

## Business Clinic – Broadcasting Good Business Practices



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By [TechnoServe](#)

*In 2020, [WIN Program](#) jointly with TV Sucesso, created a 15-minute segment in the most popular sunday program "Mozambique in Concert", called "**Business Clinic**". The main objective was to transmit good business practices given by different consultants each week, to micro-entrepreneurs participating in the segment.*

Through the company Ipsos, initially a baseline study of the dissemination was done, and at the end a midline study to different people who attended, and those who did not attend the program, to help compare the impact of our intervention.

In the midline study, a survey was conducted to collect data on the impact of Business Clinic on its viewers, specifically in relation to the following points:

- Trust in business management
- Perceptions about women entrepreneurs
- The knowledge and adoption of "good" business practices
- The impact of this adoption of practices on business

In terms of overall audience, the segment reached about **196,000 women** and **116,000 men** who watched the segment.

## Audience Impact Created

The WIN program is excited about the impact this media intervention has had for women micro-entrepreneurs in terms of increased economic empowerment, increased confidence from themselves, and changing some social norms about the skills of women entrepreneurs.

From this audience, in terms of impact so far one has observed:

Increased awareness of the topics discussed in the program:

- 82% of women micro-entrepreneurs (~160,000) and 76% of men (~89,000) micro-entrepreneurs are aware of good practices;
- 53% of women and 47% of men mentioned that they learned something new from the segment (at least one topic)

Adoption of practices, namely making savings or safer savings: compared to entrepreneurs who did not attend the program, we noticed that:

- ~5000 women and ~2000 men micro-entrepreneurs reported adopting good practices in their businesses.

Increase in the confidence level of women:

- 82% of women say they feel more confident to start a business, expand or diversify (~160,000).



Figure 1. Consultant talking to a micro-entrepreneur about "Microcredit vs Family vs Bank" Source: TV Sucesso's Facebook

Changing men's perception that "Buying a product or getting a service from a women-owned business or a men-owned business is the same":

- ~6,000 men have changed their perception of women micro-entrepreneurs



*Figure 2. Amina Balissa, a young entrepreneur in Maputo who inspired thousands of women entrepreneurs after appearing on the program Success Stories*

Increased economic empowerment:

- ~5,000 women who have achieved greater economic empowerment, having increased control over their income through savings.

The endline study is still ongoing, where the impacts on business performance and revenue will be validated, and we will release this data as well.