

# **MONTHLY UPDATE (AUGUST 2018)**

#### I. ACHIEVEMENTS

## I.I Women in Business (WiB)Follow-up Coaching

On Wednesday 29th August 2018, Women Center for 'Job Creation (WCFJC) conducted its 3rd quarterly Women in Business (WiB) followup coaching workshop. It took place St. Nicholas Primary School, Jinja and was attended by seventeen (17) WiB participants. The objective of the interactive workshop was to engage participants in the evaluation and alignment of products they put on the market for the customers. Facilitated by the WCFJC Business Coach, Ms. Harriet Nsubuga, it focused on product characteristics and Marketing.



Business coach facilitating workshop,

### Points highlighted included:

Quality and size: Products and services should be affordable to the target client.

Production and color: The color of the product must match customer expectations. For instance, liquid soap is known to be green or blue. Therefore, presenting it with a yellow color might not attract clients thinking it might not be fit for purpose.

Market research is important to determine customers/clients expectations before production of the products and services

Smell/flavor/aroma of the product: The aroma of the product should be appealing and seductive enough to attract clients.

Ingredients: Customer satisfaction should be made a priority at all stages of product presentation.

Quality: Compliance with governing product safety authorities such as UNBS and GAP must be met to ensure quality of health standards for all products are not compromised

Time: Production and delivery of product and services should

be Timely and in accordance to agreed upon frequency with

Product costing: Proper costing must be done to gain from

any product and to avoid making losses



Group photo of participants with the Business Coach



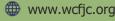
Evelyn sales cakes she bakes to the participants

## 1.2 Phase VIII in-kind loan Repayment and Savings Phase VIII in-kind Ioan Repayment and Savings

Loan Phase VIII: By 31st August 2018, 94% of the loan portfolio had been recovered, up from 88% in July 2018

## 2. UPCOMING ACTIVITIES FOR **MONTH OF SEPTEMBER2018**

- Collection of outstanding loan repayments for three participants under Phase VIII WiB Loans.
- Collect outstanding loan repayments for six remaining participants under Phase VIII Loan.
- Conduct Women in Business follow-up coaching: 19th September 2018.
- Writing of the WCFJC Annual Report



the customer.