

CALL FOR APPLICATIONS FOR WOMEN OWNED AND WOMEN-LED E-COMMERCE BUSINESS SUPPORT

1. Overview:

This project, *e-Commerce and Women led SMEs in Egypt*, is part of the World Bank's Women Entrepreneurs Finance Initiative (We-Fi). The overall objective is to have a positive impact for local women-led businesses in the eCommerce space, enabling them to scale up, build their technical knowledge, and potentially enter new markets and export via eCommerce.



Specifically, the project aims to help women-led small and medium-sized Enterprises (SMEs) in Egypt to increase their sales via eCommerce by creating learning products relating to eCommerce.

We are calling for women-led SMEs who want to receive coaching and support from local and international experts to help them scale up their eCommerce sales.

We are seeking to support businesses that are **women-owned or women-managed**, who produce goods sellable through e-commerce platforms. We are particularly interested to work with companies in the **Crafts, Beauty Products, Clothing, Food Products and Electronics** sectors, with **between 5 and 100 employees**. We are willing to consider smaller businesses, or those active in different sectors, if they demonstrate good potential for growth.

You do not have to have extensive previous experience selling online, but if you do, then we can help you improve and optimize your sales, and reach new potential markets.

Participating businesses will receive 3 - 4 practical coaching sessions from trained eCommerce advisors to cover all areas of running an eCommerce business. Coaching sessions will be delivered virtually or in-person, and there will be a limited number of SMEs allocated to each eCommerce advisor to ensure a tailored coaching experience depending on your specific needs. During this time, our eCommerce advisors (supported by international experts) will continue to provide guidance, feedback and support to you to help you improve your skills and knowledge further.

The coaching will cover topics such as access to sales channels, using online payments, cross-border fulfilment, costs and digital marketing. After the successful completion of the coaching sessions, your staff will be knowledgeable on how to use eCommerce effectively and increase your online sales.

2. Benefits of Participation:

Businesses that are selected to participate in the coaching scheme can expect to gain a range of benefits, which will leave you in a strong position to upscale your operations and get hands on practical training and coaching on various areas of your business. These include:

- **New practical skills** – The coaching will cover hands on training of practical skills that will cover areas of the business such as marketing and fulfillment. With the small number of participants per trainer, we can tackle the personalized problems your business might be facing.
- **Learning resources** – You will receive learning materials from the coaching program which you will be able to refer back to, and reuse in the future.
- **eCommerce Network** – You will be able to build your professional network with local peers, international eCommerce experts, sales platforms, logistics providers, and payment platforms that you can in turn partner with and explore more business opportunities.
- **Potential New Partners**– You will have the opportunity to connect with new businesses in Egypt who could be your future partners.
- **Discounted Rates** - Participants will be able to access a number of exclusive benefits, such as preferential rates from shipping companies such as DHL, Bosta and UPS.
- **Coaching to International Standards** – You will be coached by locally based eCommerce advisors who have been recently trained on cutting edge ecommerce topics by internationally renowned eCommerce specialists, with many years of experience working in multiple markets.

The team of international specialists includes Fabian Staechelin, Bassil Eid, Ahmed Roushdy and Tamara Abdel-Jaber, as well as experts from OCO Global and Innovety, who strong local business networks and market insights.



Fabian Staechelin is an eCommerce Expert who designed and launched the ITC-eBay partnership and rolled it out in Morocco in 2016, carrying out SME trainings in Casablanca. He has trained and onboarded dozens of women-led firms as consultant to ITC, and is now working with Nextrade on a virtual B2C eCommerce development project targeted at Brazilian firms to access a cross-border eCommerce training.



Bassil Eid is an experienced advisor to startups and entrepreneurs and an expert in eCommerce and logistics. He is a former eBay and DHL executive, with extensive contacts with marketplaces and logistics firms in the MENA region, including with a number of international logistics associations.



Tamara Abdel-Jaber is a business leader who co-founded the Women in Business Arabia network, and since then it has grown organically to 40,000 members, many of whom are female business owners and professional women in Egypt. She brings close relationships to local Egyptian businesses and the wider business ecosystem, and has key experience training and mentoring women-led SMEs and entrepreneurs.



Ahmed Roushdy is an Egyptian entrepreneur and e-commerce expert. He has founded a seven-figure e-commerce children's brand, running its operations from Egypt, and sells across the Middle East and Europe. Ahmed helps entrepreneurs with their e-



commerce journey to scale and open new market channels, while ensuring they are working towards increasing sales, growing their team and developing their processes.



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3. Summary of key responsibilities:

Attendance of Coaching Sessions:

You will be expected to attend approximately 3-4 online or in-person practical coaching sessions over 2 weeks. The support will be delivered to businesses in three rounds between November and March 2021 – the exact dates and times of training will be confirmed at a later date.

Provision of Information and Data:

You will be to provide the programme team with feedback and some data relating to your sales of products via eCommerce channels, for the purposes of monitoring and assessing the success of the programme.

4. Key Requirements for Participants:

We are looking for businesses who meet the following criteria:

Essential attributes:

- Women-owned (fully or partly) or women-managed business
- Small or Medium sized Business (between 5 and 100 employees)
- Some knowledge of eCommerce, retail, and selling online
- Interest & motivation to scale up the business
- Strong ability to use technology, including platforms such as Zoom and PayPal
- Strong language abilities in either English and Arabic
- Registered in Egypt
- Commitment to the program along with willingness to participate in surveys and share information about online sales to monitor and evaluate performance

Preferred attributes:

- Established businesses that have been operating for over 3 years
- Experience selling online via Social Media or eCommerce platforms

5. More Information:

OCO hosted an information session on 19th October 2021. You can watch the video here:

https://www.youtube.com/watch?v=gdrQY9kb088&feature=emb_title



6. How to Apply:

If you are interested in applying for this position, please go to the following link to fill out the application form and submit your CV (in English).

[https://www.surveymonkey.com/r/WomenSMEgypt](https://www.surveymonkey.com/r/WomenSMEEgypt)

Applications are accepted on an ongoing basis.

Shortlisted candidates will be contacted on a rolling basis, and will be informed of the next steps, which may require them to send further information or attend an online interview.

7. Contact:

For any queries related to the above, please email us at the following address:

Contact Name: Osama Al Isawi
Company: OCO Global
E-mail: EgyptEcommerce@ocoglobal.com