


# UNDESA MSEA WORKSHOP

## ON COVID 19 IMPACT



Micro and Small Enterprises  
Authority (MSEA)



**My name is Rachel Kinyanjui. I do value addition on groundnuts to produce Peanut Butter, mixed nuts and nutty bars, (commonly known as granola). I have been in operation for the past 4 years.**



## **COVID 19 Impact**

We all know how COVID 19 affected us as SME's. The main impact was on drastic drop in sales.



## Reasons why sales dropped drastically:

- Schools and other learning institutions who we supply to directly closed down.
- We had very few walk in customers due to lock down and curfew.
- Some customers lost their jobs and could therefore not afford to buy our products due to financial constrains.
- Sourcing of raw materials was a challenge due to delays caused by lock downs. The delay of the same caused the prices to go up.

## Strategies laid down to achieve success

- Working on a rotational basis so that we could keep our employees
- Aggressive online marketing
- Introduction of home deliveries
- Introducing smaller packages to suite all consumers
- Introducing new products and packing them in small affordable packages.




## **Current situation**

**Despite our aggressive marketing, sales have been slow to realize our expectations, due to the hard economic times. We are hopeful that with time, the economy will improve and we will revert to where we were before.**



## **MSEA's assistance**

**With the help of MSEA we have been able to exhibit in different exhibitions which is a good opportunity to make sales and create awareness of our company and products, as well as meet other entrepreneurs who we can possibly network with. We are also able to meet with different government bodies who offer different services, to enable us progress in our business towards our goals such as: KEBS, and KIRDI among others.**



**What can MSEA do for  
the cottage industries to  
ensure that they remain  
competitive in the  
market?**





## Conclusion:

I wish to take this opportunity to thank the organizers of this workshop for empowering the MSME's with information. Am sure we all look forward to similar workshops.



Let's have a peek at  
Ivna products.

Buy Kenya build Kenya



Order at your comfort in Jumia.

# Nutty healthy bars

## Loose healthy mixed nuts

