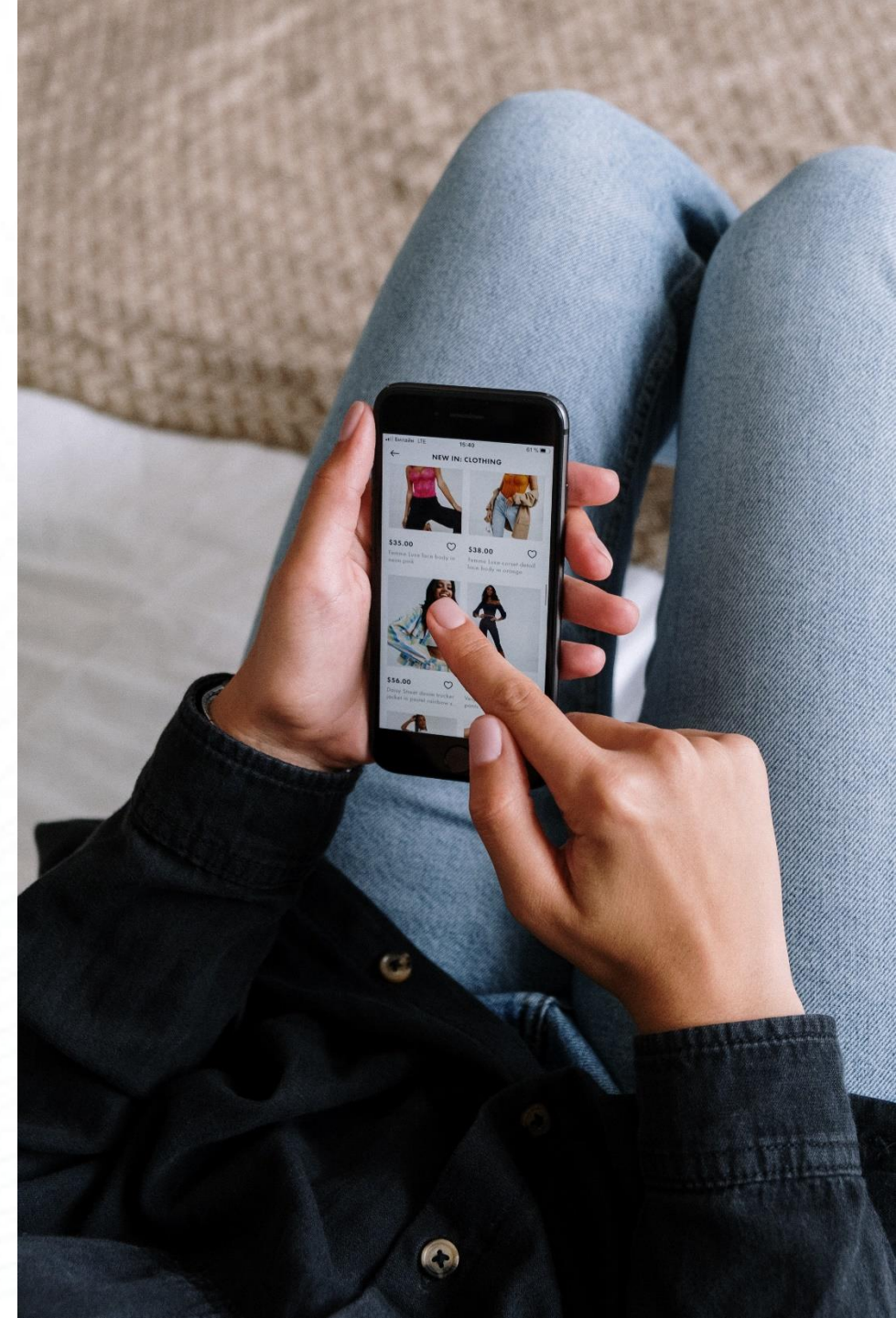


ASSESSMENT ON DIGITAL ENGAGEMENT OF WOMEN-OWNED MICRO, SMALL, MEDIUM SIZED BUSINESSES IN MONGOLIA

KEY POINT - 1.

The current digital engagement of these women entrepreneurs is very basic.

- The women entrepreneurs' **digital skillset is at the elementary level**. They started using the Internet and utilizing Facebook for their sales and marketing. Some women entrepreneurs don't know how to boost or how to create Facebook pages yet. Women entrepreneurs expressed genuine interest in learning more about the ways of online business. So, the project needs to make them learn basic digital skills and how to utilize the skills for their business. Such know-how should enable and prepare them for the more and more digital world.
- Almost all of them **feel the digital trend** in business and believe that making their business online is good for them. However, some women entrepreneurs are **more comfortable with their traditional way of doing business** and prefer to do so in the future. It suggests that **not all women entrepreneurs will be attracted to the online business and B2B digital platform**.
- The idea of online business/business digitalization in women entrepreneurs' minds is often **associated with the Facebook platform** because it has become the main e-commerce tool for buyers in Mongolia. Most of them are not aware of global B2B digital trends and how the B2B digital platform works. We need to increase their understanding of business digital trends and how to shift their business onto digital platforms.



DIGITAL ENGAGEMENT

All women entrepreneurs are using Internet.
However most of their usage is linked to Facebook.

Digital usage



97% Use Internet

93% Use smartphone

77% Use Facebook messenger



77% Use Facebook group

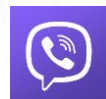
42% Use Facebook page



29% Use WeChat



22% Use Instagram



16% Use Viber

Their business process is mostly still traditional.
Only some became online recently.

Current business process

47% Transaction online

42% Sales and purchase order online

21% Raw material order online

12% Process not online at all

66% Android/Samsung

53% Use 3G/4G to access Internet

45% Unitel

Their knowledge level is still elementary.
And some even don't need to use Internet.

Knowledge level

6.42 Internet

5.89 Mobile phone app

5.27 Social media

4.19 Website

Self-evaluation, out of 10

30% Can't boost

26% Can't use ChatBot

11% No need to use Internet

KEY POINT - 2

Women entrepreneurs' existing supply chain is not suitable for the B2B platform.

- The production amount and business scale of women entrepreneurs are at the very micro level. **Their products and businesses are very similar to each other in general.** There are no big competitive advantages between them. Their market reach is within their immediate community. In the other regions, similar businesses exist already as their rivals. Some entrepreneurs started expanding their market to other regions of Mongolia, however, such orders are in very small amounts. So, if we were to bring them together within one digital platform, they might encounter conflicts with other women entrepreneurs.
- The common practice in their business is that **their supply chain starts with the buyer's order.** Based on the order type, they contact their suppliers (most of the time – in traditional ways), they search for necessary raw materials and needed amount. It differs by the order, thus they do not stockpile many raw materials. They often lack the capital and human capacity to expand.
- Their **main buyers are individual** local people which are not primary participants for the planned B2B platform. They often have loyal customers and tend to **create customized products per buyer.** So, their products are not often intended for a mass audience. Their buyers self-promote women entrepreneurs' businesses and products. Their buyers exist in the B2C market. So **they are more interested in B2C** rather than the B2B platform.
- The supply chain system of women entrepreneurs tends to be consistent. **They prefer to work with a few trusted partners in business regardless of their gender.** They often build up their business relationships over a long time. They simply call or visit in-store to contact their suppliers and other business partners. Some use FB messenger to request supplies. It is very easy and they are already familiar with the methods. There is no need to use a new platform for communication.



CUSTOMIZED BUSINESS MODEL

96% Satisfied with their supplier

62% Individual buyers

	1. RECEIVE ORDER	2. GET RAW MATERIAL	3. PRODUCTION	4. SALES
MAIN STEP	<ul style="list-style-type: none"> Order comes first most of the time 	<ul style="list-style-type: none"> Get necessary raw materials upon order Do not stock up raw materials (no space, no fund) 	<ul style="list-style-type: none"> Size of production is relatively small Main production is based on orders Increases human resource if needed depending on the order type 	<ul style="list-style-type: none"> Deliver to consumer when order is ready. Or notify consumer to pick it up Send by cargo
COMMUNICATION	<ul style="list-style-type: none"> In-person By phone call Online FB page, Messenger 	<ul style="list-style-type: none"> Go to the store By phone call Online – FB messenger, WeChat 	<ul style="list-style-type: none"> Handcraft Small techniques Repair mostly by themselves 	<ul style="list-style-type: none"> By word of mouth Reputation Online marketing: Post on FB page
LOCATION	<ul style="list-style-type: none"> Local market Other aimags for few Or UB From China and other few countries before COVID-19 	<ul style="list-style-type: none"> UB black markets, wholesale centers Bigger local markets From China 	<ul style="list-style-type: none"> No permanent workplace Small space Home 	<ul style="list-style-type: none"> By delivery By store By black market

WOMEN ENTREPRENEURS PROFILE

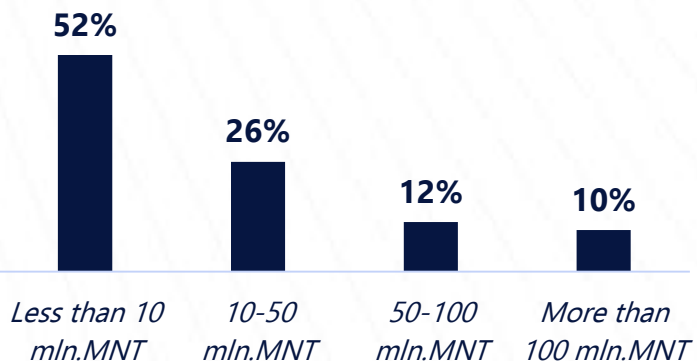
LOCATION



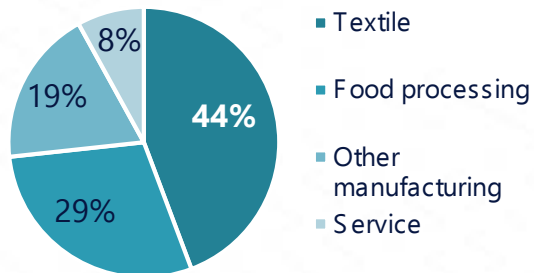
TYPE



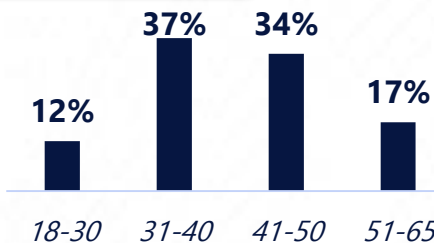
SALES INCOME



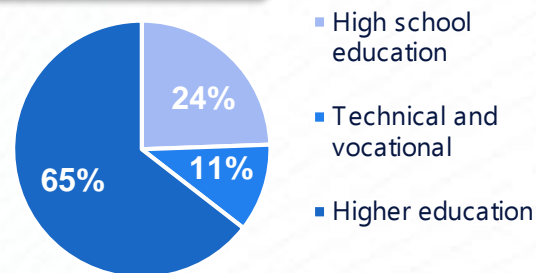
SECTOR



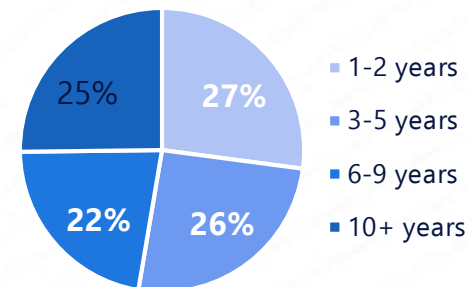
AGE GROUP



EDUCATION



EXPERIENCE



EMPLOYEES

Full time employees

88% Less than 5 person

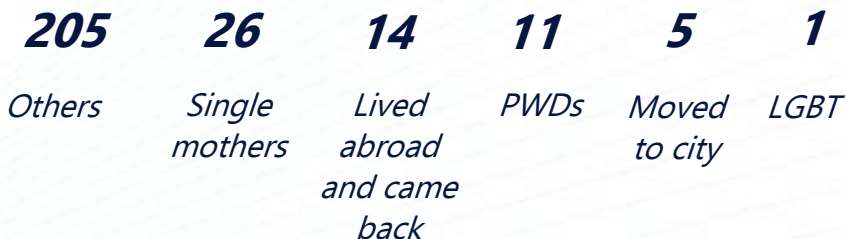
Family, relatives, friends

66% Less than 2 person

Temporary workers

21% More than 4 person

GROUPS



KEY POINT - 3

They are not ready to start utilizing the B2B platform for women.

- The women entrepreneurs' community is hidden. Many women entrepreneurs in rural areas are unknown. **A lot of them do not know each other.** They wish to cooperate and learn from each other with the condition that they are not direct rivals in terms of the market. It might hinder the progress of recruiting similar women entrepreneurs from different regions onto the proposed B2B platform.
- The women entrepreneurs want the B2B platform. However, the biggest expectation they have from the platform is the opportunity **to find more buyers and increase their sales** and market. Currently, women entrepreneurs lack an understanding of the concept of the B2B platform and how it will work to benefit them.
- These women entrepreneurs spend most of their time on their day-to-day business operations. Currently, there is **no incentive or leverage** created for women entrepreneurs to join the proposed B2B platform. They should be motivated to be on the B2B platform. Lack of such incentive decreases the success rate of the platform even more.
- The proposed platform does not have a clear definition of **who will manage it after** the project funding is stopped in the future. The women entrepreneurs expressed their wish that they should manage it. However, there is no women entrepreneurs group or committee readily available to manage it. It risks the sustainability of the proposed platform in the long run.



Community – Not ready

- ☐ No official registration
- ☐ No statistics
- ☐ Unknown/hidden

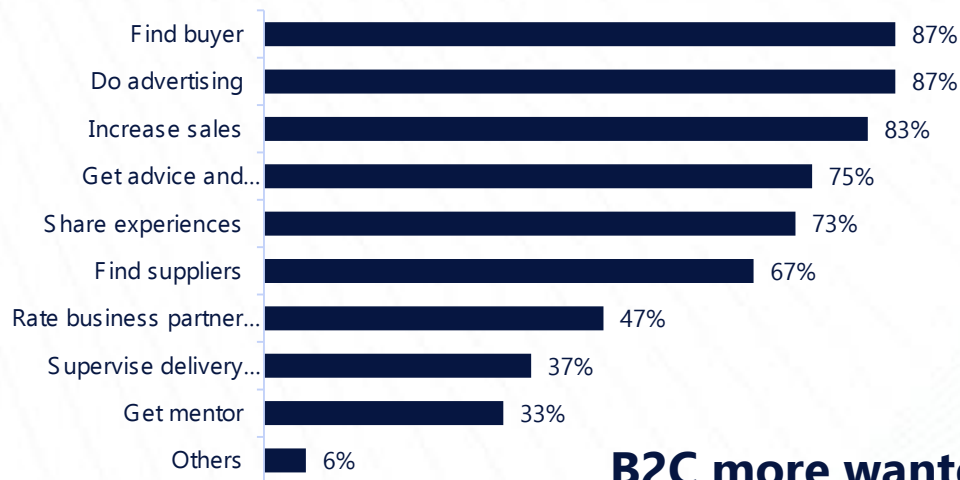


Database not ready

- ☐ No database
- ☐ MSME producers - unknown

B2B concept awareness low

Platform expectation:



B2C more wanted

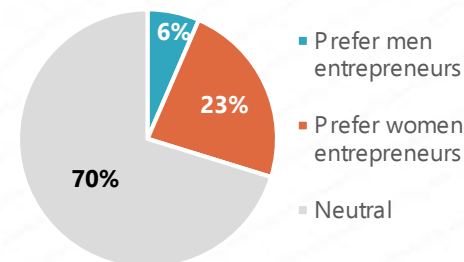
96% Satisfied with their supplier

B2B platform plan not specific

- ☐ No incentive/leverage offer
- ☐ Business model/ Management unclear
- ☐ Recruitment process unclear
- ☐ How to keep them unclear

Neutral preference for sex

- ☐ 7 out of 10 women have no gender bias for business partners



Key business needs



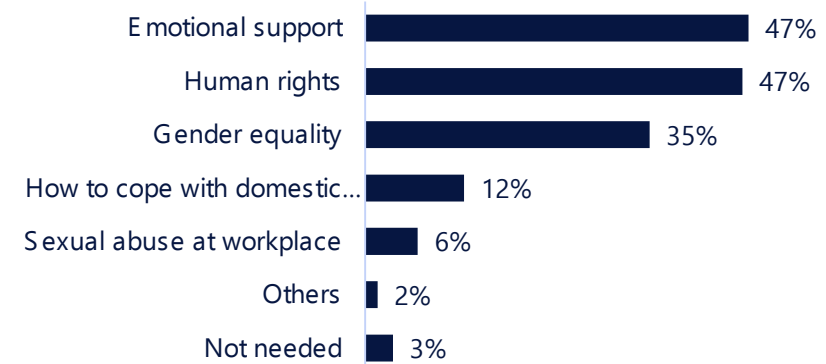
Their top problem are related to financial issues.

SKILL NEEDS AND SUPPORT

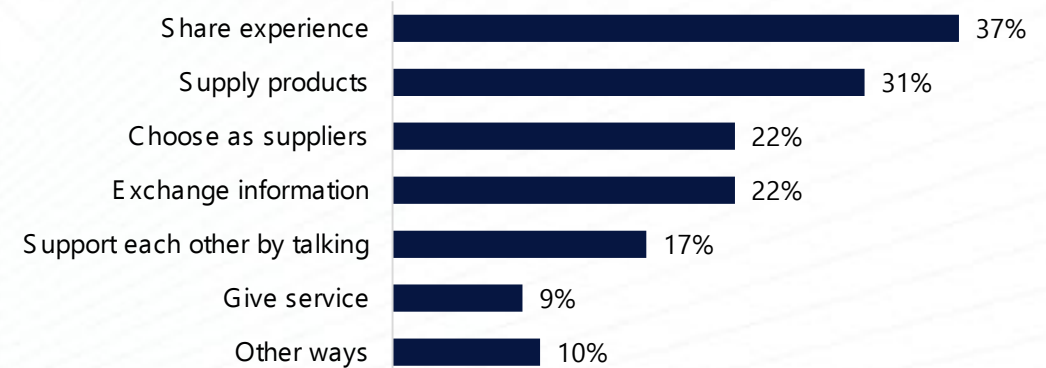
They want to improve their marketing and sales skills the most for business.



They want emotional support the most as individuals.



They want to support other women entrepreneurs by doing following.



CONCLUSION



Digital engagement

- NOT ALL ONLINE
- ELEMENTARY
- FACEBOOK



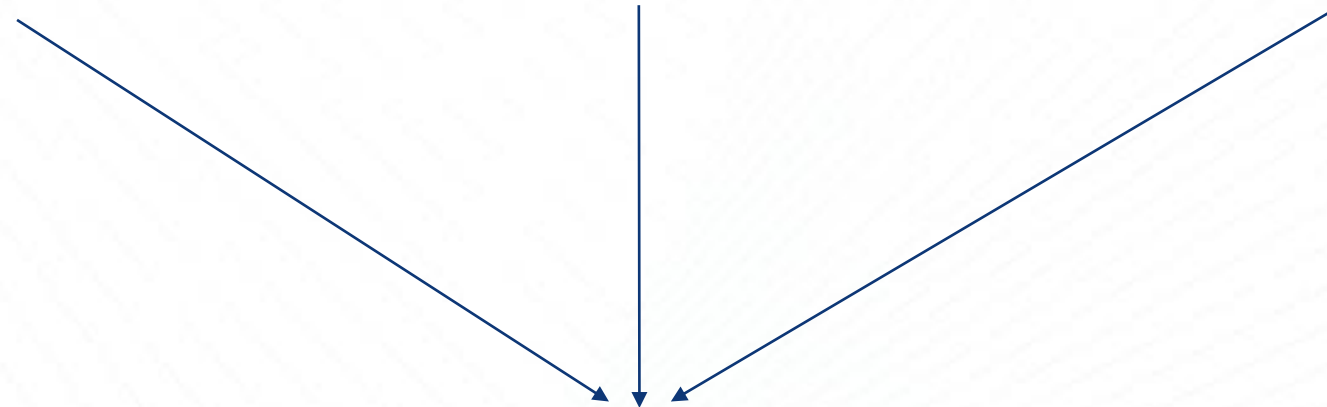
Business

- TRADITIONAL
- CUSTOM MADE
- RIVALRY



Community

- HIDDEN
- UNAWARE
- NOT READY



In conclusion, even though there is demand for the proposed B2B platform, because of low digital engagement of women entrepreneurs, existing distinctive supply chain of them, and in terms of long term sustainability, B2B platform development is not recommended at this time. Instead, the project is recommended to accomplish its goals through different means.

RECOMMENDATION

REQUIRED NEXT STEPS

1. Organize more meetup events

The community of women entrepreneurs is still not interconnected. We recommend organizing more online and offline events for women entrepreneurs to get together and create small groups and get connected as a community. Create more opportunities and reasons to get together for women entrepreneurs.

2. Create a women entrepreneurs' open database

There is no substantial initiative to bring together women entrepreneurs in Mongolia currently. To ensure more cooperation between these women entrepreneurs, the project is recommended to support existing women entrepreneur networks and expand the network. Creating a database will enable better communication between women entrepreneurs and will be a basis for more successful project activities.

3. Raise awareness about B2B platform

Understanding of the B2B platform among women entrepreneurs should be guided. They need to understand how the platform improves their business. The financial and non-financial benefits from the platform must be very clear for the women entrepreneurs.

4. Create an incentive

To attract target women entrepreneurs, there should be some kind of incentives prepared. These incentives and leverages must be different for women entrepreneurs' participation level and business type. How to get the first women entrepreneurs onto the platform, to keep adding on the number of members within the platform, and keep them on the platform with active engagement without project direct involvement must be planned thoroughly.

5. Define the process

To create a successful B2B platform, a process map of how to get women entrepreneurs onto the platform and keep them active even after project exit must be carefully designed in detail first. Otherwise, the planned B2B platform may end up as another failure in terms of sustainability.

6. Define the business model of the B2B

Any successful B2B platform must be planned to be self-sufficient in the long run. Define and prepare the management team for the B2B platform. The management team must be looking in the same direction and should be motivated and ready to use their time for the women entrepreneur community and successful B2B platform. Moreover, define and choose the way the platform will finance itself after the project discontinues.

RECOMMENDATION

OTHER STEPS

1. Prepare them for the digital world

They already feel the need and necessity, only which is restricted by their irregular and busy schedule. So, preparing your training modules and publishing them online through YouTube and Facebook will reach the targeted audience with 24/7 accessibility. Letting them know of other domestic and global online trustworthy information sources would be helpful too.

2. Let them know about existing platforms

Not all of our women entrepreneurs want an online business. However, for those seeking to develop their business online more, we recommend you to let them know about the existing platforms and their possibilities. Creating content about different existing platforms and how exactly they participate or benefit would encourage women entrepreneurs. Supporting them to get onto local and global B2C platforms would be more fruitful.

3. Help them to increase their sales

Women entrepreneurs' primary concern at the moment is how to increase their sales amount. They have struggled because of the COVID-19 pandemic and slow economy in general. Increase their sales capacity by training and let them know about the future sales trends in post COVID world.

4. Online interview videos

Women entrepreneurs want emotional support the most. It can be shared through real stories of the success/failure of similar women entrepreneurs in Mongolia. The program may recruit and interview women entrepreneurs who want to share their personal stories to encourage other similar women..

DESK REVIEW



ITU Publications

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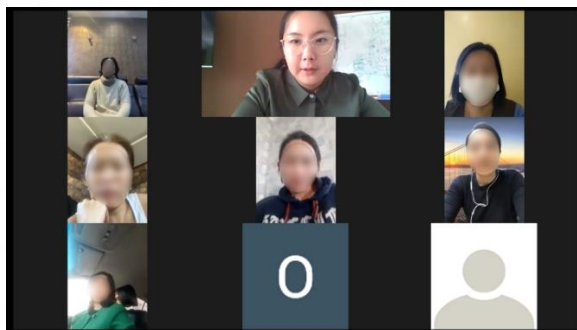
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**RELATED
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QUALITATIVE SURVEY

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**KEY
STAKEHOLDERS**

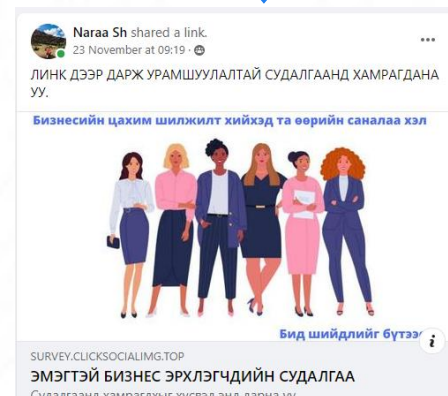
FGD

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**WOMEN
ENTREPRENEURS**

QUANTITATIVE SURVEY

Computer Assisted Web Interview (CAWI)



262

**WOMEN
ENTREPRENEURS**

survey
gizmo

CAWI COMPUTER ASSISTED
WEB INTERVIEW

CATI COMPUTER ASSISTED
TELEPHONE INTERVIEW

Target group:

- ✓ MSME
- ✓ Producers
- ✓ Women entrepreneurs