



# MSME Case Study | Skills & Capacity Building

**Owner:** Gabriel John

**Business:** Le-Gabrielle Collections

**Sector:** Textiles and apparel/clothing

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

## Business Journey



**Gabriel John**, CEO and Founder of Le-Gabrielle Collections, runs a fashion businesses specializing in designing official wear. Gabriel participated in the program to overcome significant challenges in building his brand. His biggest hurdle was visibility – most people didn’t know his business existed

**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.

and his sales were falling short of his goals. Through the training, Gabriel mastered the art of social media marketing allowing him to better engage with his audience and strategically place his products on various ecommerce platforms such as Jumia and Pigiame. The training reshaped his entire perspective on ecommerce and entrepreneurship, “I realized that in today’s digital world, many consumers prefer online shopping over physical stores, and this opened my eyes to the power of social media and ecommerce in modern business.” shared Gabriel. Since completing the program, Gabriel saw significant improvements in social media engagement, customer inquiries, and sales. One of his proudest achievements was opening a new branch in his hometown – an expansion fueled by his sales growth since the training. Gabriel is incredibly proud of his progress and is excited about the future of Le-Gabrielle Collections. He credits the eBiz Kwa Vijana program for equipping him with skills to grow his business and transform his approach to entrepreneurship in the digital age. He also plans to expand his business to global ecommerce platforms like Alibaba to reach a broader market.

## Since participating in the program, Le-Gabrielle Collection has:



**Onboarded** to online platforms



**Increased sales** by 60%



**Expanded** their customer base



**Gained** at least one international client