



Grow Your Business Programme

Equip small businesses
with tools and habits for
growth.

About this programme

Empower small businesses to reach the next level with this hands-on programme aimed at driving growth. Entrepreneurs and their teams will implement practical tools to develop positive habits around planning, marketing, finance, operations, and people, leading to significant and concrete business benefits.

This flexible blended programmes combines in-person training, group learning, and online tools accessible on-the-go via a mobile phone. It includes access to a mobile app for tracking business finances.



Grow Your Business is designed around 24 simple but effective business habits, which have been proven by leading researchers and global experts to support growth.

The programme helps entrepreneurs identify 5 key business habits that are most relevant for their business. With the support of mentors participants will implement simple tools over a 6-12 month journey until they become habit.

The results are transformational. 100% of graduating entrepreneurs in a recent GYB programme reported tangible business impact. 94% were able to lower costs and 82% created more jobs. The average revenue was increased by 60%.

This programme is offered directly to SMEs and through partnerships with development and financial institutions. It can be customized for various languages and markets, including Arabic, French, and Swahili.

Key elements

- ▶ 3 one-day interactive, practical workshops
- ▶ Ongoing peer-to-peer learning and support in small groups
- ▶ Online courses and resources, tailored to your needs and available whenever you are
- ▶ Specific learning goals with direct applications
- ▶ Measurable, high-impact results



AMI is more practical than other programmes because they go all the way to the level of showing you how to do it, which is very important. And those tools are tools that you use forever.

Margaret Mugala, restaurant owner, Kenya



A STRUGGLING VENTURE TURNS AROUND

Prior to enrolling in AMI's Grow Your Business programme, Margaret Mugala's restaurant in Nairobi, Kenya, was struggling. She owed \$30,000 to the bank, and her business was on the verge of collapse.

Then Margaret joined a GYB programme through KCB Bank's Biashara Club and learned practical skills on negotiating, budgeting, and capturing money transactions. Within weeks, she was using the tools she had gained to better manage her stock and oversee cash flow.

Soon after, Margaret saw sales and revenue increase. She paid off her loan and hired an additional 32 employees. "AMI is more practical than other programmes because they go all the way to the level of showing you how to do it, which is very important. And those tools are told you will use forever," she says.

AN ENTREPRENEUR GAINS THE CONFIDENCE TO SCALE

Fashion designer Wanjiru Mbugua, owner of RD Clothing in Nairobi, thought her dressmaking business was already doing as well as it could. "I thought I knew everything about business," she explains. But once she started the GYB programme, "I realized that I didn't."

Wanjiru has maintained her business but didn't have the knowledge or tools to expand it. Through GYB, she learned how to more effectively work with her suppliers and distributors, and to track her sales and overall performance. "It challenged me to scale up." she says.

Completing the AMI programme has also given Wanjiru the confidence she needs to pursue those goals. "This has made me become so bold, it's unbelievable," she marvels.



Grow Your Business has completely changed my approach to how I do business.

Kelvin Kang'ethe, business owner, Kenya



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