



MONTHLY UPDATE (MAY 2018)

I. ACHIEVEMENTS

I.1 Women in Business 2nd Quarter Workshop

- The 2nd Quarter WCFJC Women in Business Workshop was held on Wednesday 9th May 2018. It was attended by 20 participants.
- The workshop was facilitated by WCFJC Business Coach Harriet Nsubuga. The focus was Market Development and Marketing.
- Topics discussed included market development, customer knowledge and the 5 pillars of marketing (marketing mix); Product, Place, Price, Promotion and People.
- Examples of marketing activities among participants included:
 - Jennifer packs her kombucha energy drink in small bottles and sells it for UGX1,000/= (US\$ 0.27) which her low income target group can afford.
 - Rebecca makes dresses using affordable African cotton prints because her target market cannot afford to buy clothes made of more expensive fabrics.
- Prior to the workshop, participants held a discussion on property ownership and protection.
- Ms. Agatha Christine Odongo, a licensed paralegal and a WCFJC participant chaired the discussion.
- Issues discussed included, joint ownership of property with husbands, securing property in one's own name and the importance of regularly updating one's will.



WCFJC Business Coach (Harriet) explaining the five pillars of marketing by using a role play

I.2 Identification and selection of potential WiB participants

WCFJC visited five potential participants in Bugembe Sub-county. Two of interviewees were selected for recommendation to the Director.

I.3 Phase VIII in-kind loan Repayment and Savings

By 17th May 2018, loan repayments totaled UGX 2,530,000 (US\$670) out of a UGX 3,840,000 (US\$ 1,017) loan portfolio. Savings amounted to UGX 666,000 (\$174). The loan phase duration is 100% complete. However, the loan portfolio recovered is at 66%. Only one participant has completed her repayment obligation in this phase. Eight participants are behind schedule. Every effort is being made to recover repayments.



A participant, Evelyn, giving her views on the five pillars of marketing

2. UPCOMING ACTIVITIES FOR MAY 2018

- Finalize the participant profiling exercise.
- Collect outstanding loan repayments for eight participants under Loan Phase VIII.
- Conduct Women in Business follow-up coaching to the 2nd Quarter Workshop.



One of the proposed new participants Betty, in her restaurant