This will help improve performance, as the non-profit international development organization TechnoServe observed.

TechnoServe says micro-retailers are using digital solutions provided by Retail Pay, Tanda, and Market Force, in key areas including financial management, inventory management, and financial services, which in turn is improving the performance of these businesses.

“Digitization of processes is making it possible for micro-retailers to improve supply chains, financial linkages, and inventory management all of which are necessary to efficiently serve customers,” said Alice Waweru Technorati Regional Program Manager .

Date: 25-Nov-2022
Publication: <https://jamesnygoti.wordpress.com/>
Topic: Technoserve accelerates technology use by Duka owners
AVE: 60,000.00
PRV: 180,000.00
Reach: 80,000.00
Tonality: **Positive**

<https://tukonews.co.ke/2022/11/25/how-digitization-is-improving-performance-and-creating-opportunities-for-duka-owners/>



How digitization is improving performance and creating opportunities for duka owners

Jablin Ochieng · November 25, 2022



Smart Duka The Story of Developing

Digitization has enabled small duka owners adequately serve customers and increase the longevity of the enterprises

Digital solutions are being used in processes such as financial management, and inventory management

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Micro-retailers can additionally fill the gap left by large multinational retailers exiting Kenya and the wider African retail market, especially if these businesses digitize their processes.

Date: 25-Nov-2022
Publication: <https://tukonews.co.ke/>
Topic: How digitization is improving performance and creating opportunities for duka owners
AVE: 80,000.00
PRV: 240,000.00
Reach: 430,000.00
Tonality: Positive



How Micro-Retailers Are Largely Benefitting from The Use of Technology

By staff reporter November 25, 2022 No Comments



Shop owners and micro-retailers have embraced the use of technology in operating their businesses, which is improving performance, as has been observed by the non-profit international development organization TechnoServe.

TechnoServe notes that micro-retailers are using digital solutions provided by Retail Pay, Tanda, and Market Force, in key areas including financial management, inventory management, and financial services, which in turn is improving the performance of these businesses.

“Digitization of processes is making it possible for micro-retailers to improve supply chains, financial linkages, and inventory management all of which are necessary to efficiently serve their customers,” said TechnoServe Regional Program Manager Alice Waweru. She added that capturing of data and processing it also presents an opportunity for micro-retailers to make better data-driven decisions in their day-to-day operations.

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Date: 25-Nov-2022
Publication: <https://kenyatopstories.co.ke/>
Topic: How Micro-Retailers Are Largely Benefitting from The Use of Technology
AVE: 60,000.00
PRV: 180,000.00
Reach: 150,000.00
Tonality: **Positive**

<https://www.newsline.co.ke/how-micro-retailers-are-largely-benefitting-from-the-use-of-technology/>



How Micro-Retailers Are Largely Benefitting from The Use of Technology.

admin · November 25, 2022



23 200 Views

By Njeri Irungu

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Topic: How Micro-Retailers Are Largely Benefitting from The Use of Technology.
AVE: 60,000.00
PRV: 180,000.00
Reach: 180,000.00
Tonality: Positive

<https://bizwatchkenya.com/business/digitization-improving-performance-and-creating-opportunities-for-duka-owners/>



Digitization improving performance and creating opportunities for Duka owners

By Lanny Majangah - November 25, 2022



- Digitization has enabled small duka owners adequately serve customers and increase the longevity of the enterprises
- Digital solutions are being used in processes such as financial management, and inventory management
- TechnoServe has assisted 23,069 micro-retailers to access \$5.28 million in loans
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Date: 25-Nov-2022
Publication: <https://bizwatchkenya.com/>
Topic: Digitization improving performance and creating opportunities for Duka owners
AVE: 78,000.00
PRV: 234,000.00
Reach: 480,000.00
Tonality: **Positive**

<https://kenyanbusinessfeed.com/majority-of-micro-retailers-benefitting-from-use-of-technology-technoserve/>



Majority of Micro-Retailers Benefitting From Use of Technology-TechnoServe

by Neymar — November 25, 2022. In Markets, News 0

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Date: 25-Nov-2022
Publication: <https://kenyanbusinessfeed.com/>
Topic: Majority of Micro-Retailers Benefitting From Use of Technology-TechnoServe
AVE: 78,000.00
PRV: 234,000.00
Reach: 410,000.00
Tonality: Positive

<https://sokodirectory.com/2022/11/did-you-know-dukas-provide-80-of-products-in-kenya/>



Did You Know: Dukas Provide 80% Of Products In Kenya

By Soko Directory Team / Published November 22, 2022 | 10:10 pm

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Small retail stores, known as Dukas, have mushroomed in Nairobi. That aside anyone would confess how convenient they are for all of us. It could be that one time you forgot you need to replenish the salt in the house. Or that time you wanted to buy groceries and maize flour and you found them at one stop shop which has a shop and a grocery stand at the front of the shop. For years, Dukas have been left out of the critical conversations of 'small businesses' even though they play a critical role in the lives of many Kenyans.

According to stats by TechnoServe, Dukas in Kenya supply roughly 80 percent of consumer goods and are often run by women or families. They take products and services closer to the people and are the only ones that are known to sometimes give goods on credit to the lowest consumer along the value chain.

Despite the massive advantages of Dukas in Kenya, they still face many challenges and are unable to run efficiently, resulting in lower earnings for their owners. Challenges were more dominant during the pandemic not only in our country but at a global level. To help Dukas in Nairobi navigate these challenges, in partnership with the elea Foundation for Ethics in Globalization and Citi Foundation, TechnoServe has been working to increase the profitability of over 1,000 high-potential shops in Nairobi through their Smart Duka initiative.



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The methodology combines individual in-store consulting, group training, association formation, and innovative digital solutions that have seen them sustain their businesses, strengthen the supply chain and play a major role in digital financial inclusion.

The Smart Duka tools equip shop owners with management skills and business knowledge. They can foster business networks, and optimize stores' financial performance, aesthetics, product offerings, and displays. The project also explores practical digital solutions that enable Nairobi's shopkeepers to manage inventory efficiently and make mobile payments.

Date: 22-Nov-2022
Publication: <https://sokodirectory.com/>
Topic: Did You Know: Dukas Provide 80% Of Products In Kenya
AVE: 80,000.00
Reach: 240,000.00
Reach: 430,000.00
Tonality: **Positive**

<https://thebusinesswatch.com/how-technoserve-is-breathing-life-into-dukas/>



How TechnoServe Is Breathing Life Into Dukas

Small retail stores, known as Dukas have mushroomed in Nairobi. That aside anyone would confess how convenient they are for...



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The program works on the promise that Micro and small businesses form the backbone of emerging economies and, according to the International Labor Organization, generate approximately 90 percent of employment in Sub-Saharan Africa. Furthermore, micro-retail outlets are an essential source of basic goods and services for vulnerable communities and serve as a vital link in food supply chains.

Date: 22-Nov-2022
Publication: <https://thebusinesswatch.com/>
Topic: How TechnoServe Is Breathing Life Into Dukas
AVE: 85,000.00
PRV: 255,000.00
Reach: 480,000.00
Tonality: **Positive**

Challenges Facing MSMEs In Kenya And How TechnoServe Is Helping

Kenya's economy runs on the wheels of entrepreneurs. The sector employs at least 86 percent of the population and contributes...



Statistics from the Kenya National Bureau of Statistics (KNBS) showed that at least 450,000 entrepreneurs are shutting down annually. With the advent of Covid-19, the numbers might have risen to unimaginable ranks.

The problems that these group segments face vary on the different demographics, age, gender, financial literacy, and educational background just to name but a few.

Let us discuss how easy it is to access financing in our country even at an individual level. Often are the times that desperation leads to most of us borrowing from loan apps. These apps have ruthless interest rates. Imagine how hard it is for a retailer looking for a lump sum amount to boost his or her business from a bank. Financial institutions have not made this process for retailers a walk in the park. They are required to give collateral as a guarantee of payment to the loans they seek.

The change of guard in various technology platforms has not made their business easy. Technology evolves daily and new methodologies are put in place may be difficult to execute for some retailers. However, TechnoServe has brought light into this by constantly offering training to these retailers and thus they are able to go about it smoothly.

The need to cultivate a saving culture is a value that TechnoServe helps inculcate in retailers. This enables them to have business continuity. There are able to get more stock of products, able to cater to their daily and family needs and to top it all it helps money circulation in the economy

Date: 21-Nov-2022
Publication: <https://thebusinesswatch.com/>
Topic: Challenges Facing MSMEs In Kenya And How TechnoServe Is Helping
AVE: 85,000.00
PRV: 255,000.00
Reach: 480,000.00
Tonality: **Positive**

<https://sokodirectory.com/2022/11/what-are-some-major-challenges-facing-msmes-in-kenya/>



Research Mapping Trading Your Investment

What Are Some Major Challenges Facing MSMEs In Kenya?

By Soko Directory Team / Published November 21, 2022 | 9:29 pm

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Kenya's economy runs on the wheels of entrepreneurs. The sector employs at least 86 per cent of the population and contributes at least 30 percent to Kenya's gross domestic product (GDP).

The change of guard in various technology platforms has not made their business easy. Technology evolves daily and new methodologies are put in place may be difficult to execute for some retailers. However, TechnoServe has brought light into this by constantly offering training to these retailers and thus they are able to go about it smoothly.

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All said, let me dive deeper into what TechnoServe does.

TechnoServe, a non-profit organization that develops business solutions to poverty by linking people to information, capital, and markets, has been at the forefront of providing solutions to small businesses within the country.

The organization works with enterprising people in the developing world to build competitive farms, businesses, and industries that have often ended up bringing a transformation of the micro-retail sector.

Through programs and forums such as the micro-retail stakeholder's forum that TechnoServe Kenya holds every year, micro-retail, which is a subset of TechnoServe's Entrepreneurship practice, has evolved into a large portfolio of programs that work in unison to impact businesses.

Date: 21-Nov-2022

Publication: <https://sokodirectory.com/>

Topic: What Are Some Major Challenges Facing MSMEs In Kenya?

AVE: 80,000.00

Reach: 240,000.00

Reach: 430,000.00

Tonality: Positive

<https://sokodirectory.com/2022/11/technoserve-set-to-host-the-6th-micro-retail-stakeholders-forum/>



TechnoServe Set To Host The 6Th Micro-Retail Stakeholders Forum

By Soko Directory Team / Published November 18, 2022 | 1:58 pm

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TechnoServe is set to host the 6th Micro-retail Stakeholders Forum which will bring together the ecosystem of players within and without Kenya's micro-retail sector to share their learnings, gaps, and opportunities that exist within the sector.

The event comes to Kenya at a time there is a heated debate on the state of businesses within the country in terms of access to finance, food security, job creation, gender, digital technology, and regenerative entrepreneurship among others. I would confidently say this is at the heart of the government of the day dubbed the "hustler movement".

Since 2015, TechnoServe Micro-retail programs have worked with over 53,835 micro-entrepreneurs across Kenya, Nigeria, Côte d'Ivoire, and Tanzania. This is in a bid to help them improve their operations and profitability as well as maximize their economic potential.



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The organization has impacted businesses through training in financial management, marketing, customer service, supply chain, and inventory management while providing the necessary linkages to finance, markets, and information. The wise Kofi Anan once stated that *Knowledge is power but knowledge is liberating*. The initiatives have been supported by a range of key partners—including the Citi Foundation, the elea Foundation for Ethics in Globalization, the MasterCard Centre for Inclusive Growth, the MasterCard Foundation, The University Nairobi, Women Economic Empowerment (WEE) Hub, and Moody's Foundation.

In Kenya, the micro-retail sector has played a huge role in impacting the country's economy. Being part of the larger small and medium enterprises (SMEs), it employs about 86 percent of the population and provides about 30 percent of Kenya's GDP.

Date: 18-Nov-2022
Publication: <https://sokodirectory.com/>
Topic: TechnoServe Set To Host The 6Th Micro-Retail Stakeholders Forum
AVE: 80,000.00
Reach: 240,000.00
Reach: 430,000.00
Tonality: **Positive**

The 6Th Micro-Retail Stakeholders Forum Coming Up

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At the same time, micro-retailers in Kenya supply nearly 80 percent of all consumer goods sold in the country, mostly to low-income communities. The informal retail shops form the bulk of these group segments according to the Kenya National Bureau of Statistics.

With a fragmented retail market system that is plagued by high transaction costs, particularly at the last mile, micro-retailers provide a critical service that larger retailers and wholesalers have not managed to. Overcoming these obstacles presents an opportunity to unleash a huge wave of growth.

Date: 18-Nov-2022
Publication: <https://thebusinesswatch.com/>
Topic: The 6Th Micro-Retail Stakeholders Forum Coming Up
AVE: 85,000.00
PRV: 255,000.00
Reach: 480,000.00
Tonality: **Positive**



Why Kenyan SMEs Urgently Need Kenyan Solutions

by [admin](#) — 18 November 2022 in Business



Small and medium enterprises (SMEs) are the engines of economies within and without the African continent. Without them, hundreds of millions would be jobless, and the gross domestic product (GDP) would be on its knees.

In countries such as Kenya, SMEs account for more than 80 percent of the businesses, employ at least 86 percent of the population, and contribute about 45 percent to the country's GDP. SMEs are indeed the backbone of the economy.

Despite the massive advantages of SMEs within Kenya and the continent, they still face a myriad of challenges that have often threatened to bring millions of them down, hence threatening economies. Most solutions provided are proving to be futile.

Again, in Kenya, stats by the Kenya National Bureau of Statistics (KNBS) showed that at least 450,000 SMEs are shutting down annually. Breaking down means at least 30,000 are closing shop monthly and 1,000 doing so daily. These are scary numbers that need urgent and local solutions.

You might also like

- ▶ [How digitization is improving performance and creating opportunities for duka owners](#)
- ▶ [TechnoServe Set To Host The 6th Micro-Retail Stakeholders Forum](#)
- ▶ [Young job creators invited to apply for the Anzisha Prize fellowship now!](#)

Date: 18-Nov-2022
Publication: <https://lyfe.co.ke/>
Topic: Why Kenyan SMEs Urgently Need Kenyan Solutions
AVE: 70,000.00
PRV: 210,000.00
Reach: 280,000.00
Tonality: **Positive**



TechnoServe Set To Host The 6Th Micro-Retail Stakeholders Forum

by admin — 18 November 2022 in Business

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Since 2015, TechnoServe Micro-retail programs have worked with over 53,835 micro-entrepreneurs across Kenya, Nigeria, Côte d'Ivoire, and Tanzania. This is in a bid to help them improve their operations and profitability as well as maximize their economic potential.

The organization has impacted businesses through training in financial management, marketing, customer service, supply chain, and inventory management while providing the necessary linkages to finance, markets, and information. The wise Kofi Anan once stated that *Knowledge is power but knowledge is liberating*. The initiatives have been supported by a range of key partners—including the Citi Foundation, the elea Foundation for Ethics in Globalization, the MasterCard Centre for Inclusive Growth, the Mastercard Foundation, The University Nairobi, Women Economic Empowerment (WEE) Hub, and Moody's Foundation.

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<https://newstrends.co.ke/technoserve-set-to-host-the-6th-micro-retail-stakeholders-forum/>



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by Admin — 18 November 2022 in Business

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**Kenyans are
in disbelief
after the
most recent
revelation**

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Date: 18-Nov-2022
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Topic: TechnoServe Set To Host The 6Th Micro-Retail Stakeholders Forum
AVE: 80,000.00
PRV: 240,000.00
Reach: 480,000.00
Tonality: Positive

<https://newstrends.co.ke/why-kenyan-smes-urgently-need-kenyan-solutions/>

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Why Kenyan SMEs Urgently Need Kenyan Solutions

by Admin — 18 November 2022 in Business



Small and medium enterprises (SMEs) are the engines of economies within and without the African continent. Without them, hundreds of millions would be jobless, and the gross domestic product (GDP) would be on its knees.

In countries such as Kenya, SMEs account for more than 80 percent of the businesses, employ at least 86 percent of the population, and contribute about 45 percent to the country's GDP. SMEs are indeed the backbone of the economy.

Despite the massive advantages of SMEs within Kenya and the continent, they still face a myriad of challenges that have often threatened to bring millions of them down, hence threatening economies. Most solutions provided are proving to be futile.

Again, in Kenya, stats by the Kenya National Bureau of Statistics (KNBS) showed that at least 450,000 SMEs are shutting down annually. Breaking down means at least 30,000 are closing shop monthly and 1,000 doing so daily. These are scary numbers that need urgent and local solutions.

The coming of Covid-19, an event in history that the world never anticipated, made matters for many businesses around the world worse. Many of them shut down and millions of people lost their jobs. Normalcy has never returned for millions of them.

For years, three major challenges facing small businesses within and without Kenya have been; access to finance, access to information, and access to markets.

Of the three challenges, access to information, that is, coaching, training, mentorship, and guidance on how to run a business and get funding, has often been the leading. There is generally an information disconnect between SMEs and other industry players.

Date: 18-Nov-2022
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Topic: Why Kenyan SMEs Urgently Need Kenyan Solutions
AVE: 80,000.00
PRV: 240,000.00
Reach: 480,000.00
Tonality: **Positive**

<https://sokodirectory.com/2022/11/kenyan-smes-urgently-need-kenyan-solutions/>



Kenyan SMEs Urgently Need Kenyan Solutions

By Soko Directory Team / Published November 14, 2022 | 1:58 pm

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KEY POINTS

SMEs account for more than 80 percent of businesses, employ at least 86 percent of the population, and contribute about 45 percent to the country's GDP. SMEs are indeed the backbone of the economy.



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Organizations such as TechnoServe, a non-profit organization that develops business solutions to poverty by linking people to information, capital, and markets, have been at the forefront of providing solutions to small businesses within the country.

The organization works with enterprising people in the developing world to build competitive farms, businesses, and industries that have often ended up bringing a transformation of the micro-retail sector.

Through programs and forums such as the micro-retail stakeholder's forum that TechnoServe Kenya holds every year, micro-retail, which is a subset of TechnoServe's Entrepreneurship practice, has evolved into a large portfolio of programs that work in unison to impact businesses.

The micro-retail sector is an important contributor to Kenya's economic growth and a source of income and livelihood for many households. TechnoServe and its partners are providing Kenyan solutions to Kenyan SMEs and this is how it should be and we need to support them.

Date: 14-Nov-2022
Publication: <https://sokodirectory.com/>
Topic: Kenyan SMEs Urgently Need Kenyan Solutions
AVE: 80,000.00
Reach: 240,000.00
Reach: 430,000.00
Tonality: **Positive**

<https://thebusinesswatch.com/why-kenyan-smes-urgently-need-kenyan-solutions/>



Why Kenyan SMEs Urgently Need Kenyan Solutions

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Topic: Why Kenyan SMEs Urgently Need Kenyan Solutions
AVE: 85,000.00
PRV: 255,000.00
Reach: 480,000.00
Tonality: **Positive**

SOCIAL MEDIA





Social Media Amplification Report



Our team took part in the amplification of the TechnoServe event through:

- Content generation
- Blog post publication
- Social media support
- Event attendance
- Trending on Twitter





■ BLOG POSTS

How TechnoServe Is Breathing Life Into Dukas

Small retail stores, known as Dukas have mushroomed in Nairobi. That aside anyone would confess how convenient they are for...



<https://thebusinesswatch.com/how-technoserve-is-breathing-life-into-dukas/> Views: 31,094

Did You Know: Dukas Provide 80% Of Products In Kenya

By Soko Directory Team / Published November 22, 2022 | 10:10 pm

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<https://sokodirectory.com/2022/11/did-you-know-dukas-provide-80-of-products-in-kenya/> Views: 52,007

What Are Some Major Challenges Facing MSMEs In Kenya?

By Soko Directory Team / Published November 21, 2022 | 9:29 pm



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<https://sokodirectory.com/2022/11/what-are-some-major-challenges-facing-msmes-in-kenya/> Views: 20,631

Challenges Facing MSMEs In Kenya And How TechnoServe Is Helping

Kenya's economy runs on the wheels of entrepreneurs. The sector employs at least 86 percent of the population and contributes...



<https://thebusinesswatch.com/challenges-facing-msmes-in-kenya-and-how-technoserve-is-helping/> Views: 12,569

TechnoServe Set To Host The 6Th Micro-Retail Stakeholders Forum

by admin — 18 November 2022 in Business

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TechnoServe Set To Host The 6Th Micro-Retail Stakeholders Forum

By Soko Directory Team / Published November 18, 2022 | 1:58 pm

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<https://sokodirectory.com/2022/11/technoserve-set-to-host-the-6th-micro-retail-stakeholders-forum/> Views: 11,832

The 6Th Micro-Retail Stakeholders Forum Coming Up

TechnoServe is set to host the 6th Miro-retail Stakeholders Forum which will bring together the ecosystem of players within and...



<https://thebusinesswatch.com/the-6th-micro-retail-stakeholders-forum-coming-up/> Views: 7,322

TechnoServe Set To Host The 6Th Micro-Retail Stakeholders Forum

by Admin — 18 November 2022 in Business

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<https://newstrends.co.ke/technoserve-set-to-host-the-6th-micro-retail-stakeholders-forum/> Views: 670

Why Kenyan SMEs Urgently Need Kenyan Solutions

Small and medium enterprises (SMEs) are the engines of economies within and without the African continent. Without them, hundreds of...



<https://thebusinesswatch.com/why-kenyan-smes-urgently-need-kenyan-solutions/> Views: 16,374

Kenyan SMEs Urgently Need Kenyan Solutions

By Soko Directory Team / Published November 14, 2022 | 1:58 pm

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KEY POINTS

SMEs account for more than 80 percent of businesses, employ at least 86 percent of the population, and contribute about 45 percent to the country's GDP. SMEs are indeed the backbone of the economy.



<https://sokodirectory.com/2022/11/kenyan-smes-urgently-need-kenyan-solutions/> Views: 42,875

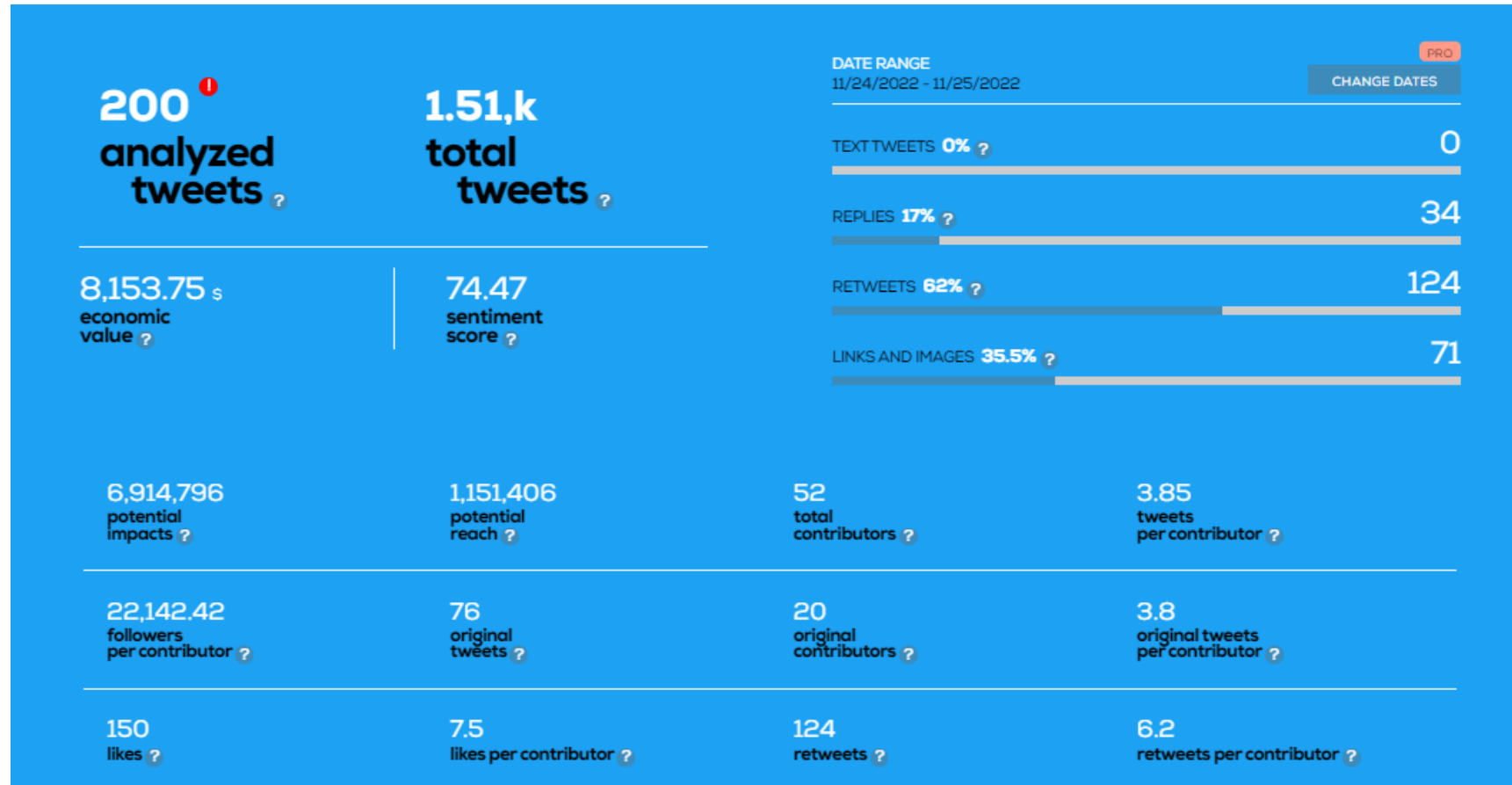


■ TWITTER

#DukaOwnersAssociation

#PepetaShowmax
#TechnoServeKe #MicroretailForum
#ActionCountersTerrorism
#TechnoSeveKE #SmartDuka

The main hashtag we used was **#DukaOwnersAssociation** and supported it with **#TechnoServeKE** and **#SmartDuka**



According to Tweetbinder, the first **200** of the total **1,510** tweets on the campaign creating a potential impact of **6,914,796** and a potential reach of **1,151,406**

RESULTS

1.3K

ENGAGEMENT

757

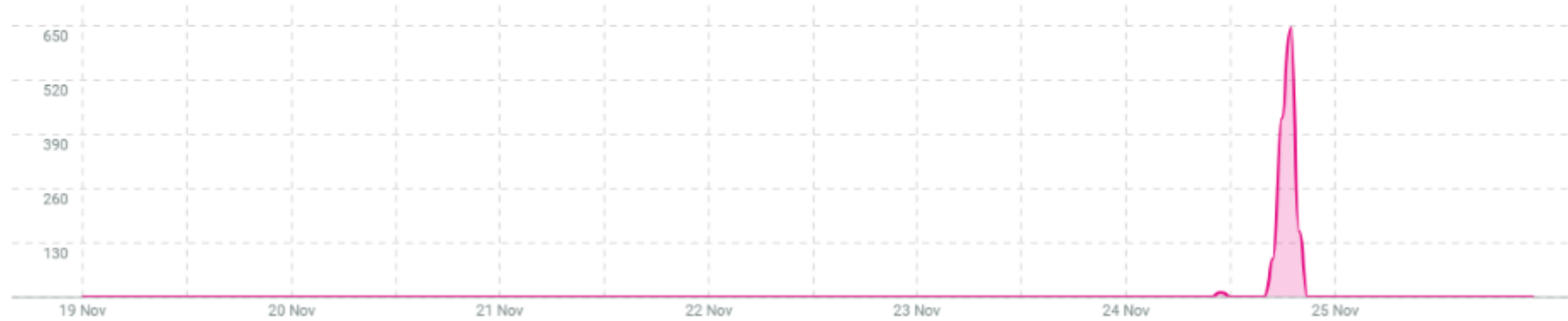
SENTIMENT

51.1%
😊 POSITIVE13.7%
😡 NEGATIVE

POTENTIAL REACH

15.3M

RESULTS OVER TIME



NET SENTIMENT OVER TIME



Positive sentiments were at 51.1%, negative at 13.7% (had nothing to do with the program), while the rest were neutral sentiments

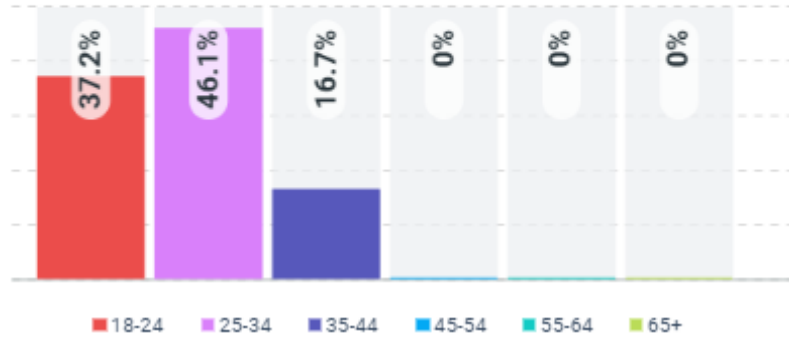
GENDER



NON-BINARY GENDER

No results available.
No results match the current selection

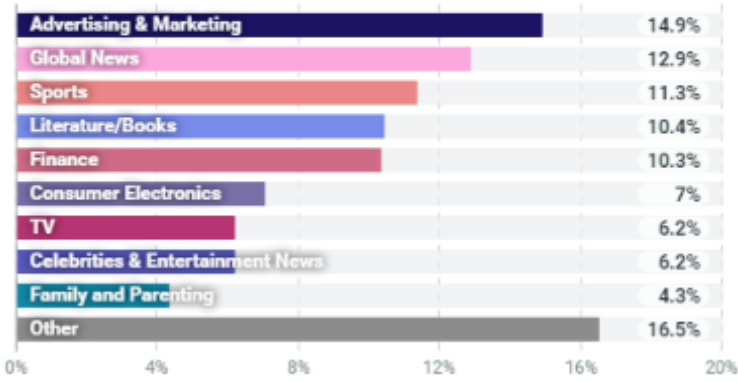
AGE



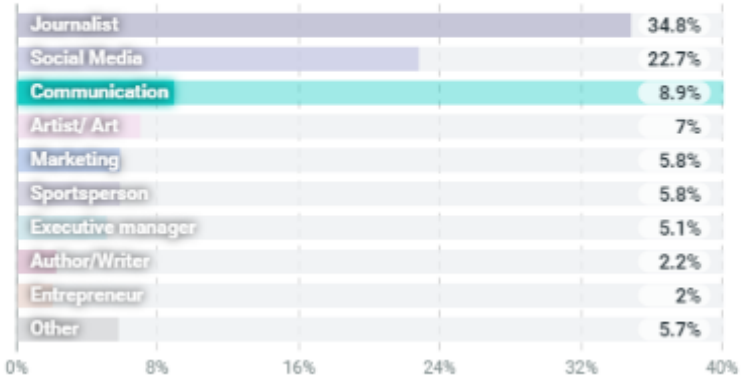
TOP LANGUAGES



TOP INTERESTS



TOP OCCUPATIONS

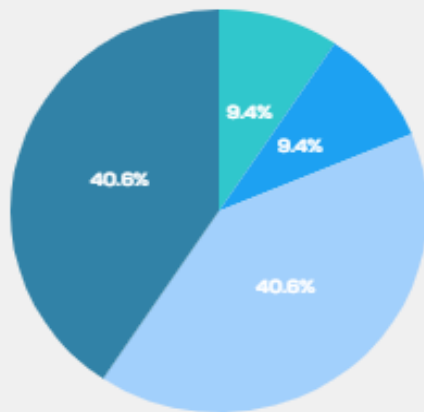


Those reached by the conversation, 25% were female while 75% were male. The dominant age was 25 – 34 at 46.7% followed by 18 – 24 at 37.2%

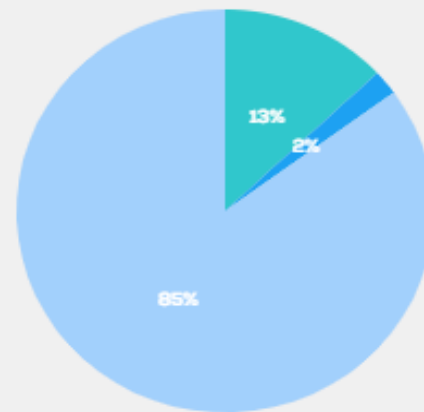
74.47

sentiment
score ?

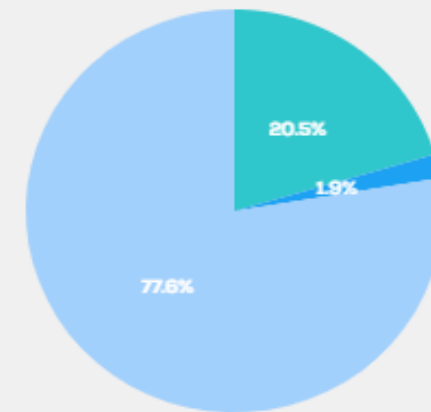
CONTRIBUTORS ?



TWEETS ?



IMPACT ?



■ NEGATIVE
 ■ NEUTRAL
 ■ POSITIVE
 ■ UNDEFINED

MOST ACTIVE ?

Tweets

	@della_rue Pretty Della Rue	51
	@FranklinWaruhiu Franklineke	26
	@lawrencekitema Lawrence Kitema	8
	@NewsAlerts_Ke News Alerts Kenya	6
	@Shueshina Shushina	5

MOST POPULAR ?

Followers

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	@FranklinWaruhiu Franklineke	131,413
	@J_Ladiva Swee_Ladiva	105,545
	@Business254_ Business Watch	98,637

RETWEETERS ?

Retweets

	@della_rue Pretty Della Rue	36
	@FranklinWaruhiu Franklineke	22
	@lawrencekitema Lawrence Kitema	6
	@NewsAlerts_Ke News Alerts Kenya	6
	@MabelGrace_Nice Mabel Grace	5

HIGHEST IMPACT ?

Impacts

	@FranklinWaruhiu Franklineke	3,416,738
	@lawrencekitema Lawrence Kitema	1,327,632
	@J_Ladiva Swee_Ladiva	422,180
	@Business254_ Business Watch	394,548
	@osoroKE Fafa Mukuru	267,475

ORIGINAL TWEETS ?

Tweets

	@della_rue Pretty Della Rue	15
	@sirelvines The Morris	5
	@FranklinWaruhiu Franklineke	4
	@J_Ladiva Swee_Ladiva	4
	@Business254_ Business Watch	4

TOP PHOTOGRAPHER ?

Photos

	@della_rue Pretty Della Rue	16
	@FranklinWaruhiu Franklineke	6
	@J_Ladiva Swee_Ladiva	4
	@Prince_Victor Prince Victor Yoya™	4
	@ItsPeterMbugua Peter Mbugua	4

VERIFIED USERS ?

Followers

	@lawrencekitema Lawrence Kitema	165,954
	@SelinaTeyie Athena	18,992

MOST RETWEETED ?

Retweets

	@lawrencekitema Lawrence Kitema	19
	@FranklinWaruhiu FranklineKE	9
	@SelinaTeyie Athena	7
	@JustinTenai Justo	5
	@Thisiskayeli Kayeli Ian	5

TOP RTS ENGAGERS ?

RTs

	@lawrencekitema Lawrence Kitema	9.50
	@SelinaTeyie Athena	3.50
	@FranklinWaruhiu FranklineKE	2.25
	@JustinTenai Justo	1.67
	@WaruhiuFranklin FRANKLIN KE	1.33

MOST FAVORITED ?

Likes

	@lawrencekitema Lawrence Kitema	47
	@FranklinWaruhiu FranklineKE	27
	@SelinaTeyie Athena	21
	@Its_Roddie Róddie	8
	@WaruhiuFranklin FRANKLIN KE	6

TOP LIKES ENGAGERS ?

Likes

	@lawrencekitema Lawrence Kitema	23.50
	@SelinaTeyie Athena	10.50
	@FranklinWaruhiu FranklineKE	6.75
	@Its_Roddie Róddie	4.00
	@WaruhiuFranklin FRANKLIN KE	2.00

MOST MENTIONED ?

Mentions

	@technoserve TechnoServe	34
	@waruhiufranklin FRANKLIN KE	1
	@knbstats KNBStats	1



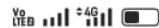
■ TRENDING

- 
- It was a good evening for the **#DukaOwnersAssociation**. Despite the timeline being filled with football sentiments due to the ongoing World Cup, the hashtag managed to dominate the trending topics in Kenya for more than 5 hours, hitting position 5 as the top trend.

7:39



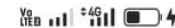
7:35



7:48



7:51



← Top trends



Which Nairobi

3 · Trending
#PORGHA
36.1K Tweets

4 · Trending
Ghana
320K Tweets

5 · Trending
Cameroon

6 · Trending
KPLC
3,841 Tweets

7 · Trending
Canada

8 · Trending
#DukaOwnersAssociation
1,226 Tweets

9 · Trending
Japan
981K Tweets

10 · Trending
Ahmed Rashid



← Top trends



3,784 Tweets

6 · Trending
Cameroon

7 · Trending
Canada

8 · Trending
Japan
979K Tweets

9 · Trending
#DukaOwnersAssociation
1,158 Tweets

10 · Trending
Ahmed Rashid
1,571 Tweets

11 · Trending
Alphonse Juma
1,412 Tweets

12 · Trending
#kilimohaiorganiccaravan

13 · Trending
#gatangaorganiccaravan



← Top trends



2 · Trending
#PORGHA
39.2K Tweets

3 · Trending
Which Nairobi

4 · Trending
Ghana
332K Tweets

5 · Trending
KPLC
3,944 Tweets

6 · Trending
#DukaOwnersAssociation
1,276 Tweets

7 · Trending
Cameroon

8 · Trending
Canada

9 · Trending
Japan
983K Tweets

10 · Trending



← Top trends



2 · Trending
#PORGHA
40.2K Tweets

3 · Trending
Which Nairobi

4 · Trending
Ghana
336K Tweets

5 · Trending
#DukaOwnersAssociation
1,283 Tweets

6 · Trending
KPLC
3,950 Tweets

7 · Trending
Cameroon

8 · Trending
Canada

9 · Trending
Japan
984K Tweets

10 · Trending





■ SAMPLE POSTS



Lawrence Kitema ● @lawrencekitema shared an image



Despite the massive advantages of Dukas in Kenya, they still face many challenges & are unable to run efficiently, resulting in lower earnings. Challenges were more dominant during the pandemic not only in our country but at a global level. @TechnoServe #DukaOwnersAssociation pic.twitter.com/kvczVCzdE3

published on 24/11/22 at 18:48 | Twitter | Kenya | twitter.com



MATCHES

#DukaOwnersAssociation

METRICS

38

165.9K

0/10

18 Retweets, 20 Twitter Likes,
165.9K Twitter Followers



Justo @JustinTenai shared an image



Small and medium enterprises (SMEs) are the engines of economies within and without the African continent. Without them, hundreds of millions would be jobless, and the gross domestic product (GDP) would be on its knees. #DukaOwnersAssociation pic.twitter.com/mFoujKkBcV

published on 24/11/22 at 17:32 | Twitter | Kenya | twitter.com



MATCHES

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Here are the panelists of the 6th Annual Micro-Retail Stakeholders' Forum 2022 organized by @TechnoServe. #DukaOwnersAssociation pic.twitter.com/2NaCmJ2ddz



MATCHES

#DukaOwnersAssociation

METRICS

30

165.9K

0/10



Athena ● @SelinaTeyie shared an image



Good evening guys ,are you ready for #DukaOwnersAssociation that's set to happen in a few courtesy of @technoservesllc pic.twitter.com/Uw1qDEO8RI

published on 24/11/22 at 17:41 | Twitter | Kenya | twitter.com



MATCHES

#DukaOwnersAssociation

METRICS

28

19K

0/10

11 Retweets, 17 Twitter Likes, 19K Twitter Followers



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The project also explores practical digital solutions that enable Nairobi's shopkeepers to manage inventory efficiently and make mobile payments. @TechnoServe #DukaOwnersAssociation pic.twitter.com/VRMFbGd6Ai

published on 24/11/22 at 19:07 | Twitter | Kenya | twitter.com



MATCHES

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The 6Th Micro-Retail Stakeholders Forum is finally here with us. Techno serve in partnership with Citi Foundation, the elea Foundation , the MasterCard, The University Nairobi, Women Economic Empowerment Hub and Moody's Foundation are hosting the event. #DukaOwnersAssociation pic.twitter.com/tQpNEOOldT

published on 24/11/22 at 19:06 | Twitter | Kenya | twitter.com



MATCHES

#DukaOwnersAssociation

METRICS

27

29.4K

N/A

16 Retweets, 11 Twitter Likes,
29.4K Twitter Followers



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The methodology combines individual in-store consulting, group training, association formation, and innovative digital solutions that have seen them sustain their businesses, strengthen the supply chain and play a major role in digital financial inclusion.

#DukaOwnersAssociation pic.twitter.com/TK78uYYK1j

published on 24/11/22 at 19:07 | Twitter | Kenya | twitter.com



MATCHES

#DukaOwnersAssociation

METRICS

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165.9K

0/10

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#DukaOwnersAssociation @TechnoServe pic.twitter.com/vdTEoyYn3X

published on 24/11/22 at 18:11 | Twitter | Kenya | twitter.com



MATCHES

#DukaOwnersAssociation

METRICS

23

29.4K

0/10

14 Retweets, 9 Twitter Likes, 29.4K Twitter Followers



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To help Dukas in Nairobi navigate various challenges, in partnership with the elea Foundation for Ethics in Globalization & Citi Foundation, @TechnoServe has been working to increase the profitability of over 1,000 shops through their Smart Duka initiative.

#DukaOwnersAssociation pic.twitter.com/dE8E18DN7K

published on 24/11/22 at 19:07 | Twitter | Kenya | twitter.com



MATCHES

#DukaOwnersAssociation

METRICS

22

165.9K

N/A

10 Retweets, 12 Twitter Likes,
165.9K Twitter Followers



Athena ● @SelinaTeyie shared an image



Remember the retail market system is plagued by high transaction costs, particularly at the last mile, micro-retailers provide a critical service that larger retailers and wholesalers have not managed to. #DukaOwnersAssociation pic.twitter.com/oWT3OSUkMB

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MATCHES

#DukaOwnersAssociation

METRICS

13

19K

N/A

5 Retweets, 8 Twitter Likes, 19K Twitter Followers



Gerald Ngao Pk 🇰🇪 @ItsKyuleNgao shared an image



Small opportunities are often beginning of great achievements. #DukaOwnersAssociation pic.twitter.com/DZSeqkCToY

published on 24/11/22 at 19:11 | Twitter | Kenya | twitter.com



MATCHES

#DukaOwnersAssociation

METRICS

12

19.9K

N/A

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To be successful you have to have your heart in your business and your business in your heart. #DukaOwnersAssociation pic.twitter.com/jz4ELDZGQy

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MATCHES

#DukaOwnersAssociation

METRICS

10

19.9K

0/10

7 Retweets, 3 Twitter Likes, 19.9K Twitter Followers



FRANKLIN 🇰🇪 [@WaruhiuFranklin](#) shared an image



Since 2015, [@TechnoServe](#) Micro-retail programs have worked with over 53,835 micro-entrepreneurs across Kenya, Nigeria, Côte d'Ivoire, and Tanzania. This aims to help them improve their operations and profitability as well as maximize full economic potential. [#DukaOwnersAssociation](#) pic.twitter.com/gzwSOfvIKy

published on 24/11/22 at 19:11 | [Twitter](#) | [Kenya](#) | [twitter.com](#)



MATCHES

[#DukaOwnersAssociation](#)

METRICS

10

29.4K

N/A

6 Retweets, 4 Twitter Likes, 29.4K Twitter Followers



Rōddië 🌸 [@Its_Roddie](#) shared an image



Economic recovery is still a journey we pertaking post covid. Ghis means that sectors like these should be boosted to achieve the economic goal of the country [#DukaOwnersAssociation](#) pic.twitter.com/hDhbtXuGS8

published on 24/11/22 at 18:57 | [Twitter](#) | [Italy](#) | [twitter.com](#)



MATCHES

[#DukaOwnersAssociation](#)

METRICS

10

69.4K

0/10

5 Retweets, 5 Twitter Likes, 69.4K Twitter Followers



Lawrence Kitema ● [@lawrencekitema](#) shared an image



Typical dukas are small but stalked with a wide variety of household products retailed in small volumes. Across many African economies, dukas are the most popular retail outlets operating as roadside storefronts. [#DukaOwnersAssociation](#) pic.twitter.com/P9QZk3455W

published on 24/11/22 at 20:03 | [Twitter](#) | [Kenya](#) | [twitter.com](#)



MATCHES

[#DukaOwnersAssociation](#)

METRICS

9

165.9K

0/10

5 Retweets, 4 Twitter Likes, 165.9K Twitter Followers



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published on 24/11/22 at 20:13 | [Twitter](#) | [Kenya](#) | [twitter.com](#)



MATCHES

[#DukaOwnersAssociation](#)

METRICS

6

38.5K

0/10

3 Retweets, 3 Twitter Likes, 38.5K Twitter Followers



Rōddië @Its_Roddie shared an image



Join the conversation as it enters its second hour with the [#DukaOwnersAssociation](#) as they discuss on how to better the sector pic.twitter.com/feel6HWxq6

published on 24/11/22 at 20:11 | [Twitter](#) | [Italy](#) | [twitter.com](#)



MATCHES

[#DukaOwnersAssociation](#)

METRICS

6

69.4K

0/10

1 Retweets, 5 Twitter Likes, 69.4K Twitter Followers



Patriotic Kenyan @JNSHEEZY_ shared an image



Note that For years, Dukas has been left out of the critical conversations of "small businesses" even though they play a critical role in the lives of many Kenyans. [#DukaOwnersAssociation](#) pic.twitter.com/G6cDVf00ER

published on 24/11/22 at 17:50 | [Twitter](#) | [Kenya](#) | [twitter.com](#)



MATCHES

[#DukaOwnersAssociation](#)

METRICS

6

80K

N/A

2 Retweets, 4 Twitter Likes, 80K Twitter Followers



iamjinx **@jamrick_** shared an image



Hey guys so today [@TechnoServe](#) will be hosting the 6 micro-retail stakeholders forum with the [#DukaOwnersAssociation](#) on the impact of small retailers on the economy today here are our panelists pic.twitter.com/NDIbYxr9gm

published on 24/11/22 at 17:37 | Twitter | United States | twitter.com



MATCHES

[#DukaOwnersAssociation](#)

METRICS

5

60.5K

N/A

3 Retweets, 2 Twitter Likes, **60.5K** Twitter Followers



Justo **@JustinTenai** shared an image



This is in a bid to help them improve their operations and profitability as well as maximize their economic potential. [#DukaOwnersAssociation](#) pic.twitter.com/j3Md2ptSkN

published on 24/11/22 at 20:13 | Twitter | Kenya | twitter.com



MATCHES

[#DukaOwnersAssociation](#)

METRICS

4

38.5K

N/A

2 Retweets, 2 Twitter Likes, **38.5K** Twitter Followers



Business Watch **@Business254_** shared a link

Stats by the (KNBS) showed that at least 450,000 SMEs are shutting down annually. Breaking down means at least 30,000 are closing shop monthly and 1,000 doing so daily. These are scary numbers that need urgent and local solutions [#DukaOwnersAssociation](#) thebusinesswatch.com/why-kenyan-sme...

published on 24/11/22 at 19:07 | Twitter | Kenya | twitter.com



MATCHES

[#DukaOwnersAssociation](#)

METRICS

4

98.7K

N/A

3 Retweets, 1 Twitter Likes, **98.7K** Twitter Followers



SUMMARY

- The engagement was done well.
- The hashtag featured among the trending topics for more than 6 hours
- We would like to encourage the main TechnoServe account to always take advantage of their own trends to push their products and services. It missed out on this one.

#DukaOwnersAssociation

⋮
+ Compare

RESULTS

1.3K

ENGAGEMENT

757

SENTIMENT

51.1%
🟢 POSITIVE

13.7%
🔴 NEGATIVE

POTENTIAL REACH

15.3M

RESULTS OVER TIME



NET SENTIMENT OVER TIME





Lawrence Kitema ● @lawrencekitema shared an image



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MATCHES

#DukaOwnersAssociation

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published on 24/11/22 at 17:32 | Twitter | Kenya | twitter.com



MATCHES

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MATCHES

#DukaOwnersAssociation

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0/10



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MATCHES

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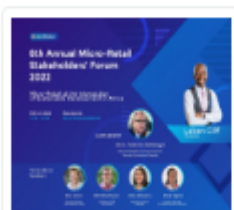
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MATCHES

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METRICS

25

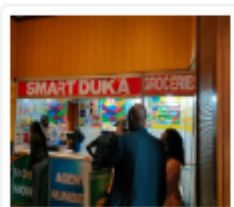
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Thank
you