RAPID NEED ASSESSMENT

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:**

   ![Gender Pie Chart]

   - Male: 87.5%
   - Female: 12.5%

2. **Age**

   ![Age Pie Chart]

   - 18-25: 45.8%
   - 26-33: 16.7%
   - 34-41: 16.7%
   - 42-50: 20.8%
   - Above 50: 0.0%

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**
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 providing business development, entrepreneurship and digital marketing related services (such as training, coaching, mentoring, etc..) to MSME’s businesses operators/employees and/or entrepreneurs?

<table>
<thead>
<tr>
<th>Participants/Job Position/Title</th>
<th>Director</th>
<th>Manager</th>
<th>Expert</th>
<th>Co-ordinator</th>
</tr>
</thead>
<tbody>
<tr>
<td>No experience</td>
<td>0.0</td>
<td>0.0</td>
<td>4.2</td>
<td>0.0</td>
</tr>
<tr>
<td>0-1 years</td>
<td>0.0</td>
<td>0.0</td>
<td>4.2</td>
<td>25.0</td>
</tr>
<tr>
<td>2 to 3 years</td>
<td>0.0</td>
<td>0.0</td>
<td>4.2</td>
<td>25.0</td>
</tr>
<tr>
<td>4 to 8</td>
<td></td>
<td></td>
<td></td>
<td>37.5</td>
</tr>
<tr>
<td>9 to 12</td>
<td></td>
<td></td>
<td></td>
<td>37.5</td>
</tr>
<tr>
<td>Above 12 years</td>
<td></td>
<td></td>
<td></td>
<td>33.3</td>
</tr>
</tbody>
</table>

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

A. Entrepreneurship & Business Management?
B. E-commerce or digital marketing

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