



MSME Case Study | Skills & Capacity Building

Owner: **Nicholas Otieno**

Business: **Chezza Events Ltd.**

Sector: **Hospitality**

Size: **Microenterprise**

Program: **Google Hustle Academy**



Kenya Ecommerce

- 84th on eTrade Alliance's global [“Best Place for MSME Ecommerce”](#) Index
- 20 percent of MSMEs sell on local or regional marketplaces¹
- Ecommerce revenues are expected to have an annual growth of 16 percent by 2025²

Business Journey



Nick Otieno is the Director and Lead Facilitator at Chezza Events Limited, a one stop shop for comprehensive and transformative teambuilding events facilitations company. Their events include indoor and outdoor activities serving corporate firms, educational

About the program *Google Hustle Academy* provides a hands-on accelerated training on entrepreneurial and ecommerce-related skills delivered by subject matter experts. It is designed to help small businesses grow by increasing revenue, improving management practices, and achieving sustainability.

institutions, religious institutions, NGOs, SMEs, and private bookings. Challenges from COVID-19 created a crucial need to strengthen their customer outreach, which is what brought Nick to Google Hustle Academy, in hopes to enhance his networking and marketing skills through digital platforms.

The program introduced practical tools and resources that significantly benefited Chezza Events. Nick describes, “The mentorship program was awesome, I was able to form business partnerships and I can finally see an improvement in my sales thanks to the program.” Since participating in the program, Chezza Events refined their marketing strategy and broadened their customer base. The tangible result? A substantial boost in revenue, marking a triumphant chapter in their journey.

Since participating in the program, Chezza Events has:



Established an **online store**



Increased sales by >10%



Cut operational and logistics costs



Overcome the barrier of competitive marketing