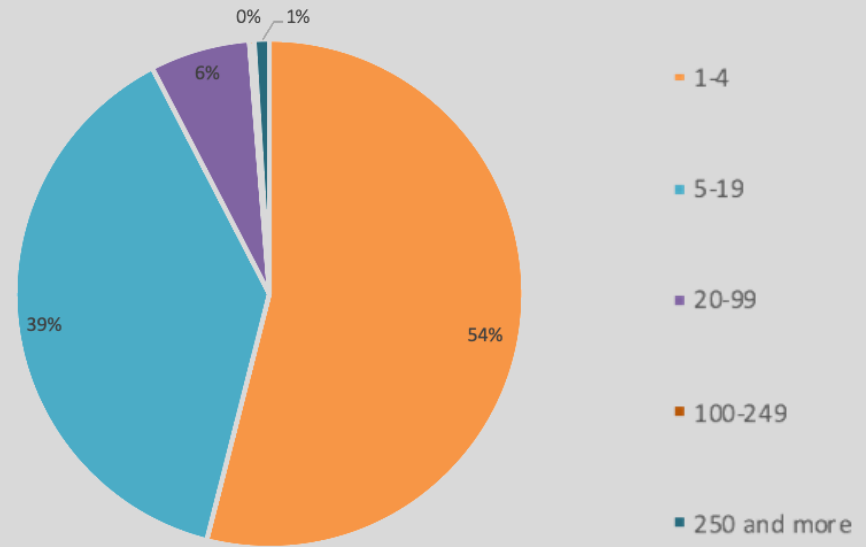




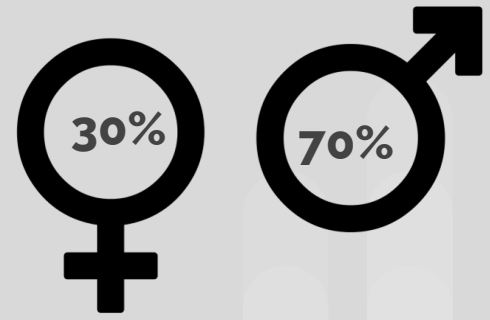
Challenges and Opportunities for Young Entrepreneurs during Covid-19

Profiles of the respondents' youth businesses

Number of full-time employees in the business

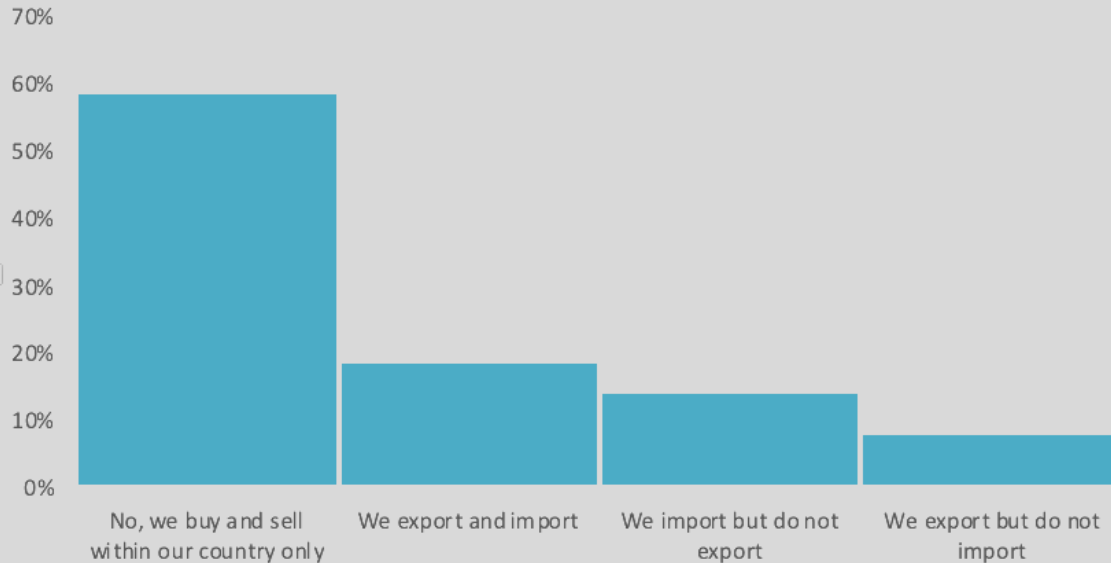


Gender of owner/founder



Profiles of the respondents' youth businesses

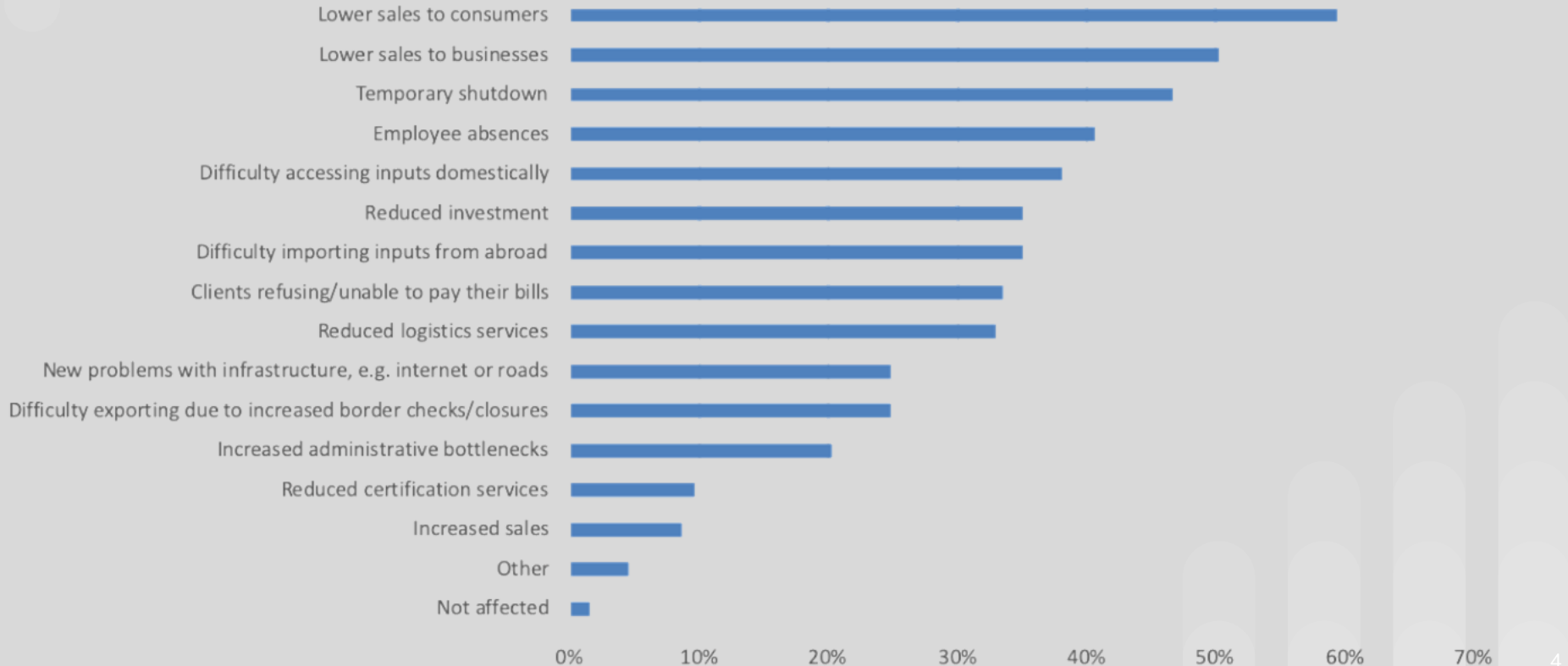
Participation in international trade



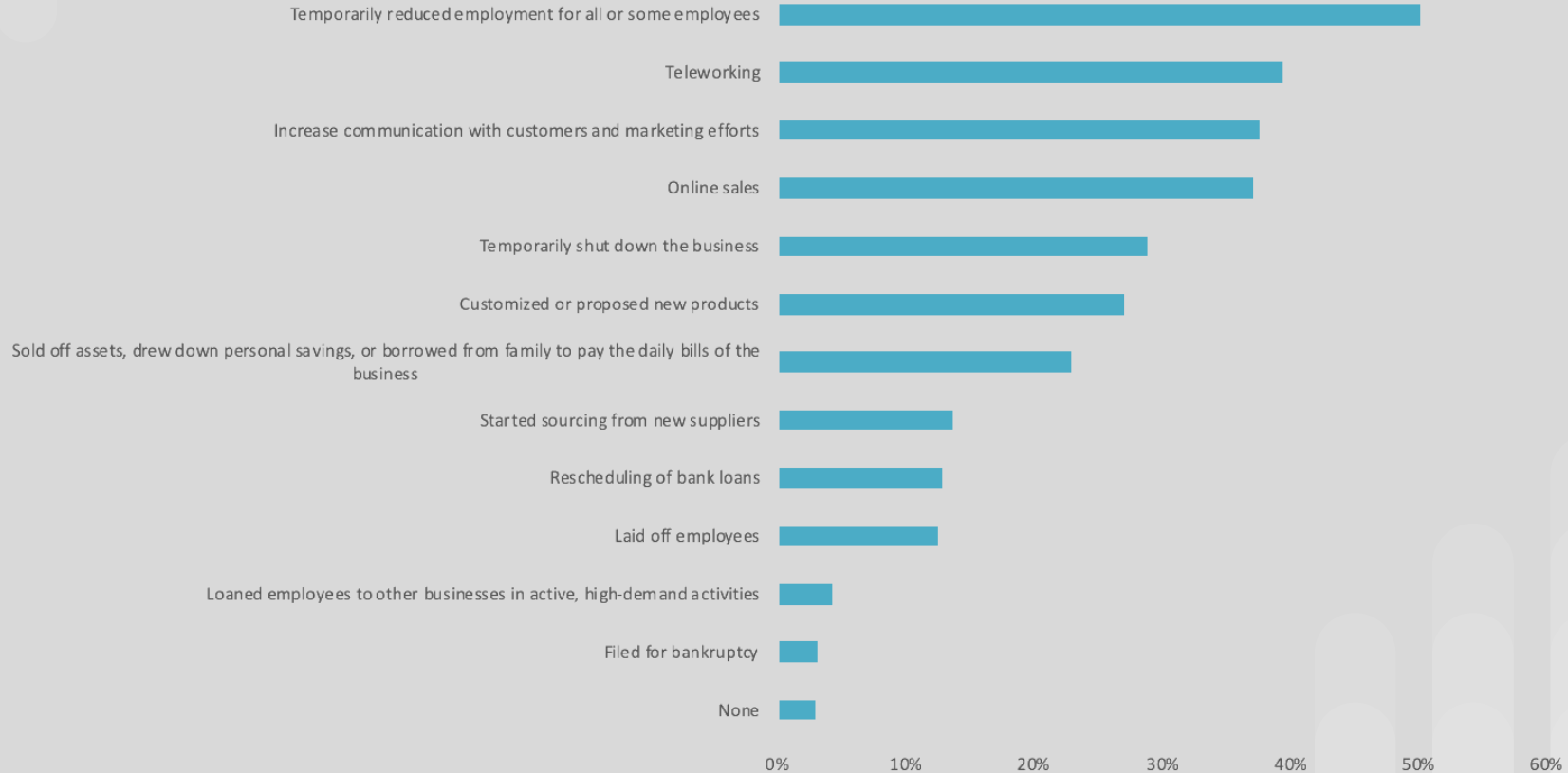
Top 5 sectors

- 1. Agriculture**
- 2. Information technology**
- 3. Agri-processing**
- 4. Retail and wholesale**
- 5. Travel and transport**

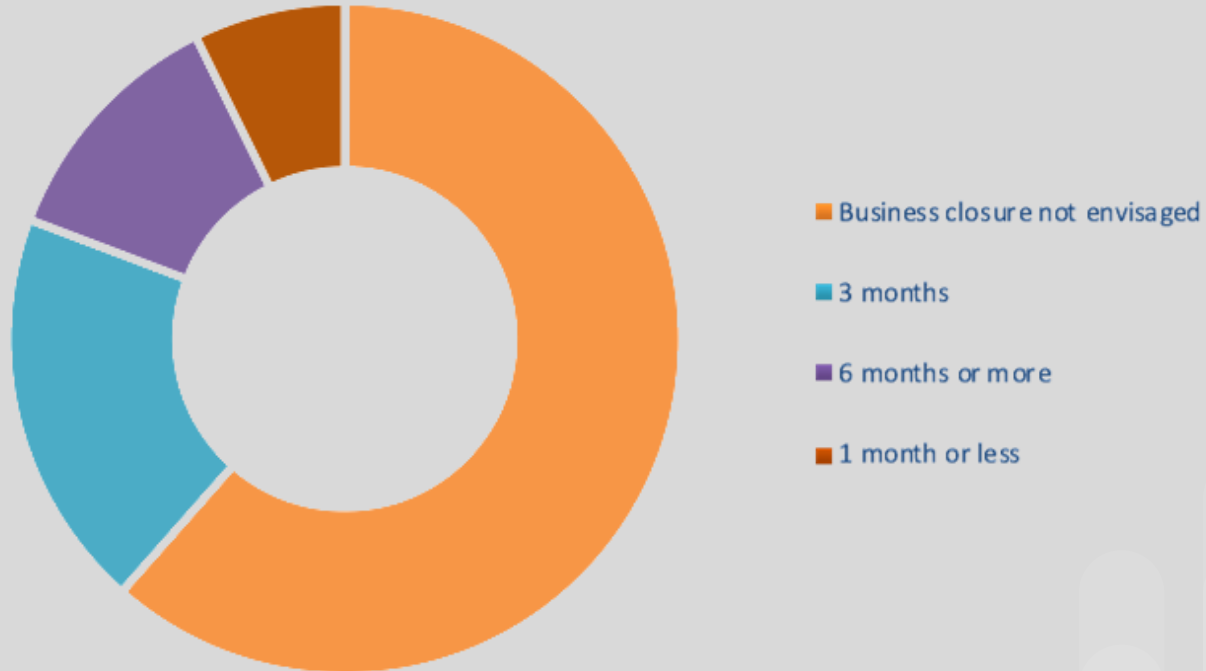
Has the COVID-19 pandemic affected your enterprise in any of the following ways?



Did you adopt any of the following strategies to cope with the crisis?



Do you think there is a risk that your business will permanently shut down because of this crisis, and if so, when could this closure occur?



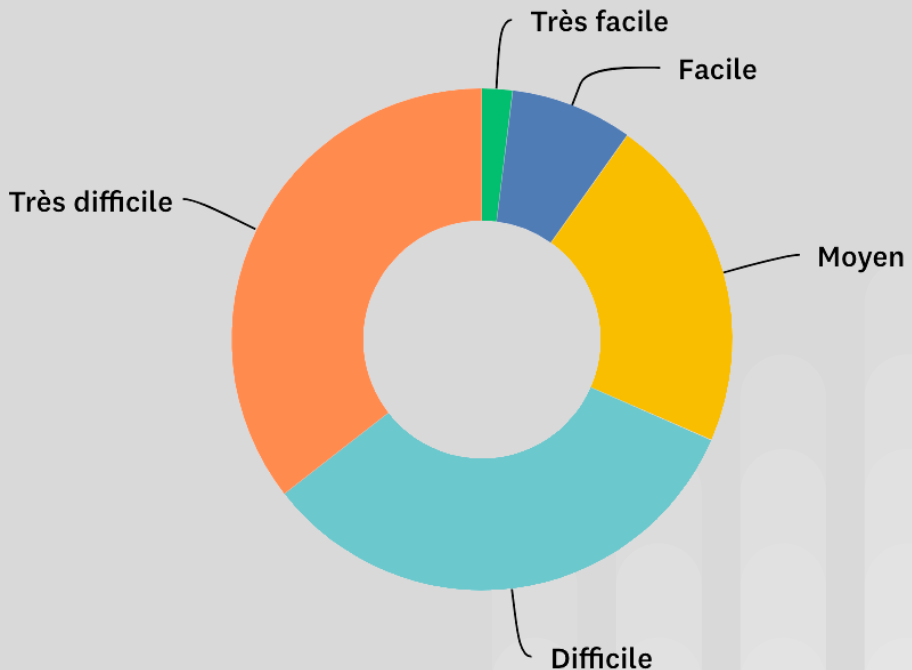
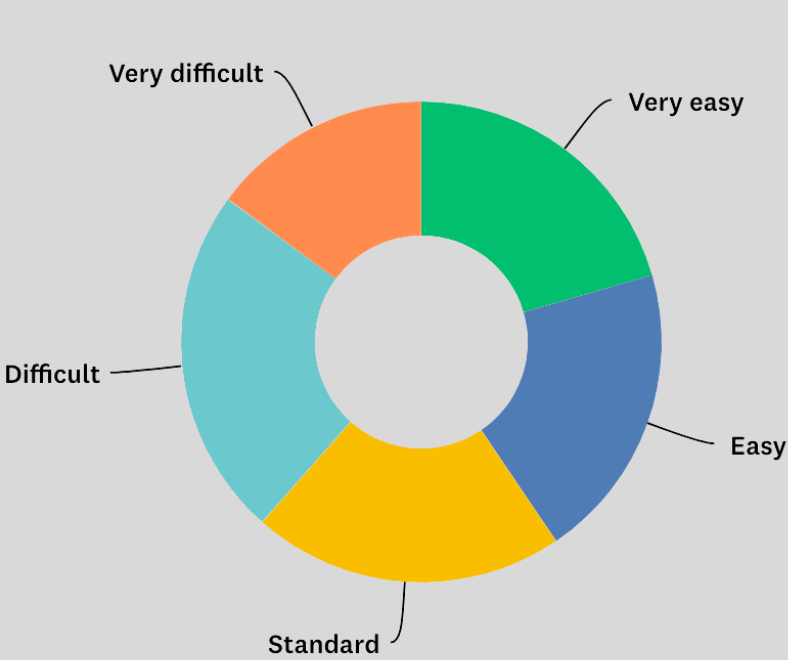
Which government measures would help you the most to cope with the COVID crisis?

Top 4

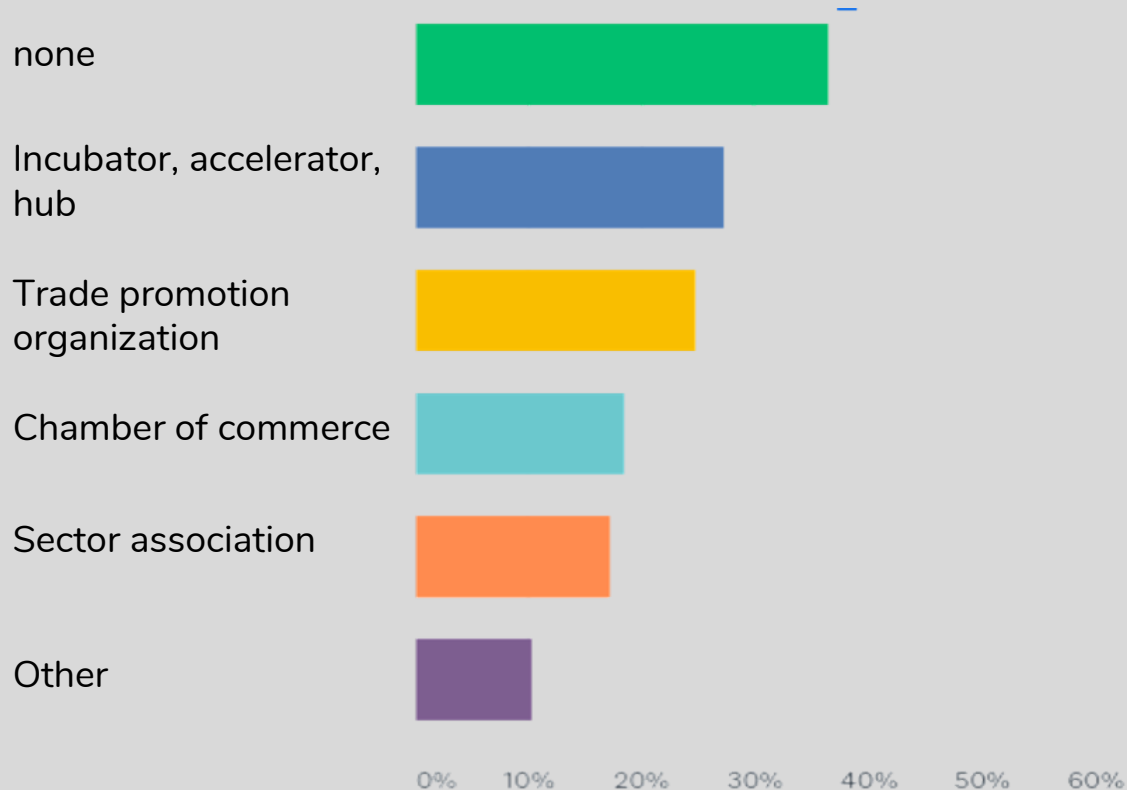
- 1. Financial programmes, such as low interest credit line or credit guarantees**
- 1. Support to self-employment**
- 2. Employment programmes, i.e. temporary unemployment programmes or social security waivers**
- 1. Tax waivers or temporary tax breaks**

How easy is it to access government information about COVID-related SME assistance programmes?

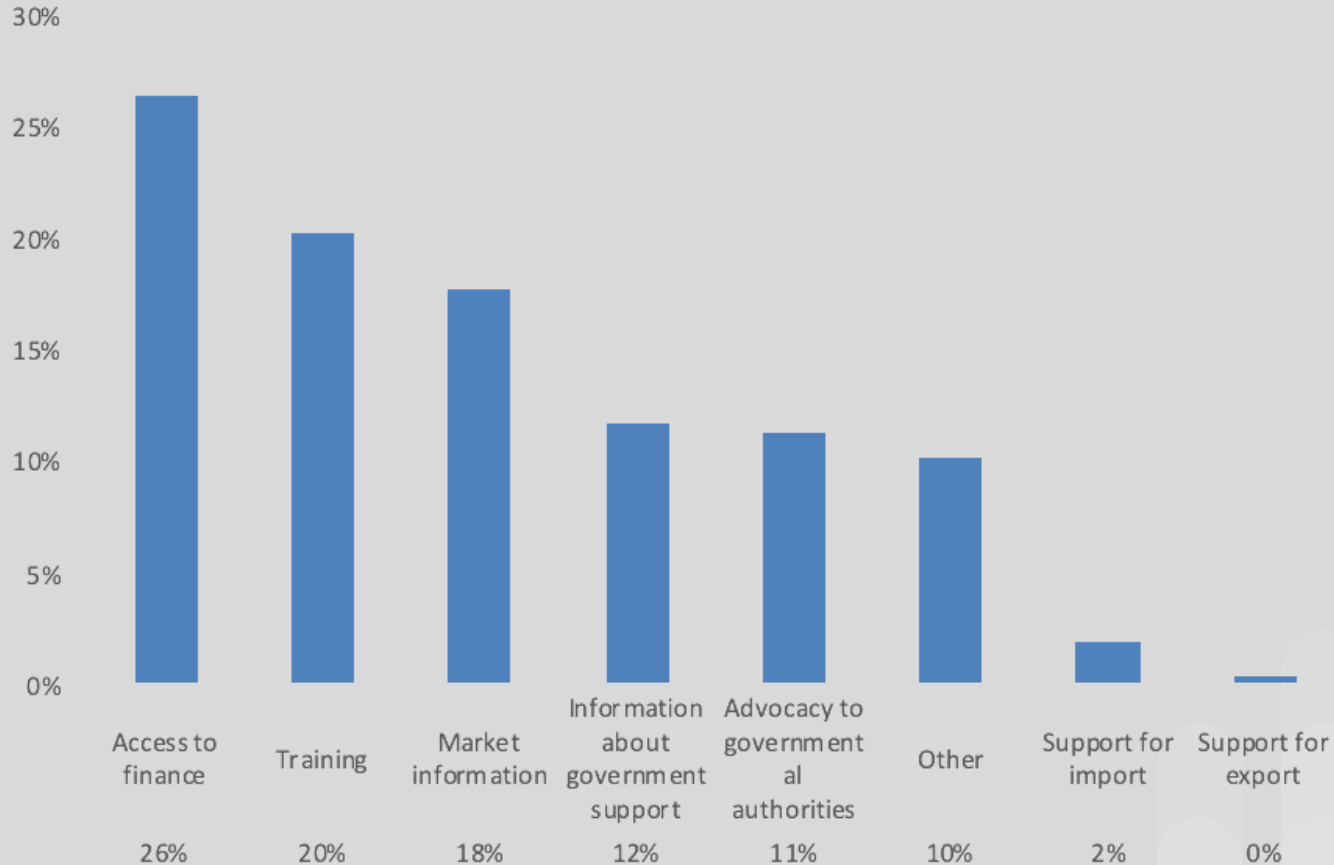
Difference between anglophone and francophone countries



Which organisations have been of most help during the current situation?



Which type of support has been most useful?



Feedback from young entrepreneurs

Mr. Andre Serge Mousseni, CEO & Founder, Etablissements PSM (Cameroun)
Finalist of the WEDF Pitching Competition 2019

What is the most challenging part of running a business in COVID? What strategies have you adopted?

“Transport restrictions and quarantine measures impede access to inputs needed by our businesses. For example, there were interruptions to fertiliser production by some suppliers – due to a lack of workers.

The need to meet social distancing requirements, for example, in packing and grading and in processing our products, in addition to absenteeism, is increasing costs and reducing production capacity even as consumer demand in supermarkets increases.

On the farm field our workers are assigned task in smaller groups, in some area shift work have been introduced, other method are discussed but may be difficult to implement in the short term due to challenges related to sourcing masks and protective equipment for workers.”

Which organization(s) have been most helpful to your business during the pandemic?

“The Cameroon Enterprises Development (CED) and IECD management coaching program.”

Feedback from young entrepreneurs

Ms. Masresha Beniam, OmniTech, Ethiopia

Finalist of the WEDF Pitching Competition 2019

What is the most challenging part of running a business in COVID? What strategies have you adopted?

“Running a business in 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.”

What kind of support do you need the most from ITC, the Youth programme particularly, during COVID-19 and beyond?

“Currently as we are working on a new product, our biggest challenge is finance. We would be happy if we can get support in accessing finance in either the form of grants or loans.”