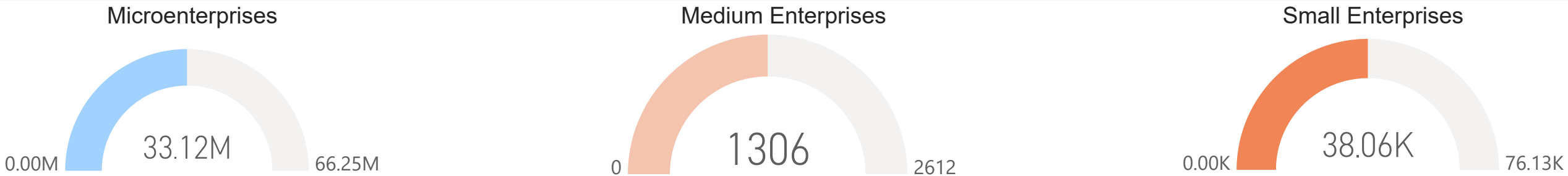
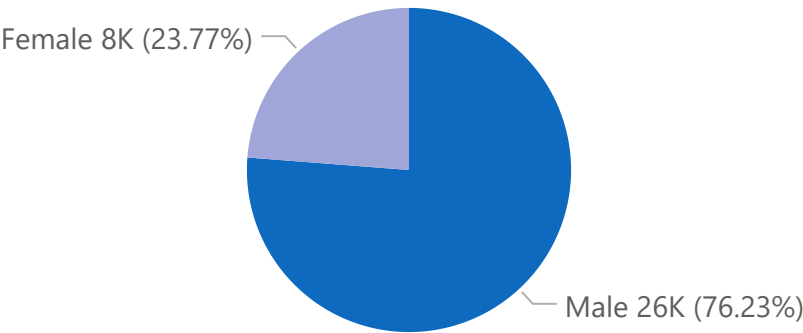


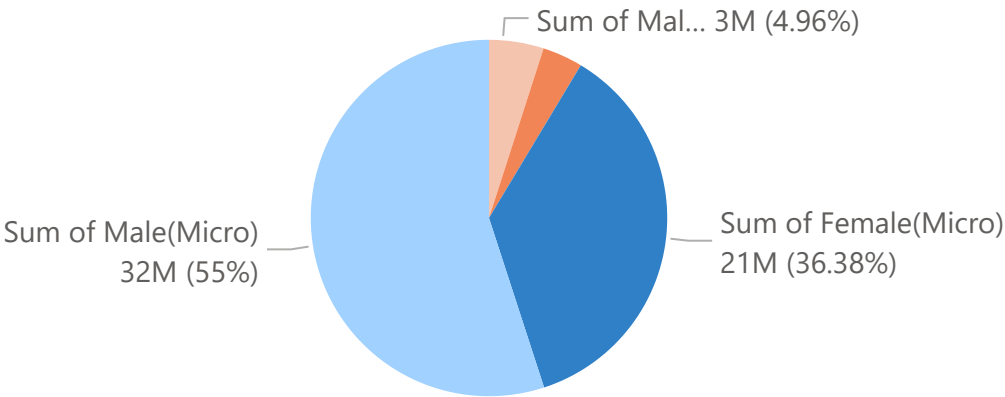
HandyHire User Demographic



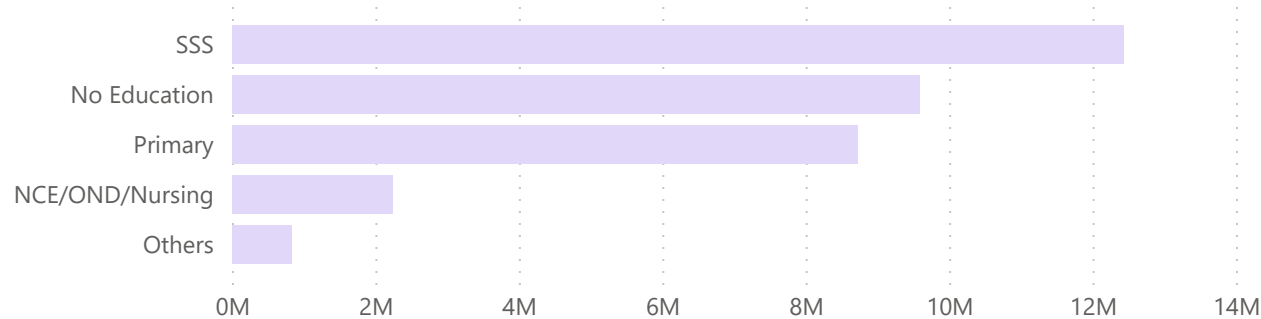
Gendered Ownership Distribution of Enterprises



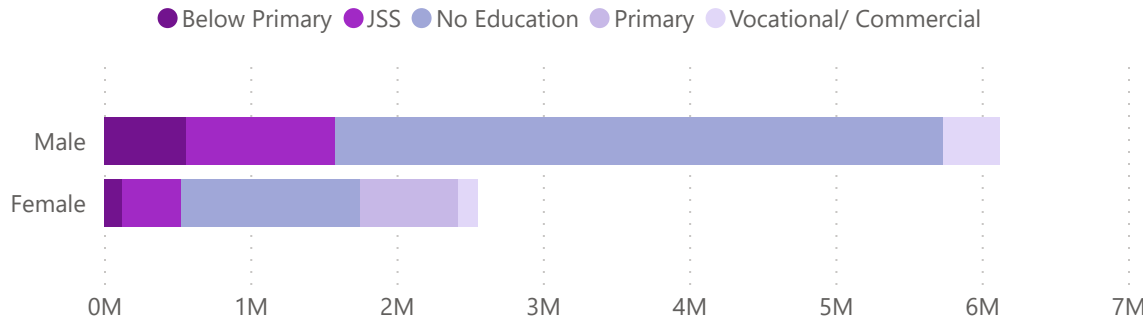
Gendered Distribution of Employees



Top 5 Educational Qualifications of Enterprise Owners



Educational Qualifications of Employees



Average Monthly Sales Turnover for MSM Enterprises

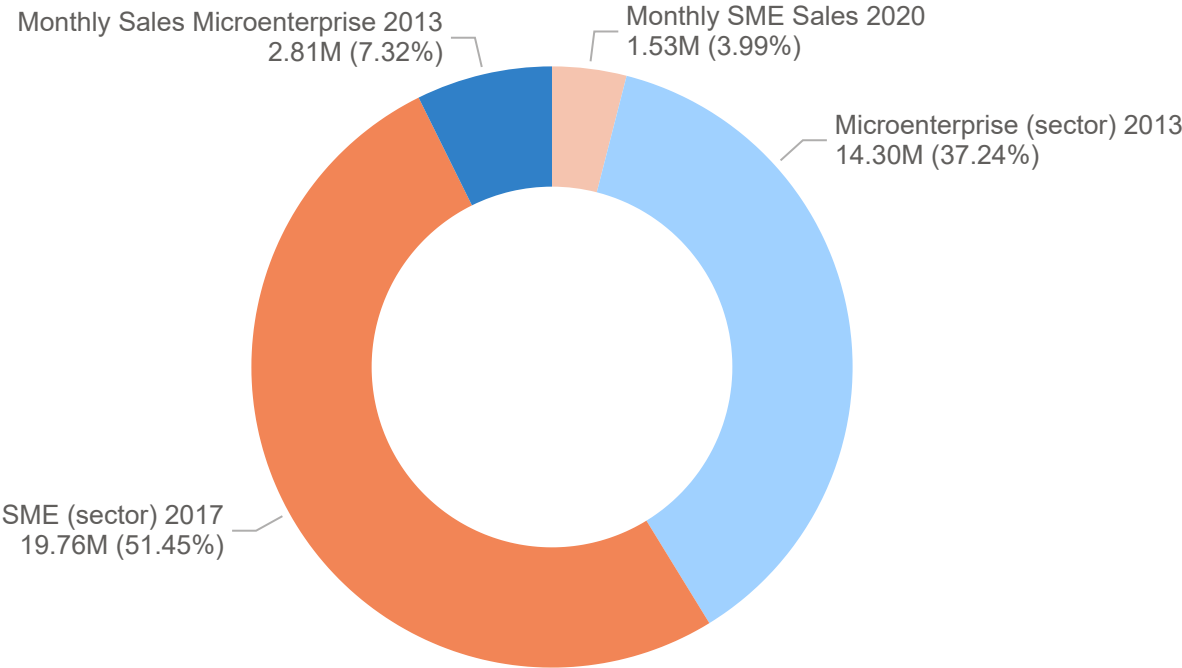
34M

Average Monthly Sales for
Microenterprise

18M

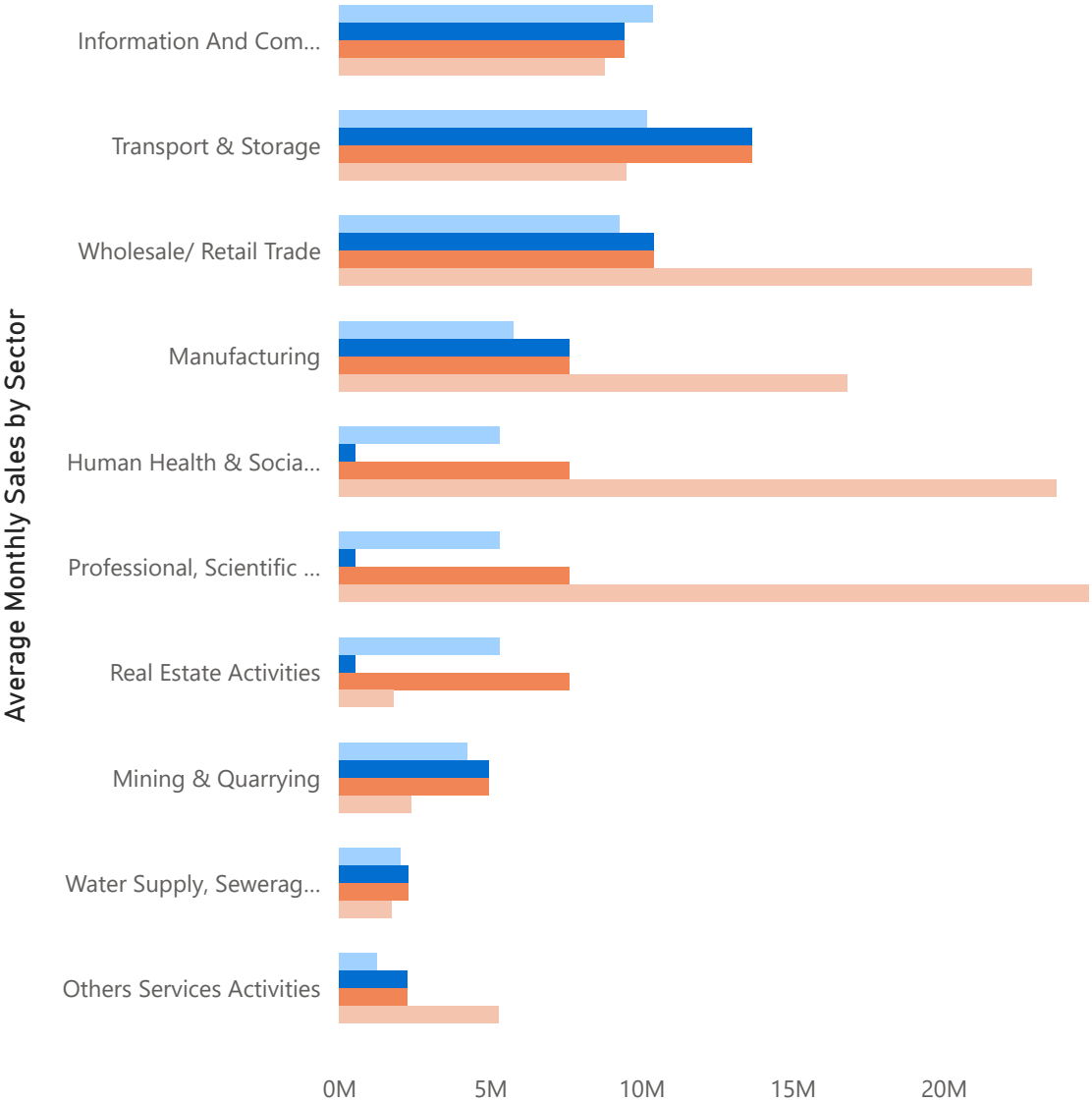
Average Monthly Sales for SM
Enterprise

Average Monthly Sales VS Average Monthly Sales by Sector



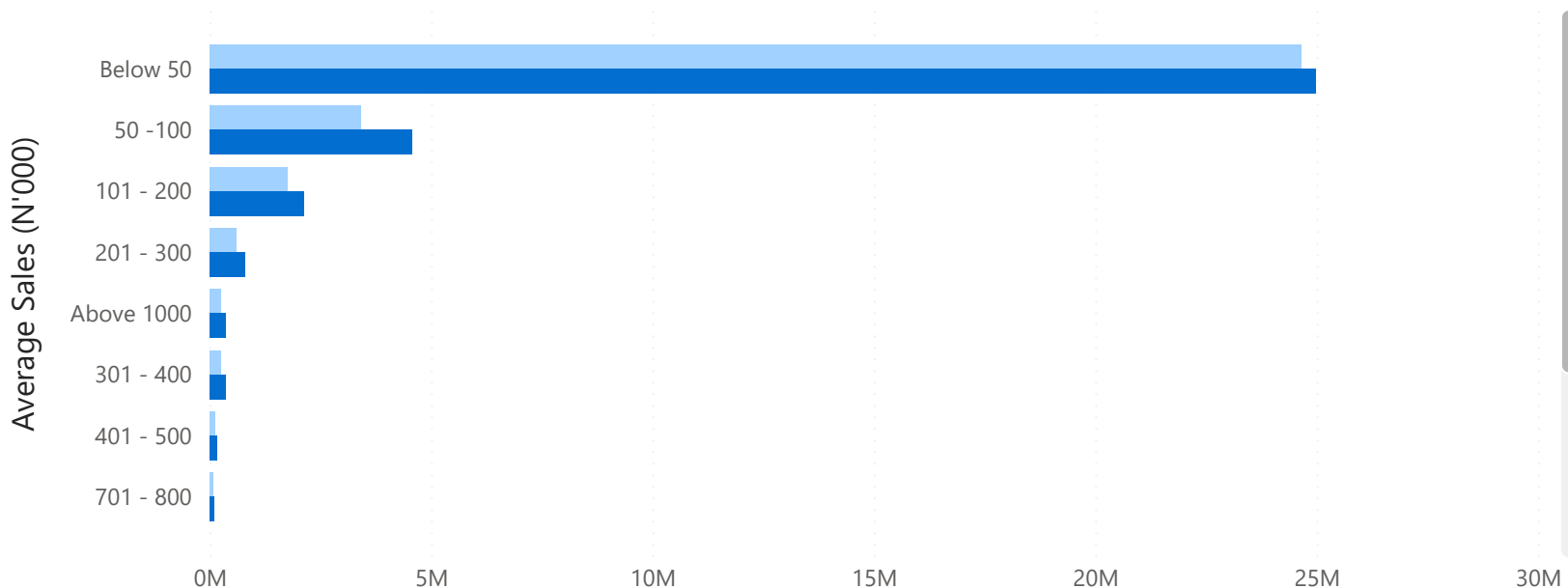
Average Monthly Sales Turnover for Enterprise Type

Microenterprise 2012 Microenterprise 2013 SME 2013 SME 2017



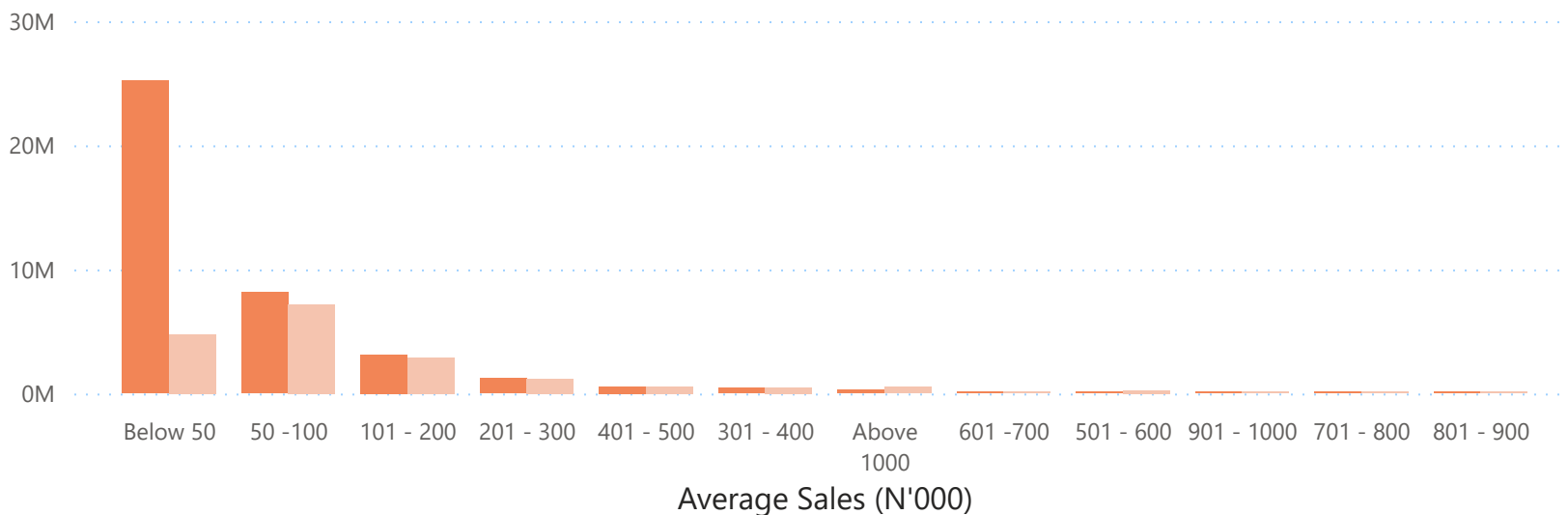
Average Monthly Sales in Microenterprises

● Average of Microenterprise 2012 ● Average of Microenterprise 2013



Average Monthly Sales in SMEs

● Average of SME 2017 ● Average of SME 2020



Insight

HandyHire aims to increase the sales and income of microenterprises.

Microenterprises nationwide largely earn below N 50,000.

The SMEs that earn the most average monthly sale turnover are within the Professional, Scientific, and Technical work sector. Followed closely by Human Health and Social Works, Wholesale and Retail Trade, and Manufacturing sectors.

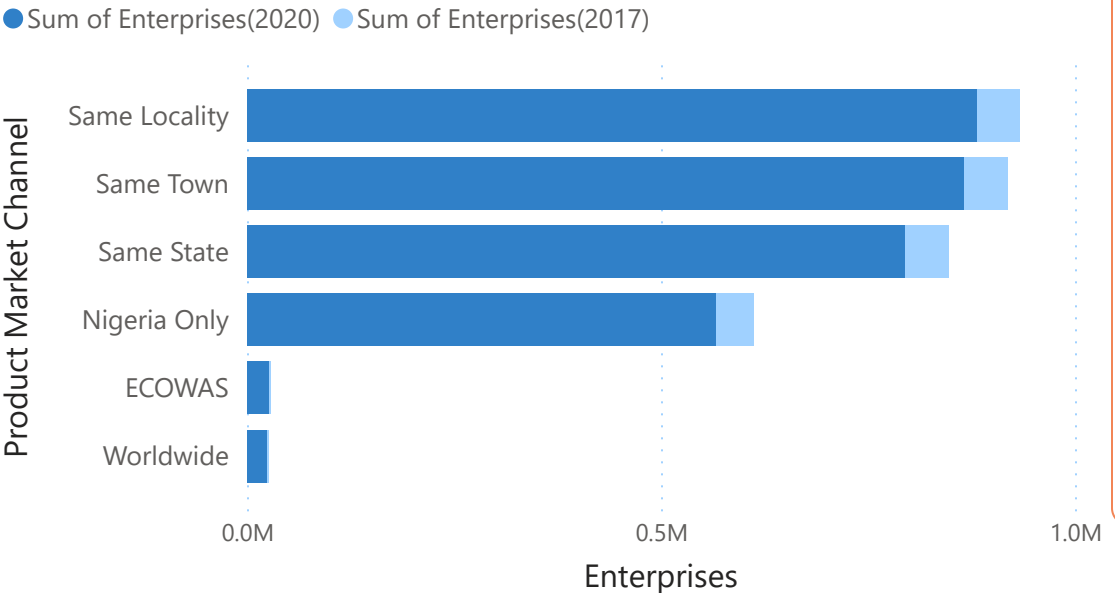
Microenterprises in the top performing economic sectors can provide seamless Transport and storage, Information and communication to these SME sectors and so on.

More average monthly sales are recorded from enterprises by economic sector than the were within a sales range.

Microenterprises worldwide make N34,000,000 average monthly sales. Almost two times more than small and medium enterprises at N18,000,000.

Markets Enterprises Operate in

Product Market Channel

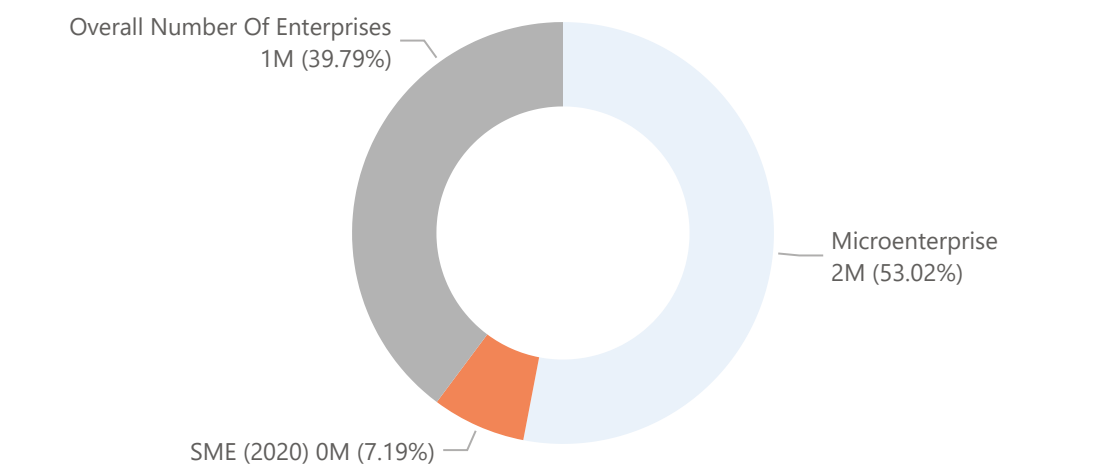


Insight

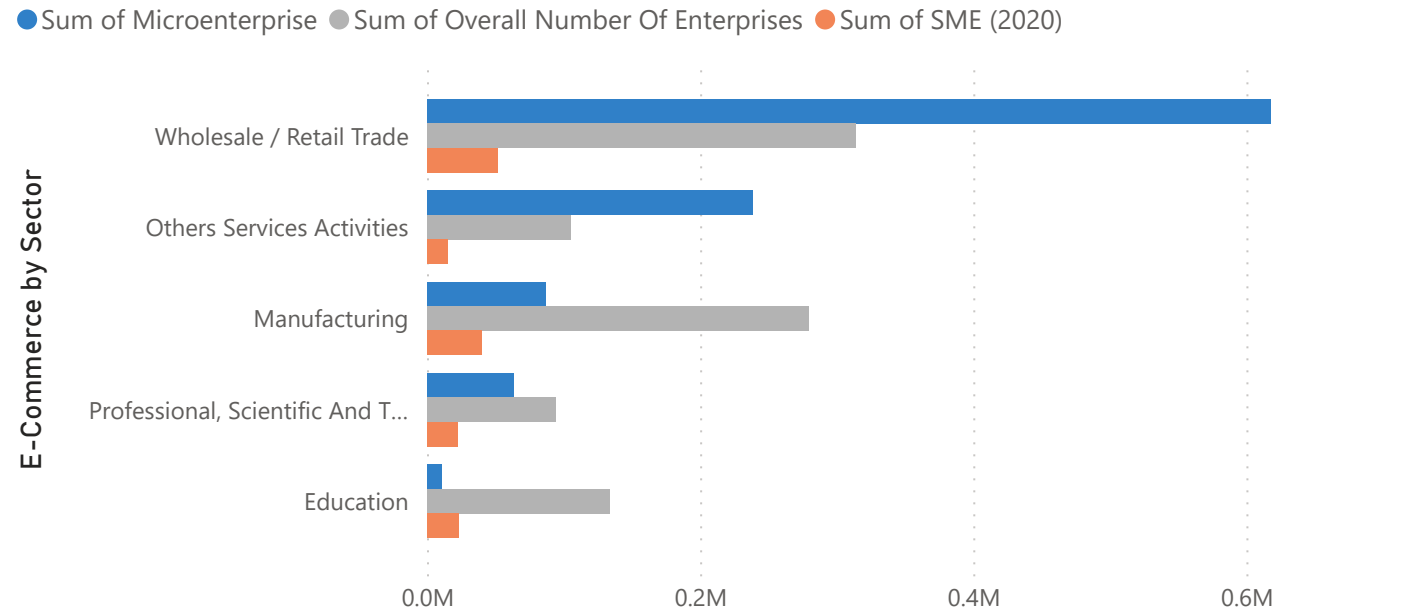
From the data, although 53.02% of microenterprises and 7.19% of SMEs provide their services online/ on social media (a lesser 39.79% operate offline), products still only distribute largely in the same locality and state.

HandyHire is an online platform that provides opportunity for artisans that operate in this sector to scale their business to a wider reach and for SMEs in need of their services to find them.

Enterprises Operating E-commerce

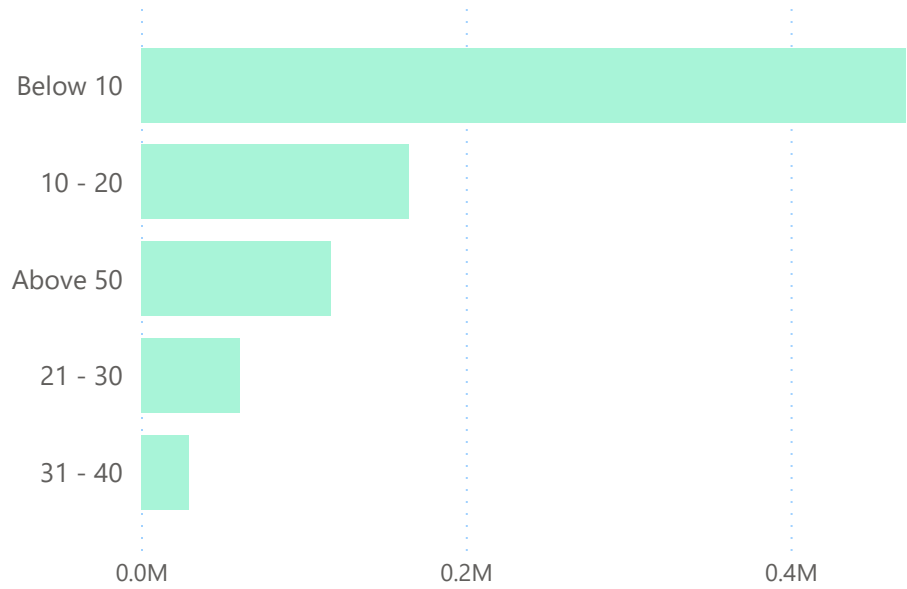


Top 5 Economic Sectors Where Enterprise Operate E-commerce



Challenges Faced by Enterprises

Customers Per Day



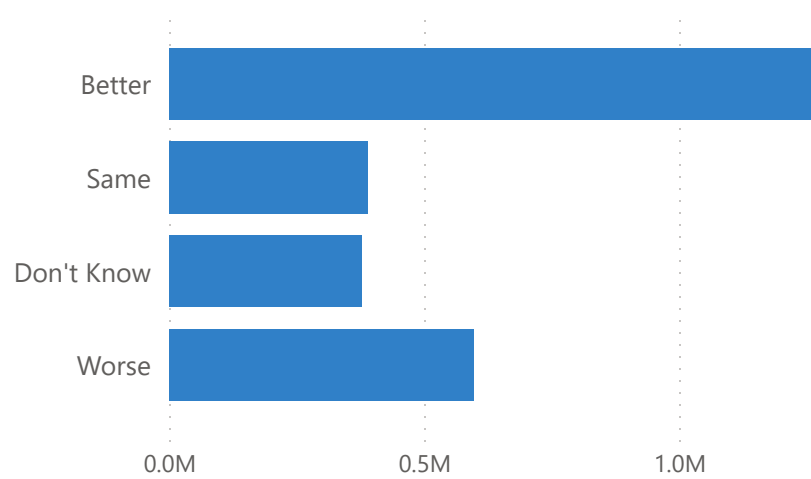
Insight

Most enterprises receive a low frequency of customers. These enterprises also struggle with a lack of workspace.

Over 1,000,000 enterprises received "Better" as the customer satisfaction rating. Over 500,000 enterprises received "Worse" as rating. Up to 250,000 enterprises struggle with documenting customer satisfaction.

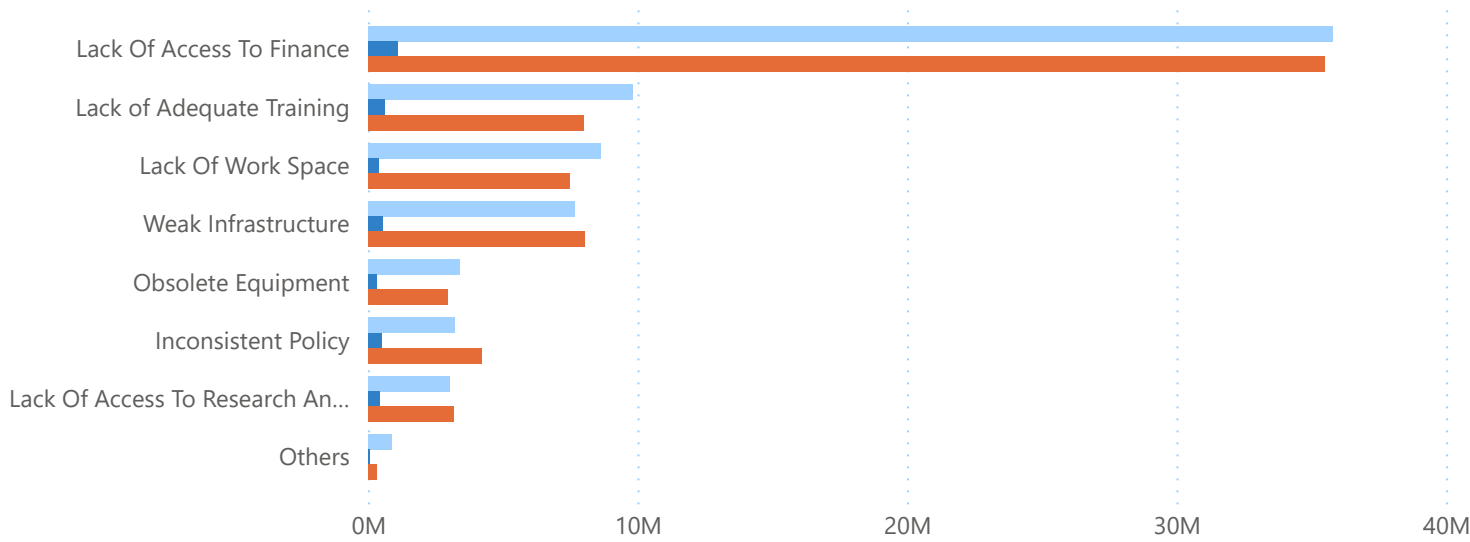
HandyHire vets the quality of talents and documents customer satisfaction. Providing wider reach for customers.

Service Quality Review of Enterprises



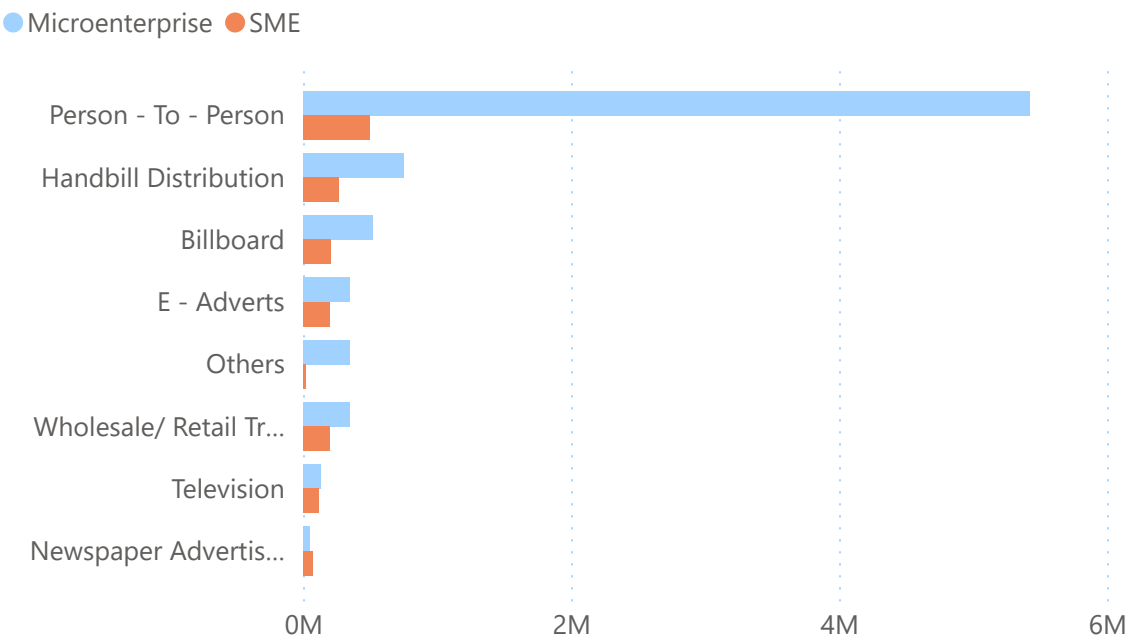
Challenges Enterprises Face

● Microenterprise(2017) ● Microenterprise(2020) ● SME(2020)

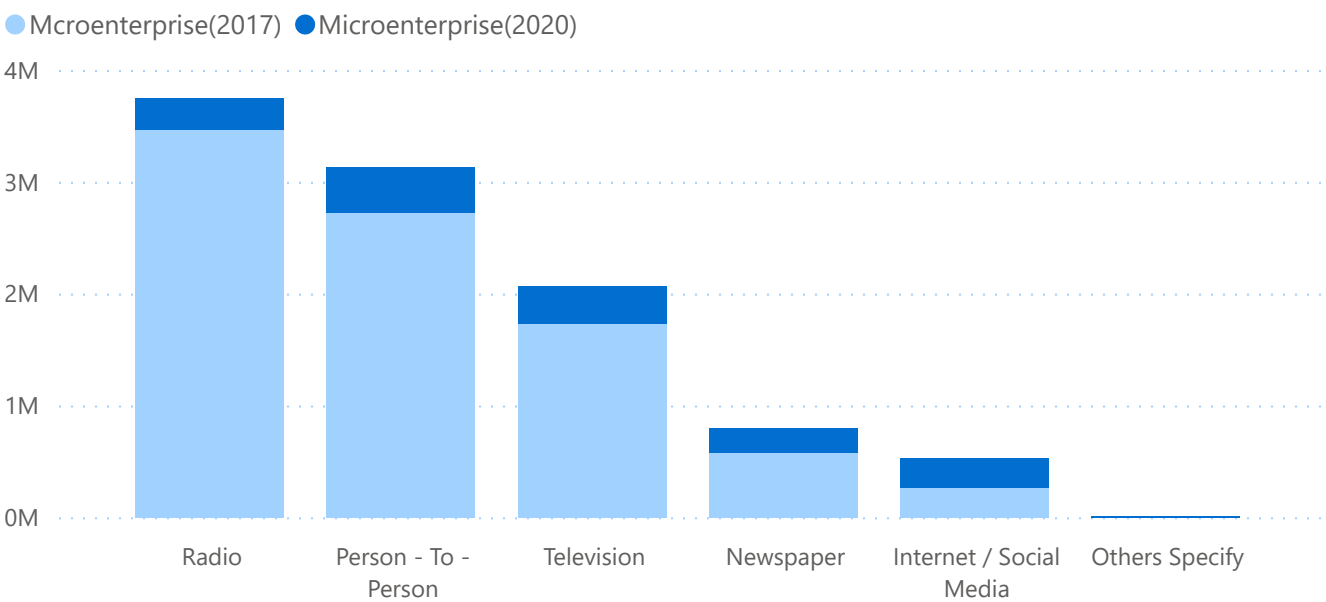


Communication Channels

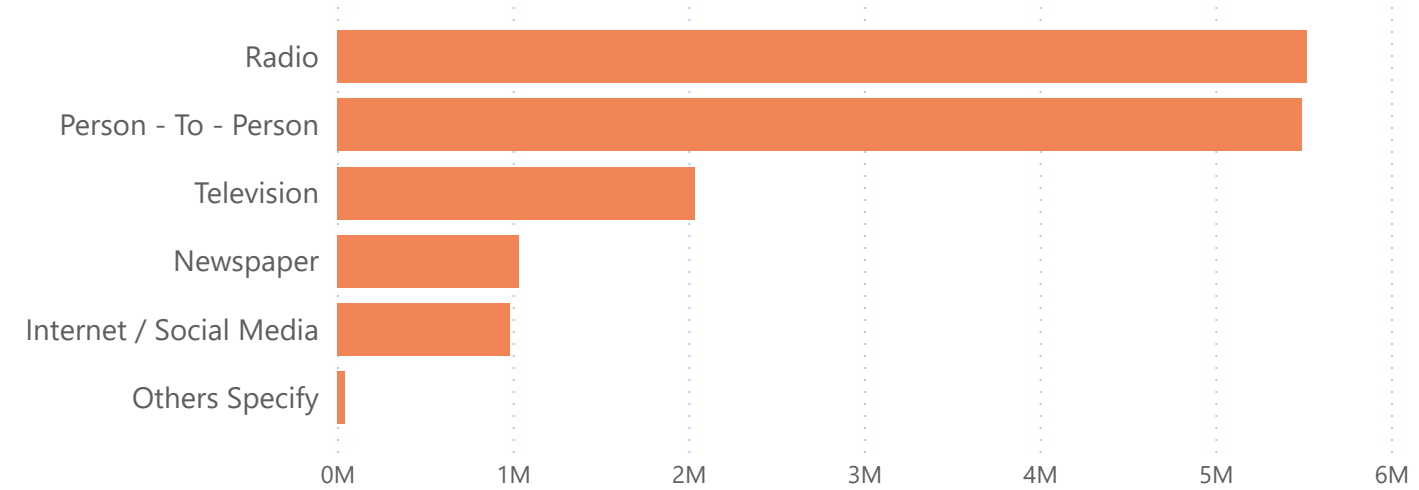
Sum of MicroenterprisePromotional Channels Used by Enterprises



SMEDAN Communication Media for Microenterprises



SMEDAN Communication for SMEs



Insight

MSMEs receive information about Small and Medium Business Development of Nigeria (SMEDAN) and promote their enterprises majorly through physical means. This Includes person - to - person, Handbill distribution, Radio and Television.