



WOMEN'S  
ENTREPRENEURSHIP



# GROWING MICRO AND SMALL BUSINESSES

THE IGNITE PROGRAM: VIETNAM 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:**  
Vietnamese



**Dates:**  
July-October 2022



**Sampling method:**  
random sample  
from database of  
930 (95% female,  
5% male)



**Response rate:**  
70%



**Average interview time:**  
20 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



Vietnam

**90%**   
report **improved**  
quality of life

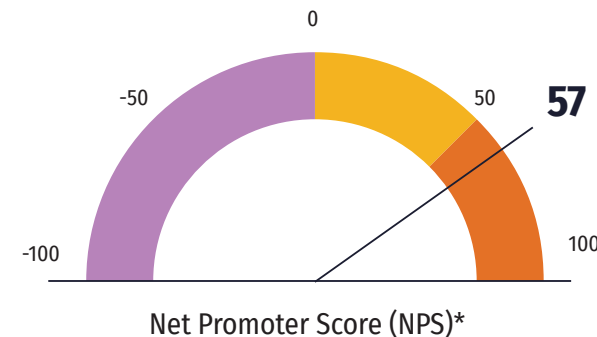
**80%**   
report  
**increased sales**

**29%**   
report  
**they could**  
**not easily**  
**find a**  
**good loan**  
**alternative**  
**prior**

**33%**   
**accessed a loan**  
**for the first time**

**80%**   
report **improved**  
**ability to**  
**manage finances**

## Net Promoter Score (NPS)\*



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

**4.26/5**

\*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.

# Vietnam 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 Vietnam.

Click the  
Numbers  
below for  
More Info

**Financial Literacy rate**  
 **97.75%**

**Smartphone Ownership**  
 **63%**  **63%**

**Internet penetration**  
 **73.2%**

**Adults with an account**  
  **30.8%**

**Gender gap score\***  
  **.705**

*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).

## Products and Services:



Adapted  
loans



Digital  
training



Hard skills  
and soft  
skills training



Work-life  
balance  
sessions



Women's  
networks



Family day  
(addressing  
gender norms)

# Ignite Partnerships in Vietnam

Access to financial services:



Wraparound services:



Outreach campaign:



Digital financial services:



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

Incentive schemes for  
Women Entrepreneur loans

Online  
overdraft product

Online business health  
assessment tool

Capacity-  
sharing sessions

No credit  
history requirement

Higher  
credit loans

Digitalized back-  
end system

Adapted loan with  
reduced interest rates



# Meet Anh

Anh is the typical female customer in Vietnam

## About

She is 41 years old and lives in a female-headed household of 4 people in the city.

## Education

She has a tertiary level education.

## Technology

She has a smartphone.

## Needs and Wants

- Needs a loan between 40m-800m VND (1.7k-33.2k USD)
- Wants more hard skills to grow their business and training on how to acquire more customers through virtual marketplaces



## Type of Business

She works in the retail sector. She has customer access via physical and online stores and has been in business for 3.7 years.

## Financial Background

This is not Anh's first time accessing a loan. She makes a monthly median revenue of 60m VND (\$2,552USD)\*.

\*Monthly average revenue is 184m VND (\$7,833USD).

## Decision-Making

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

To learn more about our customers, meet Thao who is [dreaming big in Vietnam](#)



## About our female customers

69% have tertiary, 19% have upper secondary, 9% have lower secondary, and 3% have primary education

50% live in urban, 30% in peri-urban, and 20% in rural areas

50% live in female-headed households



94% have smartphones

38% are in the service sector

47% have customer access via a combination of physical and online means

52% are the main financial decision-makers in their household

75% are the main financial decision-makers in their business

   
\*Female n=884 Male n=46

# 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

**86%** of women-led MSEs said their confidence in running the business has increased since working with CARE

**91%** of women-led MSEs say they have applied what they have learned from Ignite training and skills building

**“I have had the capital to expand my business, so my revenue is better, and my life is more comfortable.”**

- Female, 33

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

**“I have more money to get more products, hence increasing sales for the store.”**

- Female, 39

## Quality of Life

**90%** report improved quality of life

The three most common self-reported outcomes for **90%** of clients with improved quality of life:

**34%** mention increased capital

**19%** talk about increased sales and revenue (21% of women)

**18%** report decreased stress levels



## Business Skills

**76%** tell us that the program has contributed to at least ‘some’ of their ability to use digital tools and services in their business (77% of women)

**80%** report increased ability to manage business finances (81% of women)

## Business Growth and Employment

**80%** tell us that the program has contributed to an increase in their business sales

**16%** report significant sales increase

On average, clients report a **9%** sales increase (10% for women)

**26%** experienced an increase in paid employees

**“The course has partly helped me improve my business and necessary skills such as planning and online sales when running a business. I am more confident and less stressed when running my business.”**

- Female, 46

## Financial Resilience

**33%** said this was their first opportunity to access loans

**56%** 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 (5% of respondents):

- Improved customer service
- Lower interest rates
- Flexible repayment terms

**“The lending interest rate is very high, moreover after a while the interest rate increases again. Customer care service is not good, the processing time is slow.”**

- Female, 29

When it comes to training, they want (2% of respondents):

- Training that drives business change
- Improved training content & structure

**“I think the lesson should be more detailed and have good time management.”**

- Female, 40



## Recommendations

### Consistent Customer Service

Work with FSPs on improving the consistency in their customer service (when the turnover rate of loan officers is high) and reduce the paperwork where possible.

### Wrap-around Services

Conduct needs assessments and seek regular feedback from entrepreneurs in a timely manner for further improvements.

### Shifting Social Norms

Run more workshops and events for women entrepreneurs and their (male) family members, discussing shared responsibility and joint decision-making for both business and household.

# 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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