



## MONTHLY UPDATE (AUGUST 2018)

### I. ACHIEVEMENTS

#### I.1 Women in Business (WiB) Follow-up Coaching

On Wednesday 29<sup>th</sup> August 2018, Women Center for Job Creation (WCFJC) conducted its 3<sup>rd</sup> quarterly Women in Business (WiB) follow-up coaching workshop. It took place at 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,



Group photo of participants with the Business Coach



Evelyn sales cakes she bakes to the participants

#### 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 the customer.

**Product costing:** Proper costing must be done to gain from any product and to avoid making losses

#### I.2 Phase VIII in-kind loan Repayment and Savings

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

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

### 2. UPCOMING ACTIVITIES FOR MONTH OF SEPTEMBER 2018

- 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: 19<sup>th</sup> September 2018.
- Writing of the WCFJC Annual Report