



Micro-Enterprise Accelerator Programme

Professionalise and grow
micro-enterprises.

About this programme

Provide micro-entrepreneurs with expertise in simple but effective organisational practices that can strengthen and grow their businesses.

Participants will discover the basic skills and processes they need in areas like planning, money, and marketing, and begin implementing these during the programme.



With practical workshops, online tools, peer learning, and coaching, participants are well supported over 6 months as they build a more robust and successful business. After completing the programme, one group of micro-business owners experienced an average revenue increase of 43% and profits grew by 38%.

The Micro-Enterprise Accelerator can be customised for various markets and languages, and our intuitive mobile app is easily accessible for micro-entrepreneurs with busy schedules and limited Internet access. It is offered through development partners and micro-finance institutions that want to build capacity for entrepreneurs in their network.

Key elements

- ▶ 3-4 one-day interactive, practical workshops
- ▶ Peer-to-peer support and on-going coaching
- ▶ Online courses and resources, including mobile app with business tools
- ▶ Specific learning goals with direct applications
- ▶ Measurable, high-impact results



I've learned so much through AMI. I'm going to take everything that I've learned here and unpack it toward my business and empower it, because I want to see it grow.

Ntomb'xolo Mhlongo, spaza shop owner, South Africa



A MICRO-BUSINESS IS TRANSFORMED BY INCREASED TRANSPARENCY

Mohamed Twaha, a microbusiness owner in Kenya, did not really have systems for his business and lacked visibility into how it was actually doing.

Through AMI's Micro-Enterprise Accelerator, he began tracking his financial transactions and found where he was losing money. He also was able to keep better track of his stock and find new channels of marketing.

With this knowledge and the practical tools and skills he learned from the programme, Mohamed was able to implement changes that made a huge difference in the health of his micro-business. He reduced costs by 25% and increased revenue by 6% each month. Overall, he experienced an 80% growth in profits, transforming the trajectory of his enterprise.

A MICRO-ENTREPRENEUR IS EQUIPPED TO GROW

Ntomb'xolo Mhlongo owns a Unilever spaza shop, or convenience shop, near Durban, South Africa. She sells snacks, fruit, and drinks - but dreams of more for herself and her shop. "I want to empower myself," she explains. "I want to have an idea of the ins and outs of my business."

After Ntomb'xolo joined a Micro-Enterprise Accelerator programme, she was immediately able to implement what she learned in customer service. Most importantly, the AMI programme provided Ntomb'xolo with everything she needs to write a business plan for her shop, which she plans to use to apply for a new retail site.



I developed proper record keeping practices and a functional budget. I also diversified my business through adding extra product lines and also improved the general look and feel of my shop. My revenue has increased over 40%.

Mejjah Gitua, Sauti Traders, Kenya



**To learn more,
contact AMI:**

www.africanmanagers.org
info@africanmanagers.org

Kenya Office
+254 20 525 9561

South Africa Office
+27 11 568 2664

Rwanda Office
+250 78 733 9435