



# MSME Case Study | Skills & Capacity Building

**Owner:** George Smart

**Business:** Laptophub Solutions

**Sector:** Electronics

**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 marketplaces<sup>1</sup>
- Ecommerce revenues are expected to have an annual growth of 16 percent by 2025<sup>2</sup>

## Business Journey



**In Kisumu, Kenya, George Smart** manages Laptophub Solutions, a microenterprise specializing in computer repair services and laptop sales. With a clientele primarily consisting of college students, George sought to broaden his customer base through Ecommerce and turned

**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.

to the Google Hustle Academy for assistance. After completing the program, George gained expertise in crucial ecommerce skills such as digital marketing, strategic product pricing, handling international payments, and navigating trade compliance. George feels his business experienced a transformative shift. He remarked, “The program has given my business a new lease of life. It was in-depth, loaded with information, and I am able to see my business as a brand. Through implementing the learnings, I can already see an improvement.”

The impact of the program is evident as Laptophub Solutions tapped into new markets merely months after George graduated, witnessing a 30% increase in new customers through online marketing campaigns. The online platform enabled consistent client engagement and valuable customer feedback. Laptophub Solution’s success underscores the power of ecommerce capacity building, showcasing George’s proactive approach to make his microenterprise competitive in the digital era.

### Since participating in the program, Laptophub Solutions has:



**Cut** operational and logistics cost



**Gained** new domestic ecommerce customers



**Hired** at least one new employee



**Increased sales** by >10%