

WinIE

Women in Investment & Enterprise

FACTSHEET



WinIE, an initiative run by Federal Ministry of Industry, Trade and Investment (FMITI), seeks to build the capacity of women's groups across Nigeria through a framework which helps connect women with markets for their products (A2M) and in turn, helps facilitate access to finance (A2F).

Challenges

According to economic experts, women own about 30% of the registered MSMEs in Nigeria.

However, the average growth rate of women's enterprises is still lower than the average growth rate for businesses run by men.

A number of factors contribute to this slow growth rate, predominantly a lack of access to finance and markets.

**Only about 10% of women entrepreneurs have access to the finance needed to successfully launch a new venture or grow their existing business. Most women typically obtain their initial start-up investment and working capitals from internal sources such as, their own savings which is most times not sufficient. This has serious impact on the success of women-owned businesses in Nigeria.*

WinKaduna Case Study



The WinIE initiative was piloted in Kaduna state. 17 informal sectors which women across Nigeria operate in were identified, and hairdressing was selected for the pilot. Following engagement with the Association of Hairdressers in Nigeria, 30 hairdressers agreed to participate in the pilot, which facilitated the braiding of wigs. WOW braids, a company which markets braided hair wigs, agreed to participate as the off-taker of goods.

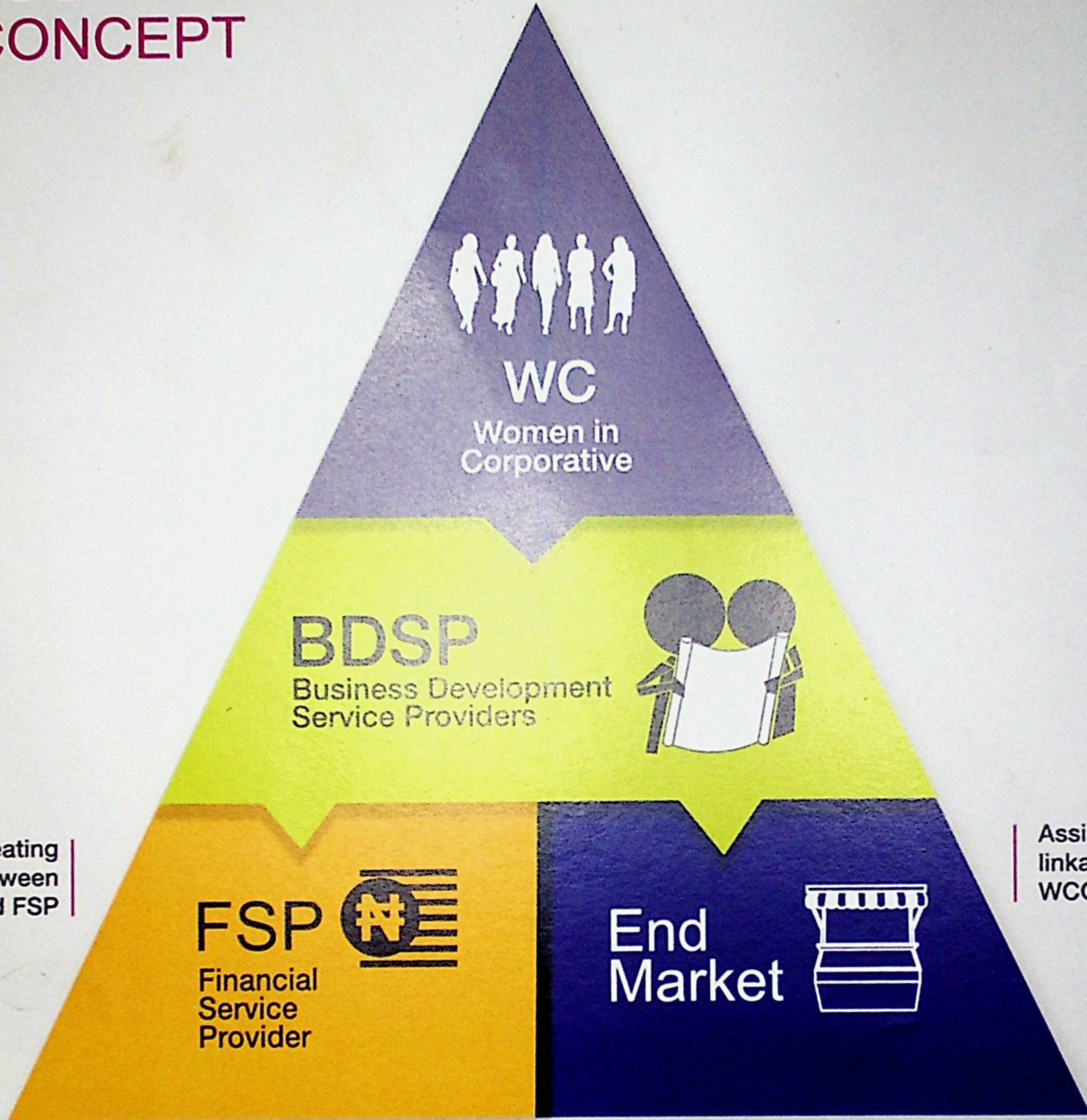
The Sir Ahmadu Bello Foundation supported the women by providing Business Development Services which assisted them in understanding the off-taker's requirements. The foundation also supported the women in accessing finance from Microcred Microfinance bank. The women who participated in the WinKaduna pilot have since received funding, produced the wigs, supplied to the off-taker and received payment for their products.



BANK OF INDUSTRY
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WinIE CONCEPT



"I was not interested initially. But after the training we got and then the money that WOW BRAIDS paid us after we sent off the first batch, I am very happy. With my profit I employed two new staff and was able to but plastic chairs for my salon. I would encourage women who stay at home to do this as it will bring in additional income to the family or to your business".

Mrs. Cecelia Benjamin, Hairdresser, Kaduna

