

URL: <https://ecorner.stanford.edu/clips/empowering-female-entrepreneurs-in-africa/>

Juliet Anammah, chairwoman of Jumia Nigeria, shares insights from a recent internal survey showing that just over half of the platform's sellers in Nigeria and Kenya are women. She demonstrates how digital platforms can support women entrepreneurs by opening up new product categories, enabling flexible work, and providing basic business training.



Transcript

- We ran a survey recently, 00:00:06,300 and I might be able to share some of that information just in ranges.. And we have sellers, between 30% to 40% of our sellers who say, look, they started their businesses exclusively on Jumia, right? And some of them, some sellers start their businesses on Jumia, some sellers came to Jumia to expand their businesses.. But what I actually find extremely interesting is the number of women sellers that we have on Jumia.. So we have at least in Nigeria and Kenya, which are key markets, about 51% of our sellers are actually women.. Why do women find it attractive? It's a gender agnostic environment.. I mean, you could be a fashion seller.. You could be an electronic seller, you don't have, it's not a physical market where someone can make those kinds of gender related decisions of whether I wanna buy an electronic product from a woman or not.. So that has given them access to different categories that they could perform in.. Two, it is also given women flexibility to be able to manage their homes and at the same time run a business of their own.. Then third component that women see they really appreciate selling on Jumia, it's the training, it's a training, training on digital, digital marketing, training on how to sell online, training on even how to read your account statements..

Just those basic kinds of training.. The importance for an SME just cannot be over emphasized...