



FPAD PLC



United Nations

Department of
Economic and
Social Affairs

RAPID NEED ASSESMENT

For the provision of National Capacity Building Workshop on Strengthening Entrepreneurship and Digital Marketing Skills among Micro-, Small and Medium-sized Enterprises (MSMEs) for Accelerating Progress towards Sustainable Development Goals (SDGs) in Ethiopia

Submitted to:

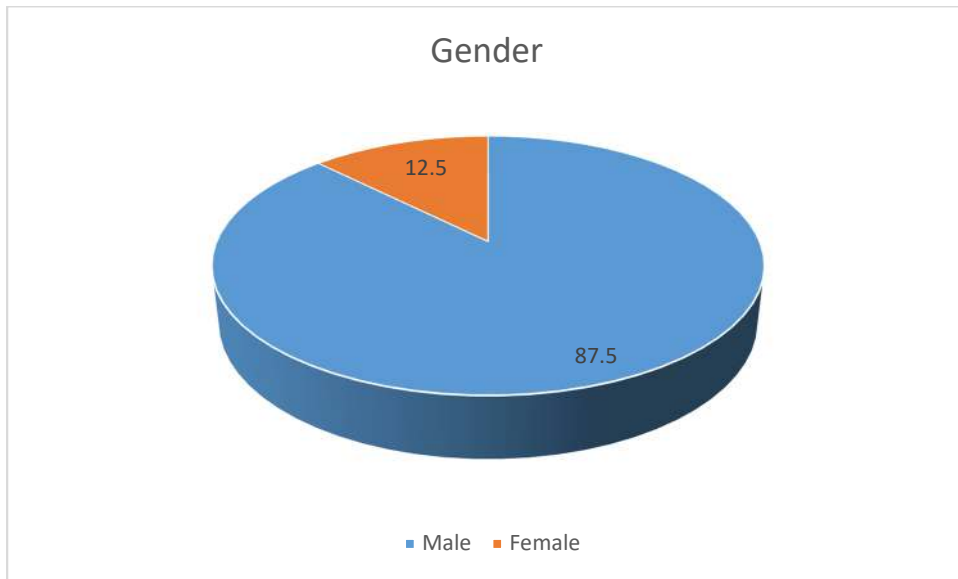
DSDG/DESA

Submitted By: Fetun Promotion & Ad PLC

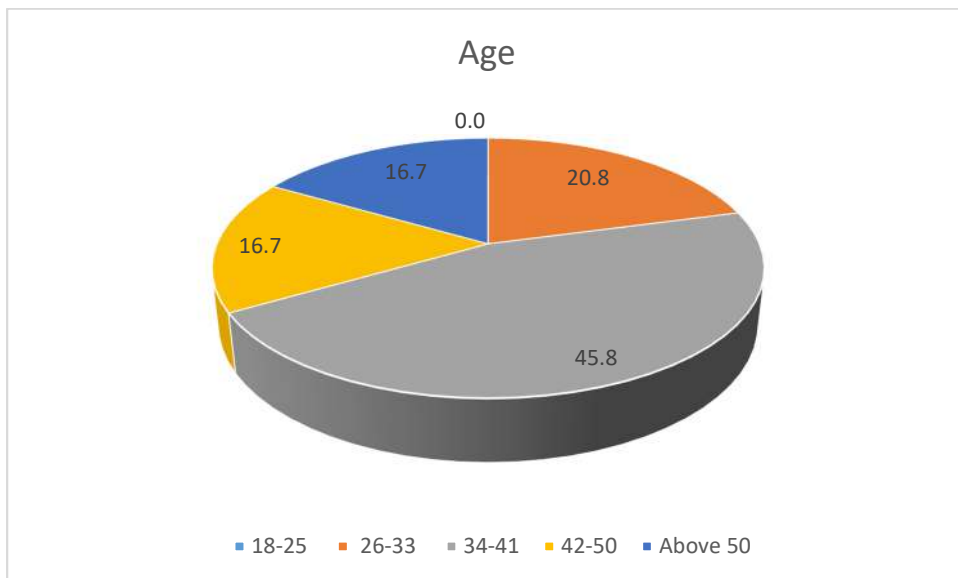
February, 2024

Demographic

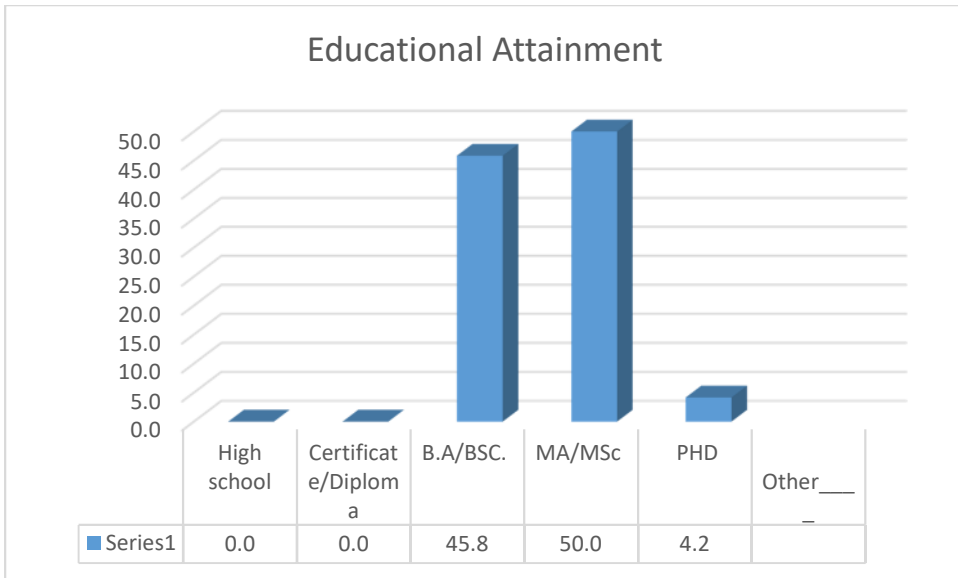
1. Gender:



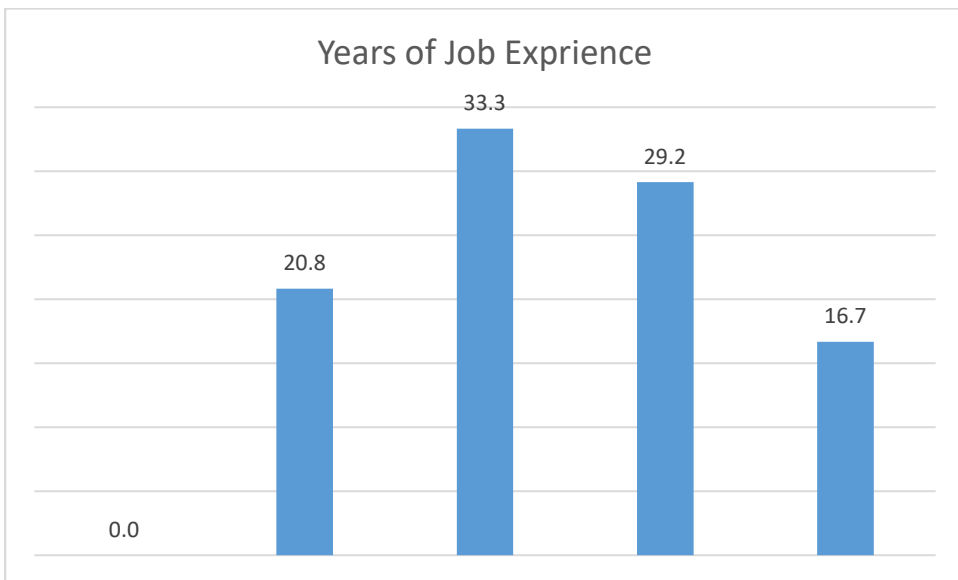
2. Age



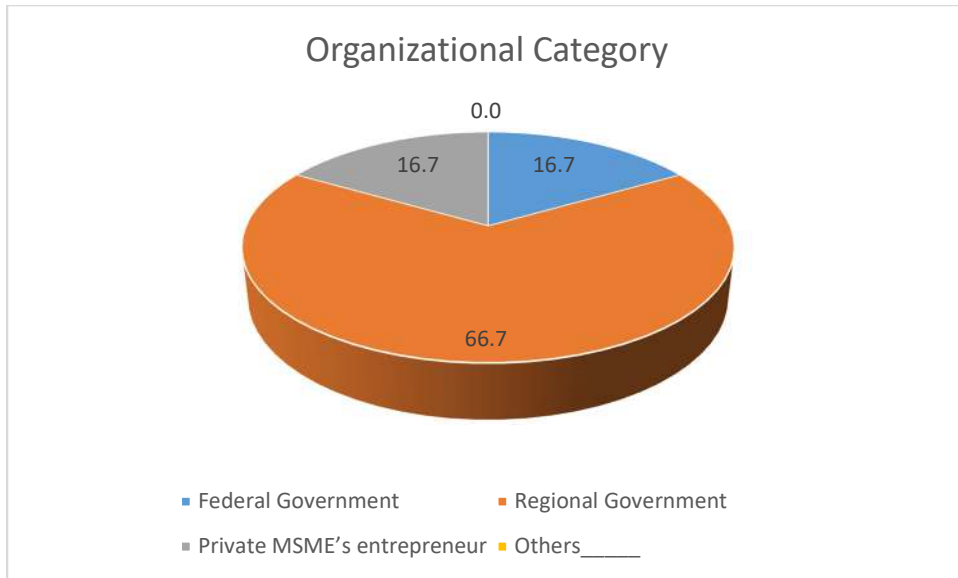
3. What is your level of education?



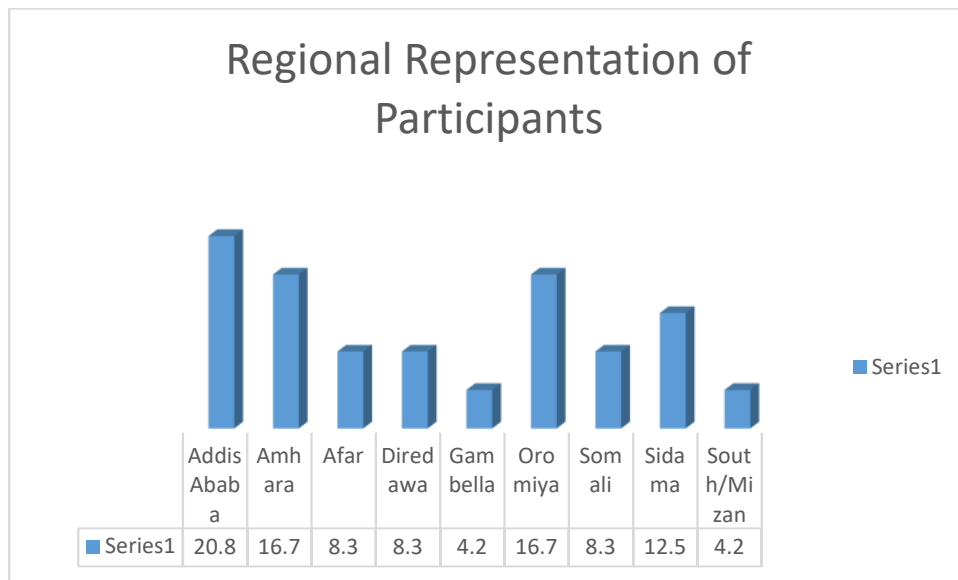
4. How many years of job experience do you have?



5. In which Organization are you currently working



Please specify your region/city/locality?



6. Have you ever attended training or education on entrepreneurship?

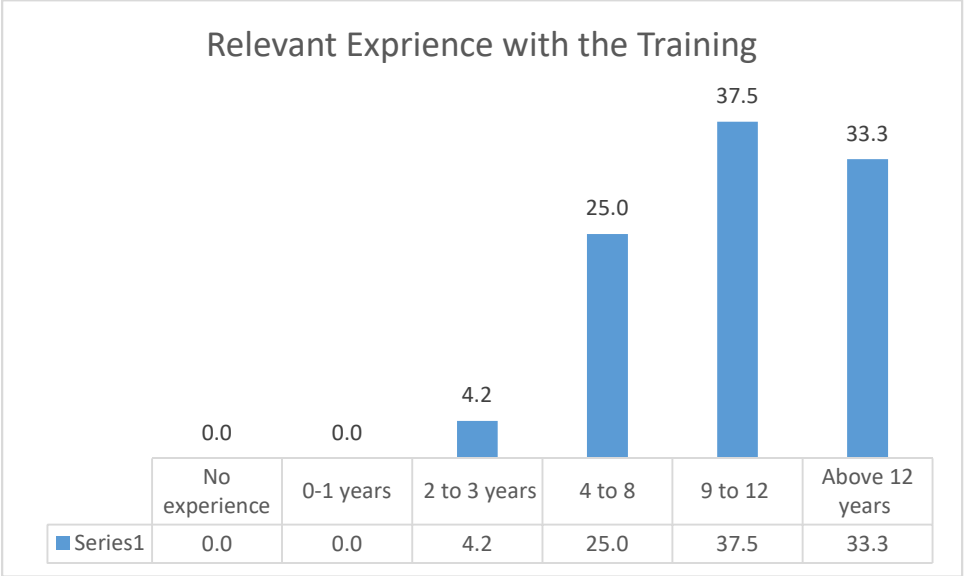
7. Have you ever provided any training/workshop or education on:

Please specify your current Title /position/ ?



EXPERIENCE RELATED TO THE TRAINING CONTENTS:

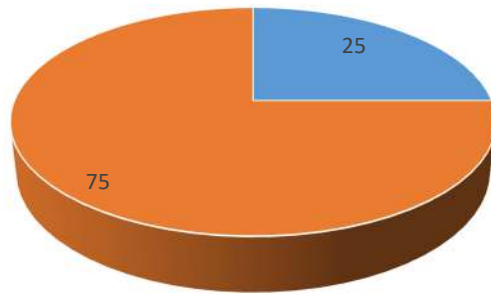
- *How many years of previous experience do you have in in providing business development, entrepreneurship and digital marketing related services (such as training, coaching, mentoring, etc....) to MSME’s businesses operators/employees and/or entrepreneurs?*



Have you ever provided any training/workshop or education on:

A. Entrepreneurship & Business Management?

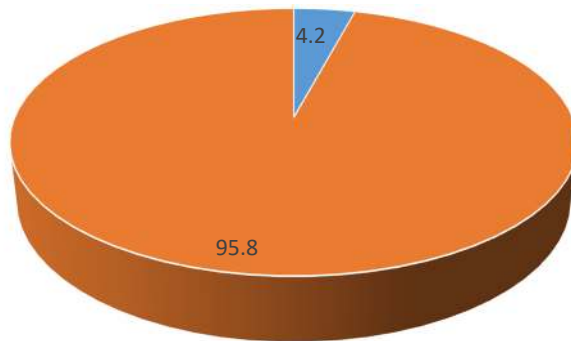
Expreince on Provision of Training
forEntrepreneurship & Business Management



■ YES ■ NO

B. E-commerce or digital marketing

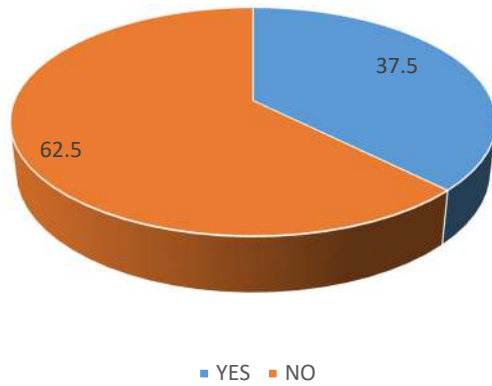
Expreince on Provision of Training on Digital
Marketing /E-Commerece



■ YES ■ NO

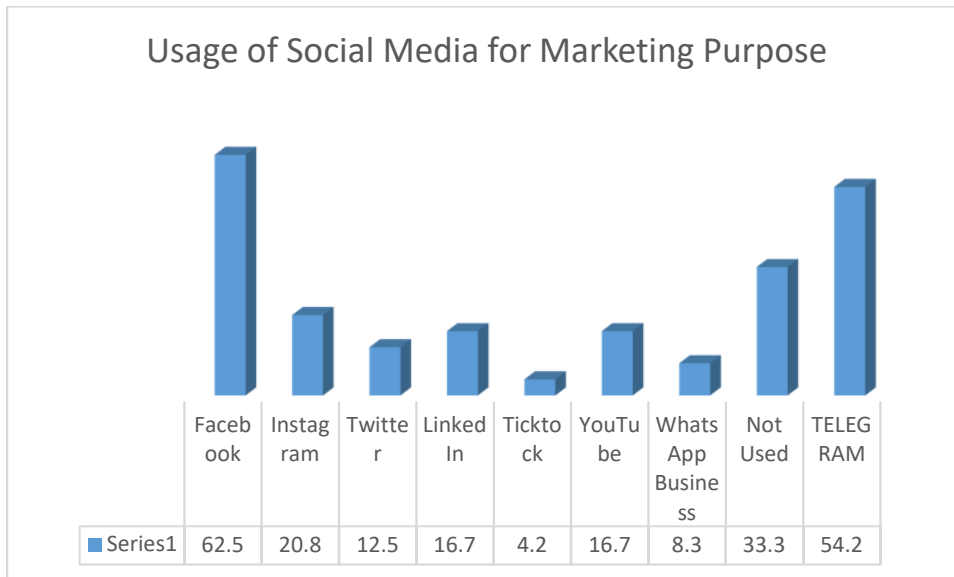
Have you ever used digital marketing/e-commerce tools for your businnes purpose?

Usage of Digital marketing/e-commerce tools for business purpose



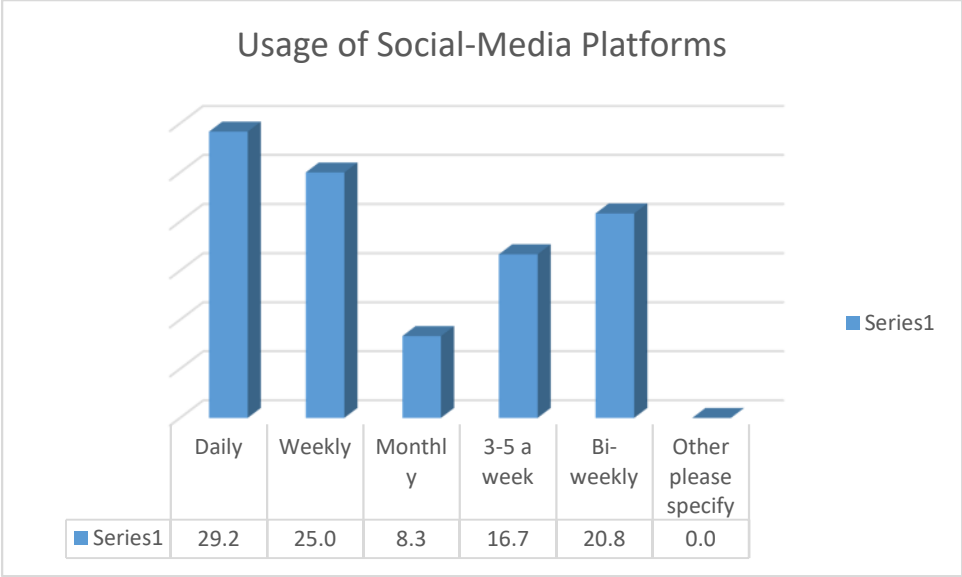
USAGE OF SOCIAL MEDIA

✚ Which social media platforms does your business currently utilize for marketing purposes?



FREQUENTLY OD USAGE SOCIAL MEDIA CHANNELS FOR BUSINESS PURPOSE

✚ How frequently do you use/post on your social media channels for business purpose?



SEE THE EXCEL FOR FURTHER ANALYSIS