



WOMEN'S  
ENTREPRENEURSHIP



# GROWING MICRO AND SMALL BUSINESSES

THE IGNITE PROGRAM: PERU RESULTS 2022

# Impact Study Overview

CARE's Women's Entrepreneurship programming aims to reduce barriers that women entrepreneurs face by offering a combination of services – both financial and non-financial – that are essential to creating sustainable growth.

As part of the Ignite Program, CARE partnered with 60 Decibels to perform a specialized lean impact study across Pakistan, Peru, and Vietnam to measure core business themes and capture the impact of the Ignite program, supported by the Mastercard Center for Inclusive Growth.

## Methodology



**Survey mode:**  
Mobile phone



**Languages:**  
Spanish



**Dates:**  
July-October 2022



**Sampling method:**  
random sample  
from database of  
4,334 (86% female,  
14% male)



**Response rate:**  
58%



**Average interview time:**  
38 minutes



**Responses collected:**  
306

### Accuracy

**Confidence level:** ~90%  
**Margin of error:** ~5%

**This study has potential limitations.** The perception survey included 45 questions and was conducted over the phone. The sample was restricted to those who have phones. We know there has been some progress, but there is likely to be a degree of self-selection and perception bias.

# Performance Snapshot



Peru

**89%**   
report **improved**  
quality of life

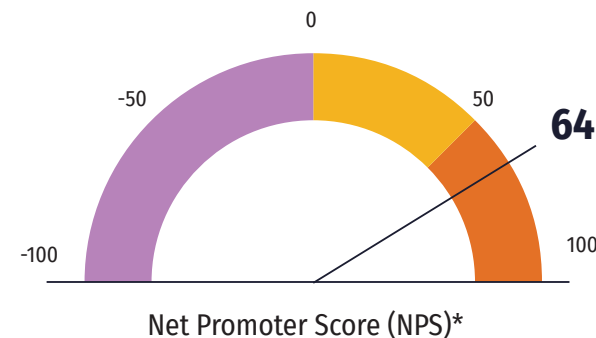
**72%**   
report  
**increased sales**

**58%**   
report they  
could not  
easily find  
a good loan  
alternative  
prior

**53%**   
accessed a loan  
for the first time

**89%**   
report **improved**  
ability to  
manage finances

## Net Promoter Score (NPS)\*



## Customer Effort Score (CES)\*\*

**4.43/5**

\*NPS is a gauge of client loyalty and a score of over 50 is considered excellent.

\*\*CES is the ease of which customer issues are handled and is an important driver of uptake, adoption, and referrals, as well as of impact.

# Peru Context

The Ignite program, supported by the Mastercard Center for Inclusive Growth, delivers access to tailored finance, a suite of critical support services, and outreach campaigns. Ignite has been implemented in Pakistan, Vietnam, and Peru since January of 2020. See below for a snapshot of the market context in Peru.



## Financial Literacy rate



## Smartphone Ownership



## Internet penetration



## Adults with an account



## Gender gap score\*



Data points are for both men and women, unless specified.  
\*The gender gap score measures gender equality based on relative gaps between women and men across 4 key areas: health, education, economy and politics. The value ranges between 0 (complete inequality) and 1 (complete equality).

# Ignite Partnerships in Peru

## Access to financial services:



## Wraparound services:



## Outreach campaign:

CARE Peru

## Digital financial services:



## Products and Services:



**Lista Express**  
Financial  
Education Training



**EmpreSARA**  
Business Skills  
Training and Access  
to Management Tools



**Recarga tu Poder**  
Soft Skills  
Virtual Workshop



**Conecta tu Poder**  
Networking and  
Virtual Fair

## Key features of Ignite's adapted financial products:



Flexible loan and  
re-payment terms



Alternative  
credit assessments



Digitalized  
experience



Other add-on services  
(cancer insurance, digital  
financial education training)



# Meet María

María is the typical female customer in Peru

## About

She is 39 years old and lives in a female-headed household of 4 people in the city.

## Education

She has a lower secondary education.

## Needs and Wants

- Needs a loan between 3,000-9,000 Soles (770-2,307 USD)
- Wants more hard skills to grow their business and training on how to acquire more customers through virtual marketplaces



## Technology

She has a smartphone.

## Type of Business

She works in the retail sector. She has a physical store and has been in business for 2.9 years.

## Financial Background

Amina is accessing a loan for the first time. And makes a monthly revenue of 4k Sol (\$1,058 USD).

## Decision-Making

She is the main financial decision-maker in her household and in her business.

To learn more about people like María, meet Marlita who is [diversifying to save a business in Peru](#).



## About our female customers

25% have tertiary, 25% have upper secondary, 33% have lower secondary, 15% have primary, and 2% have no education

62% live in urban, 29% in peri-urban, and 9% in rural areas

62% live in female-headed households



82% have smartphones

72% are in the retail sector

52% have customer access via physical stores

54% are the main financial decision-makers in their household

69% are the main financial decision-makers in their business

 \*Female  
n=3727  Male  
n=607

# Impact

The Ignite Program looks at capabilities, confidence, business growth, and financial resilience for women-led micro and small enterprises (MSEs) to grow. Through our programming, we’ve made progress in the following:

## Women’s Economic Justice

**92%** of women-led MSEs said their confidence in running the business has increased since working with CARE

**93%** of women-led MSEs say they have applied what they have learned from Ignite training and skills building

**“I made more profit selling through social networks and my delivery schedule and online prices were more attractive to my customers.”**

- Female, 38

**“I have more clients and more income to support my family.”**

- Male, 47

## Quality of Life

**89%** report improved quality of life

**Top 3 reasons for improved quality of life:**

**56%** mention access to more capital

**29%** talk about business expansion/growth

**28%** report increased sales and revenue (20% of women)

## Business Skills

**88%** tell us that the program has contributed to at least ‘some’ of their ability to use digital tools and services in their business

**89%** report increased ability to manage business finances

Data points are for both men and women, unless specified.



**“I have more clients. I am busier and have more income. I am more orderly in my accounts.”**

- Female, 45

## Business Growth and Employment

**72%** tell us that the program has contributed to an increase in their business sales (73% of women)

**17%** report significant increase

On average, clients report a **15%** sales increase

**23%** experienced an increase in paid employees

## Financial Resilience

**53%** said this was their first opportunity to access loans

**46%** said it would be easy to raise emergency funds



# Needs Improvement

We have made progress, but there is still work to be done.

When it comes to financial products and services, clients want:

- Improved loan approval
- Improved customer support

**“Provide other interest rate options. Lower interest a bit.”**

- Female, 21

When it comes to training, they want:

- Improved training content & structure
- Better trainers
- Longer/more training

**“I did not feel that it was specific knowledge, but generic things.”**

- Male, 23



## Recommendations

### Understand Women Entrepreneur's Decision-making

Include their needs, dreams, frustrations, inspiration and what is valuable to them. By doing this you will be better able to serve them.

### A Smart Mix of Solutions

The growth of an entrepreneur depends on a good combination of financial services, business services and conviction of their capabilities.

### Co-create Financial Products

Work with financial service providers to co-create and adapt financial products to an entrepreneur's business cycle and bespoke needs.

### Shift Social Norms

Addressing social and gender norms that present barriers to women entrepreneurs is essential to closing the opportunity gap.



# Growing women-led micro and small enterprises

## CARE Women's Entrepreneurship focuses on the following:



### Investing in Women

Women entrepreneurs drive economic growth, are better credit customers, fast adopters of ecommerce, and reinvest in their households and local communities.



### Women Centered-Design

Our WE programs aim to reduce the unique barriers women entrepreneurs face by putting women at the center of the design process.



### Micro and Small Businesses

We typically focus on businesses that are growth-oriented, generally with two to ten employees and have been in operation for more than two years.

*We work with and listen to women entrepreneurs to ensure that the tailored products and services we develop are fit for purpose. By listening to women, we help to remove the barriers that hold them back.*



**“When it comes to digital and social networks it has been very complicated for me, with the training I am learning and my son helps me a lot.”**

**Elizabeth Vargas Vilca**  
Ignite participant and business owner, Peru



**“Women entrepreneurs drive loan portfolio growth. We expect this partnership will support VPBank to increase our women SME customer base from 5 to 10%.”**

**Dao Gia Hung**  
Deputy Head of the SME Division at VPBank, Vietnam



**“After the Ignite training, I created accounts with JazzCash and EasyPaisha (mobile money accounts) which made things very convenient for our clients as they are accessible in all the regions of the country.”**

**Hina Butt**  
Ignite participant and business owner, Pakistan

## THE OPPORTUNITY

The business rationale for investing in women's entrepreneurship is indisputable. Enabling women to gain better access to finance could unlock \$330bn USD in annual global revenue. It's not just enormous social impact, it's also good business.



Research shows that not only are women starting businesses at higher rates than men, on average their enterprises are also more profitable.



Women also tend to be better clients for financial institutions and tend to employ more women.



Bringing women-led enterprises into the digital economy allows them to reinvest in their own communities and households and contribute to their countries' economies.

## PARTNER WITH US

Now is the time to scale these activities and their global reach. Please contact us to hear about more opportunities.

## FOR MORE INFORMATION

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