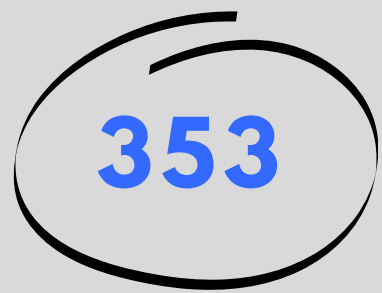


# CHALLENGES AND OPPORTUNITIES FOR YOUNG ENTREPRENEURS DURING COVID-19

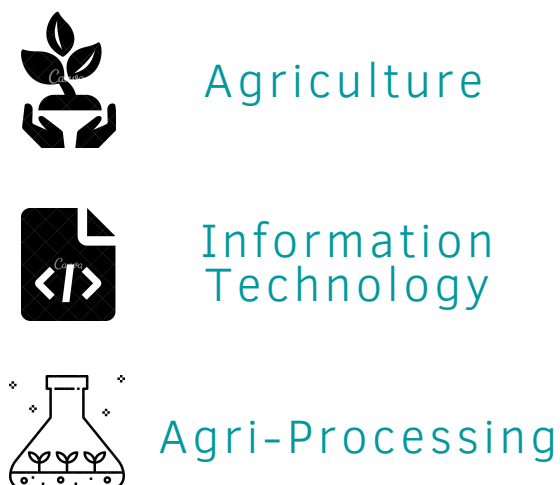
A SURVEY FROM APRIL-JUNE 2020

## THE RESPONDENTS' YOUTH BUSINESS PROFILES

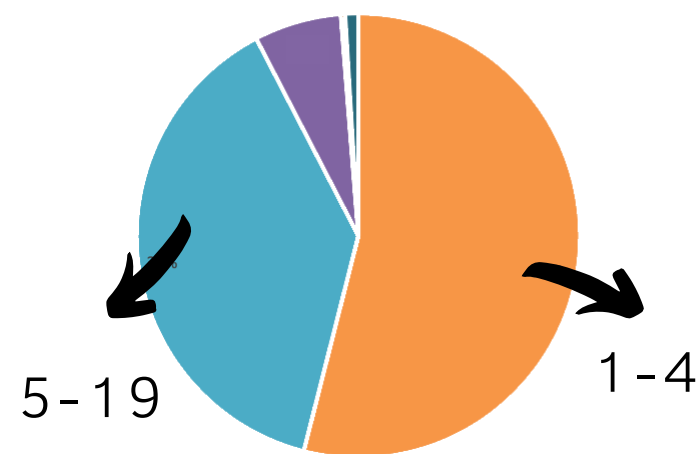
### TOTAL RESPONDENTS



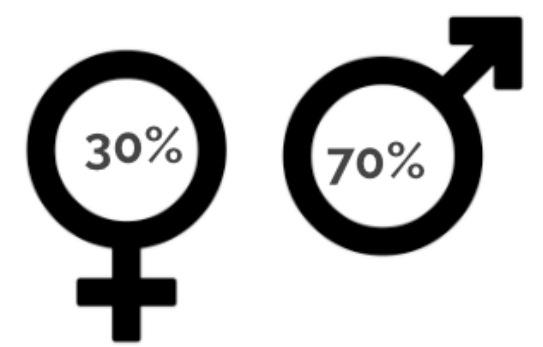
#### TOP 3 SECTORS



#### NUMBER OF FULL TIME EMPLOYEES

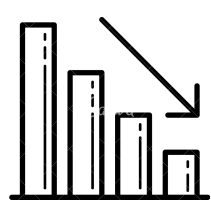


#### GENDER OF FOUNDER/OWNER

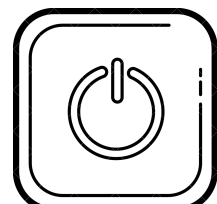


## HOW HAS COVID-19 AFFECTED YOUR BUSINESS?

TOP 3



Decline in sales to consumers and businesses



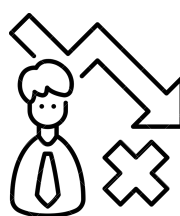
Temporary shutdown



Employee absences

## WHICH COPING STRATEGIES DID YOU ADOPT?

TOP 4



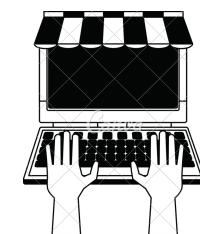
Temporarily reduced employment for all or some employees



Telework



Increased comms and marketing



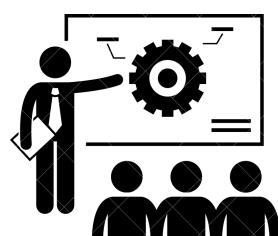
Online sales

## WHICH TYPE OF SUPPORT HAS BEEN THE MOST HELPFUL?

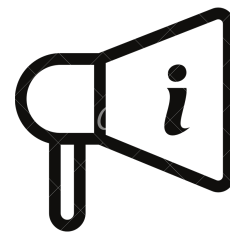
TOP 4



Access to finance



Training



Market information



Information about government support



Transport restrictions and quarantine measures impede access to inputs needed by our businesses (i.e. interruptions to fertiliser production).

Social distancing requirements and absenteeism are increasing costs and reducing production capacity, even as consumer demand increases. On the field, our workers are assigned tasks in smaller groups and some shift work has been introduced.



Andre Serge Mousseni  
CEO & Founder  
Etablissements PSM Cameroon



Running a business during COVID is very challenging in general. But the most challenging part was ensuring that the staff was getting paid monthly, even when we were not able to work due to school closures.

The strategy we adopted in response was going online. This was especially inspired by the increase in technology usage for both work and education during the pandemic. We are now in the process of delivering our classes online.



Masresha Beniam  
Founder  
OmniTech Ethiopia



International Trade Centre

YOUTH TRADE



INTERNATIONAL TRADE CENTRE