



MSME Case Study | Skills & Capacity Building



Owner: Marjorie Lorena Reyes Palacios

Business: Taytta

Sector: Artisanal goods

Size: Microenterprise

Program: Mayors for E-Trade



Ecuador Ecommerce

- 83rd on eTrade Alliance's global [“Best Place for MSME Ecommerce”](#) Index
- Has a score of 39 out of 75 on the [“MSME Ecommerce and Digital Policy”](#) Index
- The digital economy accounted for \$3.17 billion in 2022¹

Business Journey



Marjorie Lorena Reyes Palacios is the proud owner of Taytta, a family-owned business specializing in toquilla straw hats handmade by Ecuadorian artisans. Faced with the challenge of learning how to navigate the vast ecommerce world, Marjorie enrolled in the program to broaden her understanding of

About the program *Mayors for e-Trade* is an ecommerce training pilot in Ecuador where 46 participants were selected for cross-border capacity-building scholarships, as part of an eCommerce Institute-led program. 72% set up an online store, 74% grew their online sales, and 96% expanded their customer base.

ecommerce and expand Taytta’s online presence abroad. She specifically sought ways to effectively tell the unique story behind the products, balancing tradition and innovation. The program provided Marjorie with practical insights, tools, and strategies essential for navigating the e-commerce landscape. It also provided her a new perspective on presenting Taytta’s products authentically to a global audience, Marjorie shares, “We deeply appreciate the knowledge acquired about digital storytelling, emotional marketing and online sales strategies, which allow us to share the stories behind our crafts with a global audience, creating an emotional connection with each piece, but above all climbing borders and seeking that internationalization.”

Since participating in the program, Taytta diversified their product range, strengthened their collaboration with artisans as well as increased their international visibility and online sales. Marjorie’s strategic approach to e-commerce, rooted in authenticity and creativity, has propelled Taytta towards global success.

Since participating in the program, Taytta has:



Overcome barriers to export



Increased sales by >15%



Cut logistics costs



Made **export sales** in at least one new foreign market