

# Micro-Retailers Hold Massive Potential — and TechnoServe is Helping Them Maximize It



TechnoServe leverages the best practices of the private sector in their approach to fighting poverty. Nowhere does this model have more potential than with micro-retailers, who play a massive role in the developing world's economy with

**\$11 Trillion**  
worth of goods sold annually

This is particularly pronounced in Sub-Saharan Africa where:

**90%**

of employment is in the micro-retail space

In Kenya, micro-retailers known as “dukas” meet the needs of:

**95%**

of the population in day-to-day purchases

## Dukas by the numbers

~55%

of Kenyans living in informal settlements depend on dukas



Despite being small and informal, dukas have an immense impact on Kenya's retail sector, accounting for:

- ~70% of regular retail sales
- ~80% of fast-moving goods

Dukas are owned by people with a lot of potential to re-invest in their home communities:

- ~60% women
- ~70% youth
- ~86% holding either a secondary or tertiary education

## Challenges and opportunities

Through its years of supporting and collaborating with dukas, TechnoServe has identified four high-potential areas for improvement and innovation.



### Recordkeeping and financial management

- Separating the business funds from household funds
- Making decisions based on this financial information



### Customer service and promotion

- Boosting sales by offering promotions and discounts
- Segmenting customers to fully understand their needs



### Merchandising

- Placing hook products in a way that attracts shoppers
- Ensuring the store is well organized and categorized



### Inventory management

- Anticipating seasonal changes in demand for products
- Tracking margins of prioritized high-performing items

The micro-retailers that TechnoServe has worked with have been able to increase their revenues by more than **30%** within a year — but more can be done with the right digital solutions.

## Centralized access drives huge benefits

# 98%

of duka owners are still using traditional record-keeping methods

**How can they be empowered to uplevel their businesses?** With a solution that consolidates and centralizes access to much-needed apps: **Duka One-Click**.

**Single sign-on** and **multi-factor authentication** provide micro-retailers with a simple, secure point of entry to the Duka One-Click ecosystem of apps to build their business.

Now, the ecosystem is being built, with:

- 39 vendor partnerships mobilized
- 23 of those partners onboarded

By modernizing micro-retailers, TechnoServe is helping the people of Kenya fortify their local economies

Duka One-Click offers vendor services in key categories:

- Point-of-sale
- Financial support
- Training
- Insurance
- Communication

Through the Smart Duka business groups association:

# 1,500

micro-retailers will be onboarded into the Duka One-Click program

# 300

will participate in the initial testing phase





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