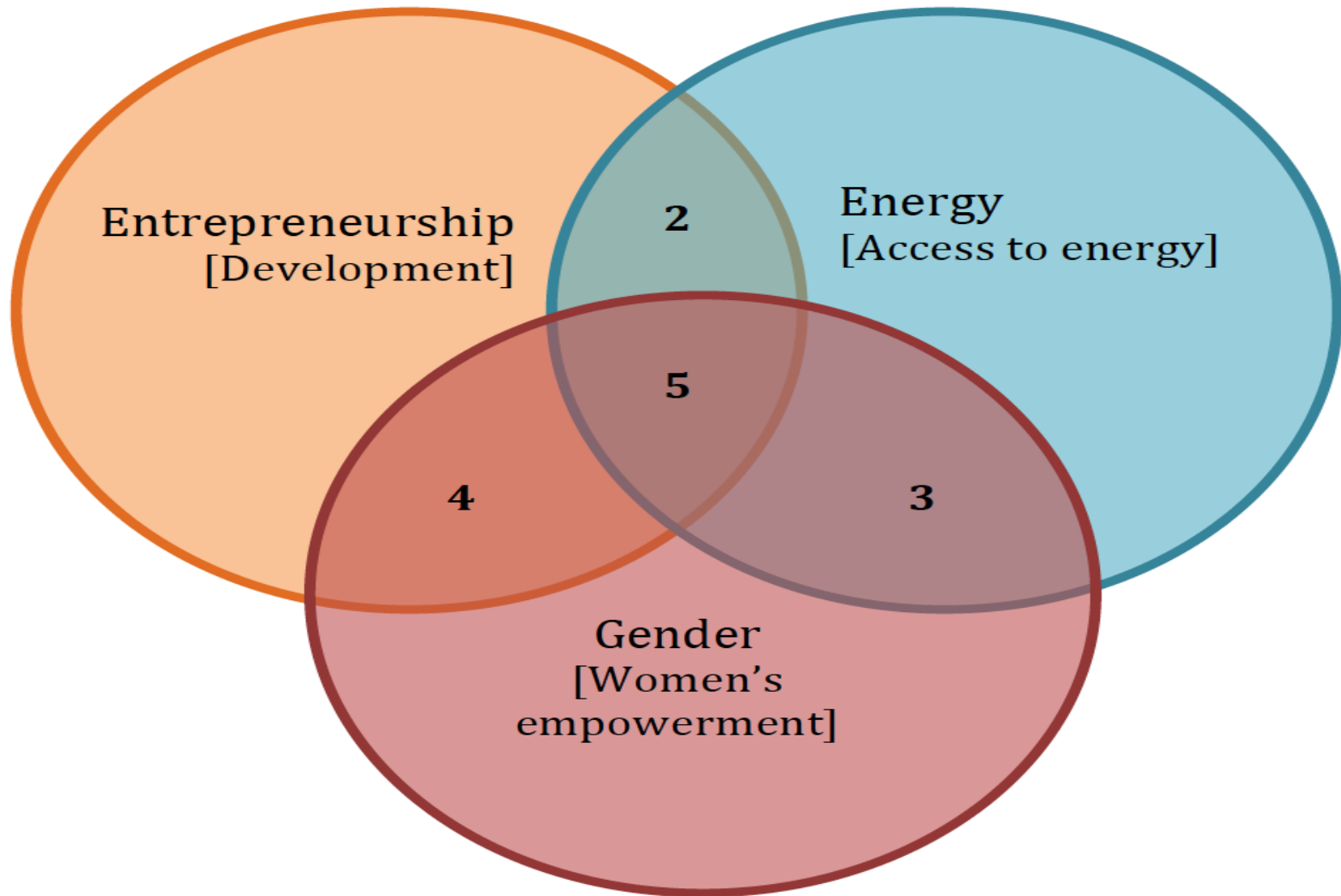


FOCI OF THE STUDY



SURVIVALIST OR GROWTH ORIENTED? LITERATURE AND EVIDENCE

(OWNER-RESPONDENTS ONLY – PILOT PHASE SURVEY)

Do owner respondents want to grow?		
	Frequency	Percent
Yes	105	58.7
Not really	4	2.2
Total	109	60.9



Supportive conditions mentioned	
Financial means in general	6
Bank loans	6
Electricity (milk preservation)	4
Training (various skills)	3
New location	2
Equipment	1
Business partner	1

- Disproving that “survivalist” micro enterprises are anti-growth
- 105 out of 109 wanted to grow!
- Several mentioned spontaneously what would help them

REASONS FOR WANTING TO GROW

- 1 *Survivalist growth*: fulfilling (daily) needs, paying rent and needs for children, to have a livelihood
- 2 *Developing activities* to earn more: developing the activity, (nicer room to) attract more customers, increase profits, increase daily production, sell more maize
- 3 *Investing in new equipment*: buying a fridge, need oven at home to bake, establishing a dairy unit, getting adequate (cooking) equipment, widening and decorating the room, microwave
- 4 *Expanding with new products or location*: training in local juice processing, training in restauration, formalization, another (more visible) location, another place than my home, loan to start selling other goods on the market, other products (that clients ask for), more capital to produce more for market day
- 5 *Creating new business*: combine canteen with a restaurant, open new restaurant, make fried potato chips, hotdogs and hire more people, start factory for banana and sorghum

REASONS FOR WANTING TO GROW

NO GENDER DIFFERENCE IN AMBITION EVEN WHILE WOMEN ARE MORE RESTRICTED BY HOUSEHOLD- AND CARE-TAKING TASKS

Sex of respondent	Survivalist growth	New activities	Invest in new equipment	New products	Create new business	Total
Male	1	10	3	3	5	22
Female	8	18	15	21	10	72
Total	9	28	18	24	15	94



HOW DO YOU WANT TO EXPAND?

ALSO IN MAIN SURVEY (751 RESPONDENTS, 618 (CO-)OWNERS) ALMOST ALL

WANT TO EXPAND THEIR ENTERPRISE



	Gender of the Owner		Total
	Female	Male	
Expand the range of products the enterprise offers	148	103	251
Increase production	52	25	77
Invest in new equipment	66	28	94
Improve to a more permanent/solid structure	46	14	60
Increase the size of the enterprise (e.g. bigger space)	27	15	42
Move my current enterprise to a better location	26	13	39
Hire staff/hire more staff	2	5	7
Open another enterprise in the area	19	16	35
I never considered what I would do	4	3	7
Total	390	222	613

SOME STATEMENTS ABOUT GROWTH:

Percentage of 618 (co-)owners that (strongly) agrees

- I would like to ultimately develop in a formal enterprise, like a real restaurant or food products factory – 91%
- I would like to use hired labour to expand – 77%
- I reinvest profit in my enterprise – 84%
- I seek external sources of capital to expand – 84%
- I would like financial support to invest in improved equipment – 93%
- I would like financial support to invest in a nicer stand / structure – 92%

BARRIERS TO GROWTH

(HARDLY ANY DIFFERENCES BETWEEN MEN AND WOMEN – SUPPORT PROGRAMS AND SMART LOCAL REGULATIONS COULD HELP)

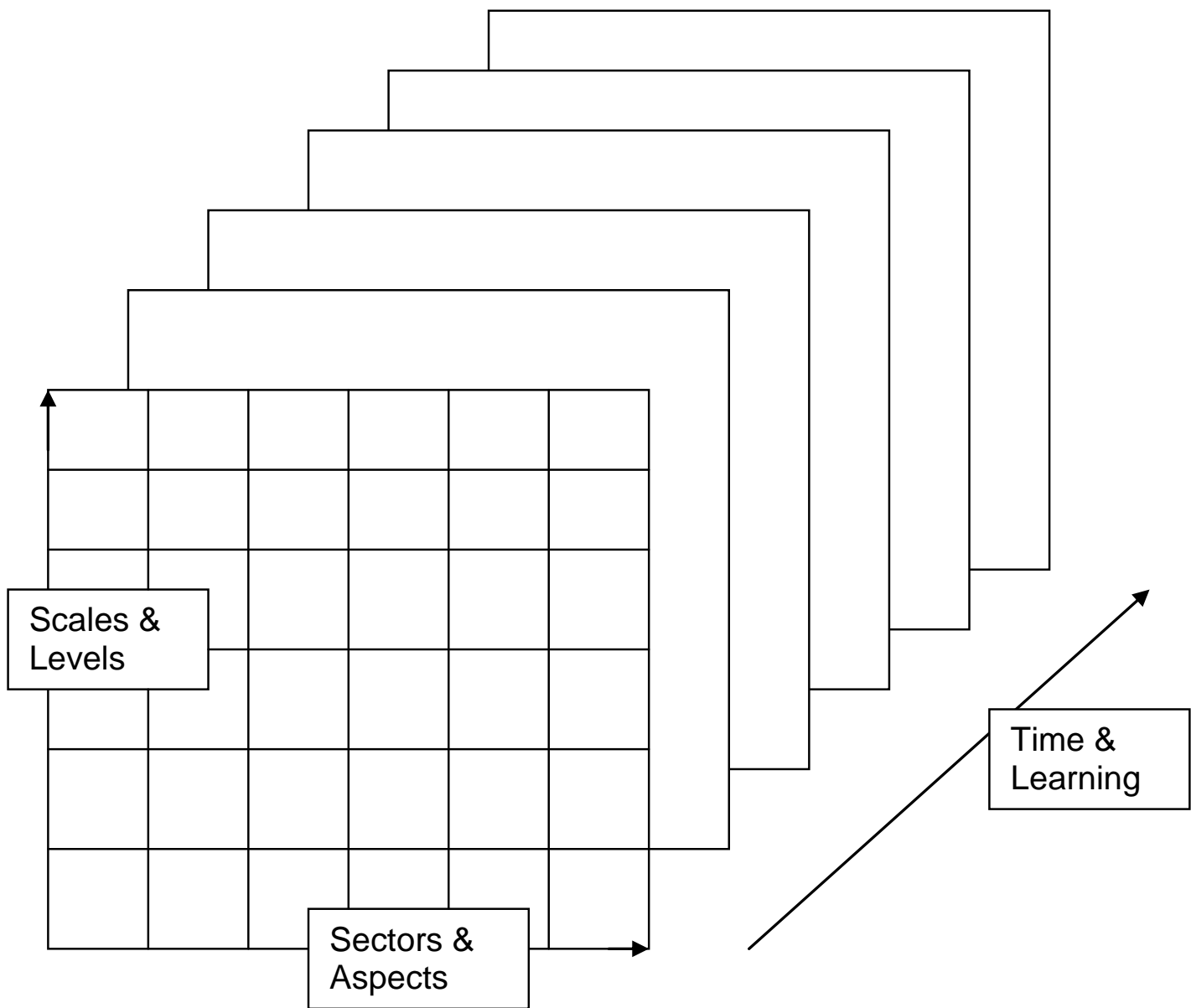
- no access to capital 275
- lack of space 77
- local regulations make it difficult 76
- too much competition 75
- surrounding people disapproved 27
- limited time because of
 - family responsibilities 26
- lack of skills 23

PROPORTION OF FEMALE OWNERSHIP STILL GROWING

(BUT THE FEW BIG STREET FOOD ENTERPRISES ARE MOSTLY MALE OWNED, THUS SUPPORT FOR FURTHER DEVELOPMENT SHOULD TAKE CARE NOT TO IMPLICITLY DRIVE OUT WOMEN)

SHIFTS IN GENDER OF OWNER	Size (number of workers)			Total
	Less than 5	Between 5-15	More than 15	
Female - previously male	101	15	1	117
Female - startup	215	40	1	256
Female - previously female	81	18	0	99
Male - previously male	138	17	3	158
Male - startup	83	20	4	107
Male - previously female	6	5	0	11
Total	624	115	9	748

THREE ASPECTS TO BE INTEGRATED



COLLABORATION HELPS BECAUSE TOGETHER MORE IS POSSIBLE!

