



MSME Case Study | Skills & Capacity Building



Owner: Jackie Kamau
Business: The Laundry Lady Ltd.
Sector: Services
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



Meet Jackie Kamau, founder of The Laundry Lady in Nairobi, Kenya, offering on-demand services to individual consumers and businesses. Despite facing challenges like rising input costs, outsourcing issues, and expanding her customer base, Jackie persisted with the help of the program

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.

which led to remarkable progress. In the program, Jackie gained crucial skills in ecommerce tools, digital marketing, payment management, and post-sale services. She also honed her business management approach, implementing a business growth plan in the first quarter of 2024. A key takeaway for Jackie was the significance of managing an online presence. In her own words, Jackie emphasizes, “I learned the impact of having an online presence and the importance of using social media for marketing.”

Today, The Laundry Lady has grown its customer base by 20% since December 2023. Through the use of technology, they have improved operations and saw an increase in revenues which continue to grow with creative marketing that enables them to stay competitive. Jackie’s advice to other entrepreneurs is, “persistence will get you there, consistence will keep you there.”

Since participating in the program, The Laundry Lady has:



Established an **online store**



Increased sales by > 42%



Gained new domestic ecommerce customers



Cut operational and logistics costs