



MSME Case Study | Skills & Capacity Building

Owner: Job Mburu

Business: Classy's Retailers

Sector: Retail

Size: Microenterprise

Program: e-Biz Kwa Vijana



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



Job Mburu is the owner and founder of Classy's Retailers, an emerging online retail store specializing in household goods such as kitchenware, bedding, and footwear. He began by selling shoes through WhatsApp but quickly realized competition was fierce. He was motivated to pursue

About the program e-Biz Kwa Vijana is a digital and entrepreneurial skills development program designed to equip 1,000 youth and entrepreneurs in Kenya with skills and resources to expand their market, sustain and scale their enterprises using e-commerce platforms.

e-commerce training with e-Biz Kwa Vijana to sharpen his business skills in the digital space. One of the key takeaways from Job's participation in the program was the importance of investing time and resources in digital trade to see tangible results. In his words, Job explains “to reach a wider audience, I had to expand beyond my immediate networks and open online shops on platforms like Jiji and Pigiame. I also learned the value of paying for advertisements, even on social media platforms like Facebook.” Social media advertising enabled him to reach a far wider audience than before, ultimately boosting inquiries and sales. Through the program, Job gained skills such as strategic marketing, setting competitive prices, and effective customer engagement. The training transformed Job's perspective on entrepreneurship and digital trade. He learned that innovation and consistency are crucial for entrepreneurs who want to thrive online. Looking ahead, Job is eager to take full control of his supply chain, exploring opportunities to import or work with local manufacturers.

Since participating in the program, Le~Gabrielle Collection has:



Onboarded to online platforms



Increased sales by 25%



Expanded their customer base



Gained at least one international client