



MONTHLY UPDATE (JULY 2018)

I. ACHIEVEMENTS

I.1 Women in Business (WiB) Follow-up Coaching

On July 25th, 2018, Women Center for Job Creation (WCFJC) conducted its 3rd quarterly Women in Business (WiB) follow-up coaching workshop. It took place at Ms. Jennifer Sempa's home in Mpumudde Sub-county, Jinja District and was attended by Twelve (12) Group 2 participants from CORE, Biyinzika and Kwagala Women's s Groups. The objective of the interactive workshop was to review Market development and Marketing of products and services.



Business Coach explaining Marketing mix concept

Examples included:

Marketing mix – Business Coach

- Product - Tomatoes
- Price – UGX 1,000
- Place-Makenke and Gayanza
- Promotion – signposts, word of mouth
- People She is the seller. Wholesalers, retailers



Marketing mix – Jennifer Sempa,

- Product – Kumbucha health drink.
- Price – up to UGX20,000
- Place–Mpumudde and women groups.
- Promotion – word of mouth, business cards, and social media,
- People – She is the seller. Shops and individuals are the sellers.



Marketing mix – Agatha Odongo Christine

- Product – bags, necklaces, earrings, wallets, belts among others.
- Price – Up to UGX80,000
- Place – Walukuba, Churches, conferences, and other gatherings,
- Promotion - Public microphone and signpost
- People - Fina is the seller, the buyers are schools and individuals.

I.2 Phase VIII in-kind loan Repayment and Savings

Loan Phase VIII: By 31st June 2018, 88% of the loan portfolio had been recovered, up from 69% in June 2018.

2. UPCOMING ACTIVITIES FOR MONTH OF AUGUST 2018

- Profile ten participants – document activities & outputs.
- Collect outstanding loan repayments for six remaining participants under Phase VIII Loan.
- Conduct Women in Business follow-up coaching: 29th August 2018.