



MSME Case Study | Skills & Capacity Building



OneClip Daytrip Safaris
Explore and Discover Africa

Owner: Wycliff Opondo Otieno
Business: OneClip Day Trip Safaris
Sector: Tourism
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



Wycliff Opondo Otieno founded OneClip Day Trip Safaris after facing challenges in a tour company where he felt undervalued as an employee. Wycliff enrolled in the program out of curiosity about ecommerce and the desire to effectively manage physical and online aspects of his business.

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.

The program deepened his understanding of trading online and boosting his company’s online presence on digital platforms. During the program, he launched an online store through Instagram where he gained over 650 followers. A key moment for him was when he realized the potential of selling services on ecommerce platforms which created new opportunities to reach a wider audience.

Since participating in the program, Wycliff expanded his customer base on Jiji and LinkedIn and is now using TikTok for marketing. Reflecting on his experience, Wycliff shares, “I'm grateful for the training provided by e-Biz Kwa Vijana and suggest adding a module on selling services on LinkedIn for individuals offering services. The knowledge I've gained has not only helped me improve my business but also enabled me to share my expertise by offering ecommerce training to others.”



Since participating in the program, OneClip Day Trip Safaris has:



Onboarded to online platforms



Increased sales



Expanded their customer base