



## DEVELOPMENT, BANDING AND E-COMMERCE BASED MARKETING OF MICROENTERPRISE PRODUCT UNDER (PACE) PROJECT



Elevating Quality, Building Brands, Connecting Globally



With support from PKSf and the International Fund for Agricultural Development (IFAD) under the Promoting Agricultural Commercialization and Enterprise (PACE) project, the Rural Reconstruction Foundation (RRF) launched an E-commerce-based sub-project to help small entrepreneurs overcome challenges in online marketing. Key barriers such as limited product quality, inadequate presentation, and weak branding have restricted these entrepreneurs' reach. The project focuses on improving product quality and variety to meet market demand, establishing sustainable production practices, and enhancing packaging and branding to boost appeal. By developing professional standards and capabilities, this initiative aims to increase competitiveness, open new market opportunities, and strengthen the online presence of small entrepreneurs.

### FACT & FIGURE

| Sl. | Fact                        | Figure  |
|-----|-----------------------------|---|
| 1   | Name of the program         | Development, Banding and E-commerce based marketing of Microenterprise Product under (PACE) Project   |
| 2   | Duration                    | From April 2023 to December 2023  |
| 3   | Supported By                | IFAD, PKSf, RRF   |
| 4   | No. of Project Participants | 1000 ( Female-752, Male-248)  |
| 8   | No. of staff                | 01  |
| 9   | Working area                | <b>03 District</b><br><b>Jashore</b> -Jashore Sadar, Jhekargacha, Avoyanagar, Manirampur and Keshabpur upazila,<br><b>Jhenaidh</b> -Jhenaidh Sadar, Kaligonj and Mohespur Upazila,<br><b>Satkhira</b> - Kalaroa upazila |

### PROJECT GOALS & OBJECTIVE

Market expansion by improving the quality of products produced by small enterprises, packaging, branding and expanding e-commerce services.

Objectives:

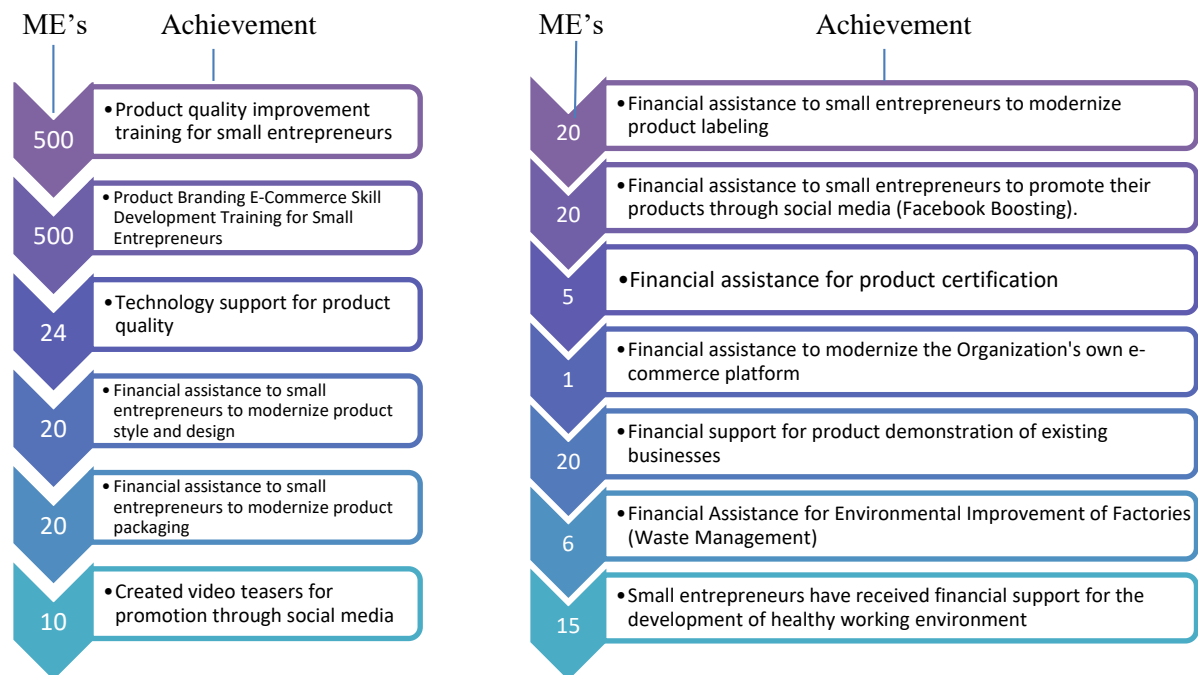
- Aassisting in quality improvement and marketing of products produced by small scale enterprises.
- Enhancing branding and e-commerce skills of entrepreneurs through training.
- Development of market system through expansion of e-commerce services to small enterprises.

## KEY ACTIVITIES

- \* To develop ICT services in small enterprises
- \* Creation of suitable e-commerce platform for small enterprises.
- \* Technical assistance in product quality improvement activities of micro entrepreneurs
- \* Financial support to modernize product style and design
- \* Financial support in product branding on Facebook boosting, promotion
- \* Financial assistance in modernization of product labeling and packaging
- \* Financial assistance in product certification
- \* Financial support to enrich the Organization's own e-commerce platform
- \* Financial assistance in product display of existing businesses
- \* Created video teasers for product promotion through social media
- \* Finance for environmental development of factories of small entrepreneurs
- \* Financial support for the development of healthy working environment for small entrepreneurs.



## ACHIEVEMENT IN FY 2023-24



## PROGRAM IMPACT:

- **Expansion to E-Commerce:** Enabled small entrepreneurs to transition from offline-only sales to e-commerce, expanding their business reach.
- **Digital Marketing Knowledge:** Improved entrepreneurs' understanding of online marketing strategies, equipping them to compete in the digital marketplace.
- **Focus on Product Quality and Branding:**
  - Increased awareness of product quality to meet customer standards.
  - Strengthened branding efforts to build a recognizable and trusted business identity.
  - Emphasized customer-centric packaging for enhanced appeal and satisfaction.

- **Enhanced Product Visibility:** Supported greater product visibility on online platforms through effective promotional videography and marketing efforts.
- **Increased Entrepreneurial Confidence:** Boosted entrepreneurs' confidence in mainstream business activities, helping them overcome initial concerns about online fraud and other risks.



## CHALLENGES

- **Short Project Duration:** The nine-month timeline necessitated rapid implementation, potentially affecting the quality of some activities.
- **Limited Manpower:** With only one dedicated staff member, certain activities could not be fully optimized.
- **Entrepreneur Selection:** Selecting industry-specific entrepreneurs in certain areas was challenging due to a lack of sufficient numbers within the same trade.
- **Branding Limitations:** While entrepreneurs benefited from branding support, the scope of assistance in this area could be expanded for greater impact.



## SPECIAL FEATURE

In September 2024, a 15-member team from IFAD, PKSf, and RRF visited small entrepreneur Tasfia Trinoy's business, where they learned about her entrepreneurial journey, including why and how she started her venture. Tasfia shared her experience of running the online business platform "Trinoy Creation," explaining how she takes orders and delivers products to customers, providing valuable insights into her operations and business growth.

## PARTICIPANTS REFLECTION

"During the COVID-19 pandemic, I found myself stuck at home, unable to continue my studies due to family issues. At that time, I began spending a lot of time on social media and joined several cosmetics-based Facebook groups. That's when the idea of creating organic, handmade cosmetics came to me. Initially, I made products just for myself, but soon my neighbors asked for them as well. Encouraged by my younger sister, I decided to share my products on Facebook, and to my surprise, a single post about rose powder brought in orders worth thirty thousand takas! That was a turning point. Starting out, we manually ground the ingredients, but as demand grew, I bought a grinder machine and expanded the production. Today, I offer 30 different products, including soaps, powders, and other cosmetics and six employees supporting me including 6 females in my business. I now employ six women and one man to help meet the demand. I am grateful for the recognition I received as the 'Rising Star of the Year' and thankful to RRF for supporting my business with financial assistance and training on product quality, branding, and e-commerce. This project has truly transformed my business, improving my packaging, labeling, and marketing strategies. Thanks to this support, I've expanded my business beyond Bangladesh and now deliver products internationally."



Name: Tasfia Afroz Trinoy  
Age: 26 Years  
Jhikargacha Upazilla, Jashore.