FMCG SECTOR RESULTS CHAIN

Impact pathway

Replication, Scale & Sustainability

IMPACT

15. Youth (men & women) improve access to more & better work, and increase net income from self employment)

YOUTH EMPLOYMENT OUTCOMES

12. Youth effectively manage FMCG micro enterprises (due to BDS received), increase turnover, expand to new locations and diversify products sold, making it a sustainable venture

13. Youth engaged in FMCG micro enterprises honor stock on credit and digital financing agreements (i.e., repay as per schedules / Do not default)

14. More youth improve access to products and services for FMCG micro enterprising and establish new micro enterprises (copying and crowding in)

11. Youth engaged in FMCG as micro enterprises improve access to customized products and services for enhanced growth and business performance (BDS, Stock on Credit, Financing, product demand, etc.)

SECTOR PERFORMANCE

8. FMCG manufacturers, distributors, wholesalers broaden customer base, increase volumes of goods sold, increase turnover, invest more and sustain the micro enterprise model

9. FIs issue digital financing to youth micro enterprises dealing with FMCGs, increase turnover and invest more

10. Sustainable & trustworthy relationship is built between the FMCG sector players, Financial providers and the youth, leading to more investments and wider adoption (crowding in) of the business model

5. FMCG manufacturers, wholesalers & distributors increase product visibility, thereby attracting more youth & customers into FMCGs

6. FMCG manufacturers, wholesalers & distributors provide business coaching and mentorship to youth engaged in FMCG as micro enterprises

7. FMCG manufacturers, wholesalers & distributors supply goods to youth micro enterprises & retailers on credit terms

1. FMCG manufacturers, wholesalers & distributors adopt digital marketing platforms to increase product visibility and demand

2. FMCG manufacturers, wholesalers & distributors design and roll out a BDS embedded service package for youth micro enterprises

3. FMCG manufacturers, wholesalers & distributors design and roll out stock on credit to youth micro enterprises

4. FIs design and rollout inclusive digital financing options that suit the needs of youth micro enterprises engaged in FMCGs

INTERVENTION PILLARS

Marketing

- ✓ Digital marketing platforms

Micro enterprising

- ✓ Stock on Credit
- ✓ BDS as an embedded service

Digital finance

- ✓ Mobile based lending products