

Africa Tech for Trade Alliance | Beneficiary Case Study

The Participant

Name: Sylvia Matekwa

Sector(s): Healthcare

Country: Kenya

Firm Size: Microenterprise

Program: Kasha Pilot

The Program

Through its digital platform, **Kasha** supplies FMCGs, pharmaceuticals, and women’s healthcare products to retail pharmacies, clinics, and hospitals (B2B), and direct to consumers (B2C). Under the **Africa Tech for Trade Alliance**, Kasha expanded its agent network to engage more retail channels and access more consumers in rural areas. Kasha also offers stock financing and training for B2B buyers to grow their product offerings.

Kasha’s agent outreach model expands a digital e-commerce solution to rural economies, providing underserved populations with in-demand household and healthcare products. It also provides agents and pharmacy SMEs opportunities to participate in the digital marketplace, expand their customer base and revenue.

Business Journey



Sylvia Matekwa, from Kitale town in Trans Nzoia county, became unemployed during the COVID-19 pandemic. She turned to the informal sector, known as “jua kali” where she typically earned KSH 400 per day.

Sylvia joined Kasha as a sales agent in November 2023 which provided her stable earnings through commissions. Kasha provided comprehensive training sessions that enhanced her capabilities in sales and marketing. Utilizing platforms like WhatsApp and Facebook, Sylvia efficiently reaches a larger audience, expanding her market reach and driving her sales growth.

The pharmaceutical knowledge Sylvia acquired proved invaluable. Her familiarity with products for conditions such as hypertension and diabetes facilitates successful sales, also empowering her to manage her family’s health more effectively.

Sylvia’s focus on driving sales yielded promising results. With a customer base of 151, she increased her overall sales by over 30%. Sylvia looks forward to growing her operations as she serves a community with high demand for their products.

Outcomes



Upskilling in sales and marketing



Increased sales



Expanded customer reach