



# MSME Case Study | Skills & Capacity Building

**Owner:** Catherine Atieno Onyango

**Business:** Cate's Collection

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

## Business Journey



**Catherine Atieno Onyango** is an orthopedic technician and proud owner of Cate's Collection specializing in perfumes, watches, and clothing. Catherine ventured into entrepreneurship in 2021 when she discovered a high demand for perfumes but an absence of physical

**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.

stores in the area. Catherine enrolled in the program with a desire to develop digital marketing skills and to expand her online presence. The program had a transformative impact on her business. She reports having a reliable customer base with constant inquiries as she recalls, "Previously, I had to actively seek customers, but now they come to me." Through the program, Catherine learned to effectively segment her customers and develop compelling value propositions tailored to different products. Developing online stores on platforms such as Pigiame and Instagram has expanded her customer reach and brought in more customer inquiries.

Working towards the future, Catherine's vision is to expand beyond the online space and open a physical shop that offers a diverse range of perfumes in bulk, catering to major cities in Kenya, including Mombasa, Kisumu, and Nakuru. Catherine reflects on her experience, "I'd like to emphasize that disability is not inability. As a person with albinism, I encourage fellow individuals with disabilities to take risks and venture into online business. The e-Biz Kwa Vijana project has been a catalyst for increased business, and I look forward to further growth and success."

## Since participating in the program, Cate's Collection has:



**Onboarded** to online platforms



**Increased sales**



**Expanded** their customer base