



MSME Case Study | Skills & Capacity Building



Owner: Robert Wambugu
Business: Beauty Mall Kenya
Sector: Beauty and Fashion
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



Robert Wambugu is the co-founder of Beauty Mall Kenya, a business venture focused on custom-made wigs and weaves. His journey began in 2017 in Nairobi, Kenya, driven by a personal struggle he and his wife faced when searching for the perfect hair during shopping trips. Their primary

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.

customer base consists of women in the Nairobi Metropolitan area. “There are new businesses entering the beauty sector every year. Navigating this rising competition in the beauty industry and acknowledging the opportunities we could harness by enhancing our digital skills, were the primary motivations for joining the e-Biz Kwa Vijana training program,” says Robert. Before the training, their online presence was limited to ordinary infrequent social media posts. From the digital marketing knowledge they have acquired, they customize their social media ads to target audiences, leading to increased conversions. Additionally, they onboarded onto the Jumia and Jiji platforms where they listed their products successfully expanding their customer base. Robert shares, “Our commitment to meeting our customer needs led us to the e-Biz training program. The diverse modules and various trainers provided a comprehensive learning experience, addressing a broad range of topics relevant to our business.” Their vision for the next five years includes upscaling regionally, expanding to major cities in the country, and establishing a branch in South Sudan, where they have already exported to in the recent past. Beauty Mall Kenya is also looking to diversify their business offering to include hair installation and washing services as part of their strategic growth plan.

Since participating in the program, Beauty Mall Kenya has:



Onboarded to online platforms



Increased sales by >20%



Expanded their customer base



Overcome the barrier of competitive marketing