

YouthOrganisations



COVID-19 RESPONSE TRACKER FOR ENTREPRENEURS IN SADC

TECHNOLOGY

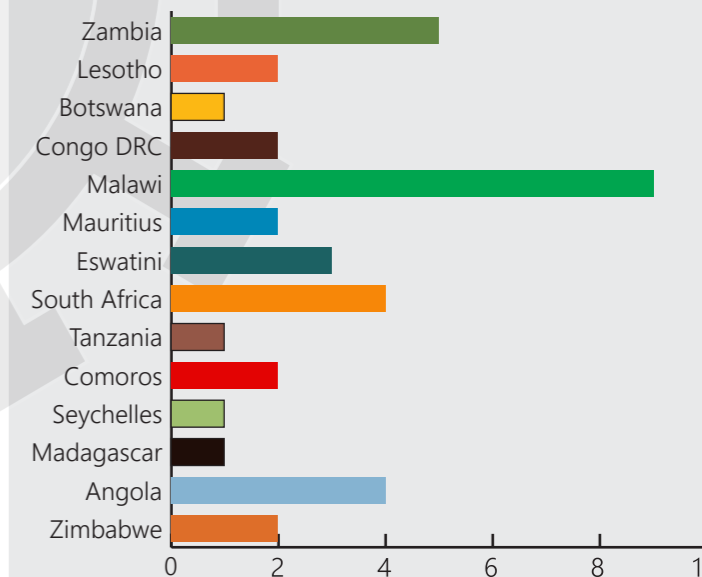
56% of entrepreneurs responded to challenges faced by communities during COVID-19 using technology



CHALLENGES FACED BY ENTREPRENEURS

- Loss of customers resulting in drastic drop in sales
- Due to movement limitations during COVID-19, small businesses can't stock up on products and projects are on hold
- Extra staff could not be employed. e.g. Farms
- Reluctance of customer to take full preventive measures of COVID-19
- Inflation of inputs(feed) which gives us a competitive disadvantage as we can't buy from manufacturers like big businesses
- Customers are not buying as before as some of them were retrained
- Transportation of raw materials from farms, marketing the produce due to the closure of borders
- Business stopped but running cost had to be paid e.g. rentals
- Postponement of annual festivals
- Lack of food items in communities
- Food prices going up
- Unable to pay my employees timely/Salary delays
- 50% drop in sales
- Organising online training as participants do not have access to the internet

INTERVENTIONS BY COUNTRY



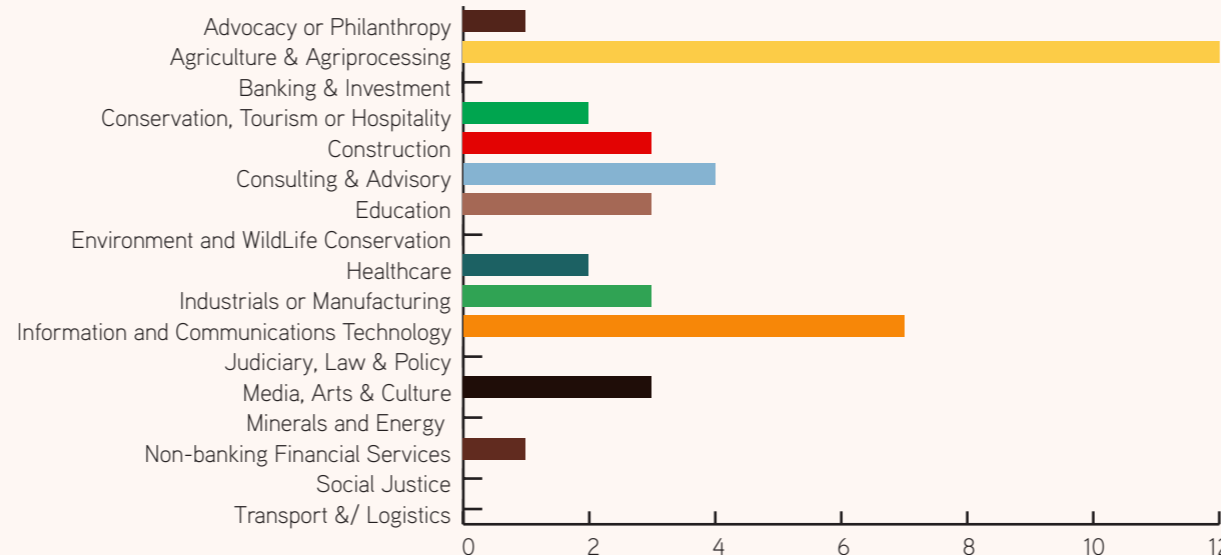
GEOGRAPHIC SPREAD



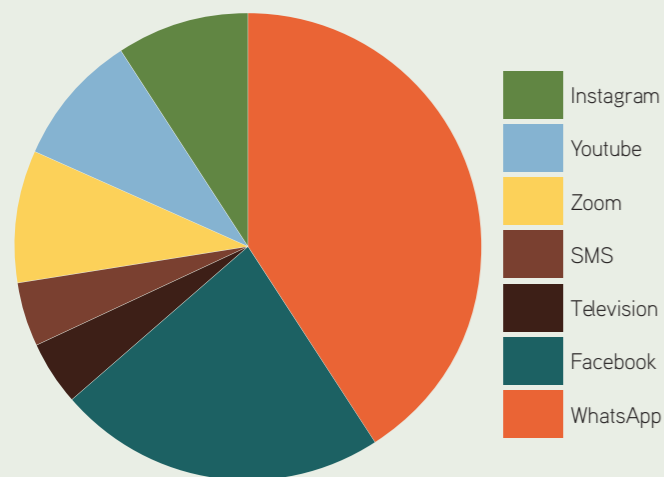
SOLUTIONS

- Shift from collections to delivery of meals
- Provision of food parcels and sanitary towels
- Provision of food hampers and grains to communities and schools
- Coaching and counseling's services to assist people suffering with depression and anxiety
- Closed the gap in food shortages
- Provision of service using whatsapp

BUSINESS SECTORS



PLATFORMS

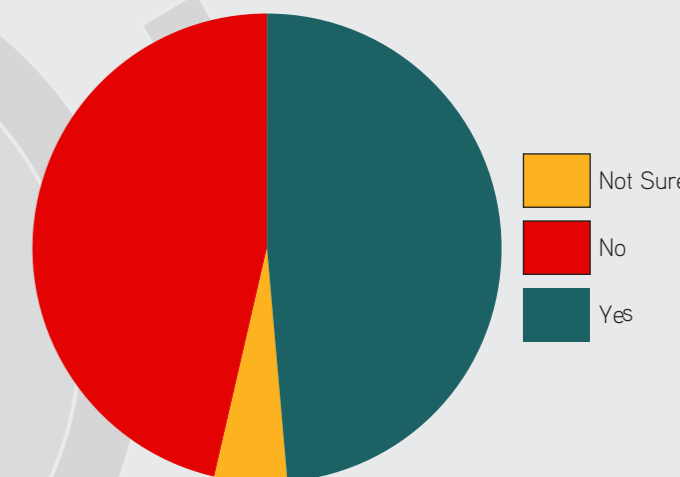


RECOMMENDATIONS

Youth recommendations to private sector, government, and SADC to support youth entities post the COVID-19 pandemic

- We have lost grip in our business hence the need to support in terms of soft loans, grants to make our businesses survive
- The issue of transparency in tenders allocation need to be addressed and there should be procurement laws with specific clauses promoting youth entrepreneurs.
- To support them with skills and providing soft loans
- Targeted procurement from youth owned businesses
- Emergency Funding availability for business rescue and PPE assistance
- "Standard pricing of inputs"
- Free business seminars that will empower the youth
- Private sector and government to provide Personal protective equipment to businesses as its expensive
- Governments will have to provide financial means and support that will allow young Africans to run out of steam by the pandemic to relaunch their activities
- Supply of safety materials, tenders for the development of pandemic support (not only to health services)
- Support for the underprivileged cultural sector

SURVIVAL POST COVID-19



ADJUSTMENTS

- Refinancing of businesses
- Digitalisation of services
- Working with government and local governing authorities to acquire permits and licensing for movement of people and goods
- Adjust capital investment
- Manufacture feed for our animals
- More advertising on social media
- Cut production cost to make the produce cheaper to customers
- Reduced ground labourers
- Reduce face-to-face marketing
- Introduce new food products required by the community

SKILLS REQUIRED

- New venture creation
- Production of Audio Books
- Skill to manufacture for ourselves not only to buy and assemble
- Negotiations and engagement with government
- Digital Marketing
- Cheaper production
- Partnership skills
- How to grow a business using digital platforms
- Finding investment opportunities
- Online marketing and selling
- Financial management
- Branding for International Markets
- Video/audio/lights
- Management and Marketing Administration
- Designing and tailoring animation
- Crisis Response Innovation
- Leadership in Crisis
- Project planning
- Growing investments

EMPLOYEES AFFECTED



228 Number of employees from 40 companies interviewed negatively impacted by Covid-19

WOMEN

36% Number of the respondents to the survey who are women.

Top skills required by entrepreneurs are developing **digital marketing** strategies and **financial management** including investments