



MSME Case Study | Skills & Capacity Building

Owner: Zilpah Khasiro

Business: Joycil Enterprise

Sector: Agriculture

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



Zilpah Khasiro is the proud entrepreneur behind Joycil Enterprise, which was born out of her passion for agri-business and addressing food insecurity in Kenya. Zilpah found the program at a time of dire need for digital marketing skills. The primary challenge

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.

Zilpah faced was a lack of digital skills which hindered her business’s online presence. The program significantly improved her customer interactions and expanded the business reach. The business strategy module and digital marketing skills proved to be particularly valuable as they enhanced the quality of her online product showcases. Since completing the training, Zilpah expanded her online presence through platforms such as Jumia, Jiji, and Kilimall, attracting clients from all corners of Kenya and even internationally. Currently, Zilpah is in the process of rebranding Joycil Enterprise by integrating newfound strategies and tools acquired from the program. Looking ahead, Zilpah envisions establishing a small factory for milling cassava, millet, and wheat in the next five years. She aims to distribute these products across the country and internationally.

Reflecting on her journey, Zilpah shares, “I whole heartedly encourage young people to explore the realm of online business. The potential for income generation and the transformative power of digital skills are truly limitless. While my journey started with e-Biz Kwa Vijana, the possibilities for growth and success are now boundless.”

Since participating in the program, Joycil Enterprise has:



Onboarded to online platforms



Increased sales



Expanded their customer base



Gained two international clients