



MSME Case Study | Skills & Capacity Building



Owner: Tania Cedillos de Gonzalez

Businesses: Productos Los Nekos; MENT

Sector: Gourmet foods; artisanal goods

Size: Microenterprise

Program: eCommerce Capacity-Building for Women-led MSMEs



El Salvador Ecommerce

- 87th on eTrade Alliance's global [“Best Place for MSME Ecommerce”](#) Index
- One-third of MSMEs have some sales capabilities¹
- 92 percent of digital sales concentrated in the ecommerce sector²

Business Journey



Tania Cedillos de Gonzalez, a lawyer and notary from El Salvador, manages two microenterprises “Productos Los Nekos”, offering gourmet foods, and “MENT,” specializing in handmade leather handbags and briefcases, supporting indigenous and elderly women artisans through fair trade. When she entered the scholarship program in 2022, Tania

About the program *eCommerce Capacity-Building for Women-led.*

106 women-led MSMEs from Bolivia, El Salvador, and Honduras were selected for ecommerce capacity-building scholarships, as part of an eCommerce Institute-led program. 63% set up an online store, 58% grew their customer base, and 80% increased their sales.

faced challenges in breaking gender norms and overcoming market perceptions of handmade goods and accessing financing for internationalization. The program enabled her to learn about social media, online marketing and financial and operations management. She also learned to manage an omnichannel business. After the program, Tania sought ways to obtain soft loans or non-refundable credits to expand her business. Tania reports, "Because of these scholarships, we have gained access to new ways to market our products, track production and supply chain, and manage finances." Today, MENT is exporting their products to United States and Productos Los Nekos is expanding in the coffee industry. See her longer story at the [eTrade Alliance site](#).

Since participating in the program, Tania has:



Established an **online store**



Increased sales by >10%



Cut operational and logistics costs



Made **export sales** into two new foreign markets