

SMART DUKAS NAIROBI KENYA



840

shop owners are being trained.

25%

Average increase in shop revenues after completion of the training.

Transforming informal shops into professional businesses

Smart Dukas Nairobi is an innovative approach to substantially improve the competitiveness of tiny neighbourhood stores, so-called 'dukas', which account for the vast majority of sales of groceries and other everyday goods. Through training in basic business skills such as accounting and marketing, and through in-store consulting, shop owners learn how to transform their informal business and become part of the Smart Dukas network. This approach strengthens their market position vis-à-vis customers, suppliers, and competitors. The shops' poor neighbourhoods in Nairobi also benefit from a better offering.

The Julius Baer Foundation supports Smart Dukas Nairobi through its partnership with the elea Foundation for Ethics in Globalization. The project builds on the successful shop improvement model originally developed and implemented by

elea, FUNDES, and the Inter-American Development Bank in La Paz, Bolivia. With Smart Dukas, which is implemented in partnership with TechnoServe Kenya, elea has facilitated the first replication of the model outside of Latin America. A unique feature of the approach is its comprehensive focus on helping shop owners improve every aspect of managing their shop in a systematic way. Over several months, shop owners learn new methods and get weekly, in-store guidance and support to implement practical changes, from shop layout, product selection and pricing, to marketing and handling customers. In addition, shop owners form 'business groups' within their neighbourhoods to pool purchasing power, to gain better access to financing opportunities, and to continuously learn from each other.





Thomas Mwangi
Duka owner, Nairobi, Kenya

“I am now able to separate personal and business money, I no longer use the duka money on non-shop related activities, I know my business expenses, and I am able to minimise unnecessary expenses. The training has also provided me with the opportunity to learn from more experienced shop owners, which has been very helpful. I now have more confidence that through my shop I will be able to achieve my goals in life. My dream is to one day convert my business into a mini supermarket and to sell some items on wholesale.”

Julius Baer Foundation

For more than fifty years, the Julius Baer Foundation has dedicated itself to making meaningful and impactful contributions to society. The grant foundation of the Julius Baer Group was founded in 1965 by Walter J. Bär to support all forms of art and culture, various sciences, and carefully selected charitable causes within Switzerland. The Foundation's reach has extended along with the growth of the Group, and, today it collaborates with partner organisations worldwide in the core areas of Vocational Training, Recycling PLUS, and Wealth Inequality.

How you can contribute

Clients and employees of Julius Baer can support the Foundation.

Your donation will be used specifically for the core area of your wish. IBAN: CH 94 0851 5072 8789 4200 9

Contact

Julius Baer Foundation
Bahnhofstrasse 36, P.O. Box
8010 Zurich, Switzerland
Tel.: +41(0)58 888 4422
foundation@juliusbaer.com
www.juliusbaer.com/foundation

Creating profit and knowledge exchange

Through Smart Dukas Nairobi, 840 shop owners are being trained. This results in:

- an average increase in revenue per shop of over 15%
- an average increase in shop profit of over 25%
- the creation of ten ‘business groups’, formally registered associations of shop owners

Facts and figures: Kenya

Through solid economic performance, Kenya is the first East African country to grow from a low-income to a middle-income status. Major contributors in this regard are small-scale consumer goods, agricultural products, and tourism. However, challenges remain. An estimated 34–42% of Kenya's population remains poor. Among poor Kenyans, the cost of supporting a child in school can be a huge burden, particularly when children are needed to help the family earn a living. Non-attendance at

secondary school level is common. Unemployment in Kenya is high. In the capital, slums are crowded with unemployed youngsters. Even if they find some work, a day's labour typically offers as little as three dollars pay¹.

- Capital: Nairobi
- Inhabitants: 48.6 million
- Languages: English and Swahili, numerous other indigenous languages
- Proportion of population under 14 years old: 40.02%
- Overall unemployment rate: 40%
- Youth unemployment rate (15–24 years old): 23.9%
- Rate of urbanization: 4.15% annual rate of change (2015–2020 estimate)
- Kenya is named after Mt Kenya, the tallest mountain in the country (5,199 metres)

For more information about Smart Dukas Nairobi, please visit: www.elea-foundation.org

“It is the little things citizens do.
That is what will make the difference.”

Wangari Maathai, Kenyan environmentalist and Nobel Peace Prize Laureate

¹ www.our-africa.org