

A new sales channel for Nestlé and an opportunity for micro-entrepreneurs to improve their sales practices

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By [TechnoServe](#)

After being selected for the Magwevas Project (street vendors) a partnership between the [Women IN Business - WIN Program](#) and Nestlé, Versóvia Nguenha felt a positive change on her life. After the training she used the skills acquired to run her business efficiently. By selling Nestlé products she has increased her income and consequently increased her profits and is able to give a better life to her children.

Versóvia Nguenha, 39 years, resident of Djonasse neighborhood in Maputo, is a micro-entrepreneur who used to sell alcoholic beverages and cooking oil. Recently she sells Nestlé products, specifically single-serve sachets.

She was one of the women selected to

be part of the Magwevas Project, which she says was the best thing that has happened to her because of the changes she has had in her personal life in which now she can provide a better life for her children and professional life on how she increased her profits, managing her finances with the knowledge from the training.

"Since joining the Magwevas Project my life has changed for the better, nowadays I can come back with a bag of bread every day for my children to eat" says Versóvia.



Business Practices and Communication Channels

The Magwevas Project is a new distribution route for Nestlé products made up only by women who sell door-to-door.

WIN Program supported Nestlé and its distributor to develop a "*market route*" model to structure an inclusive sales channel for single consumption products (sachets) through street vendors. The WIN team provided support in recruiting the magwevas and in developing training for those selected on best business practices.

Versóvia said that when she had the opportunity to be selected for the Magwevas Project, she had no knowledge of how to manage her business. Mainly of her profits that at the end of each week she didn't know the result of her sales.

She didn't see the need to register because she felt she could run the business by doing the math in her head and in the end sometimes ran out of money to replenish her stock. After being selected as a magweva, she received 1 week of training by Nestlé's distributor team on entrepreneurship, products, target market, organizing her products, route, sales tracking, financial and stock management, where she learned how to do profit and expense recording.

From the training she came satisfied with the learning from business management techniques, managing her money, organizing her products to better conserve and boost sales.

For Versóvia at first it was not easy to start registering her accounts because she felt that she was wasting a lot of time recording her sales. Today she realizes the importance of registration because she knows where and with what she has spent her money, how much she has invested, and what her daily profits are, and with this learning she has been able to greatly improve the dynamics of her business.

In addition, Versóvia feels supported by family and friends, and especially by the Nestlé distributor's team, who encourage her daily to boost her sales, and she feels very confident that the business will grow and consequently the profits, as she aims to reach new clientele.

To boost her sales, Versóvia has adopted the tips she learned during the magwevas training on how to display her products, use promotional materials, and more. In addition, she does word of mouth dissemination during her street sales and it has worked out quite well.

Before becoming a magweva, Versóvia used to sell alcoholic beverages and oil, but did not generate much income. With the knowledge gained from selling Nestlé products she also improved her previous business and consequently increased her profits.

Versóvia, like any enterprising woman has dreams, *"I intend to open an establishment to sell Nestlé products, and I also have the dream of buying a car to facilitate my sales and increase my customer network."*

She, feels happy about how her life has changed for the better after joining the magwevas project, from her business management techniques to the well-being of her family.