

UNAWEZA TEAM MARKETING STRATEGY EXECUTIVE SUMMARY-

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Introduction

As the name of our team, UNAWEZA, which translates to "you can" in the widely spoken Swahili language in our assigned country Uganda, suggests, we are convinced of the idea that every woman has the power to participate in economic life. Each and every woman has the disposition to become successful in whatever business she desires. However, the barrier that prevents women-owned small businesses to thrive is in most cases the trivial problem of lack of resources and missing financial support that are needed urgently to found or expand the business. Especially in our assigned country Uganda, women must cope with these and other issues. With only 26.6 percent of female participation in enterprise ownership, only a small number of women can create their own business despite the often-challenging circumstances. We believe that founding and expanding a business should no longer be a matter of gender or resources, but a matter of talent and abilities. One of these capable women, but hindered by a lack of resources, is Fatumah.

Fatumah is a 48-years-old restaurant business owner. She runs her restaurant for four years and is therefore experienced. She is based in Maganjo town- one of the poorest parts of Uganda.

Fatumah requests a loan of \$400 to buy fresh ingredients like maize flour to cook meals for her business in order to maximize her sales. Additionally, she is a mother of four school-going children and aims to buy sufficient necessities for her family and overall, improve their quality of living with profits. These profits are also beneficial for the education of her children, which will support them in their future when it comes to having better opportunities.

Marketing Strategy:

Fatumah, as the owner of the women-owned restaurant in the poor areas of Uganda, should consider pricing her menu items at a level that is affordable for her target customer base. The prices should also cover the cost of production and enable her to make a profit. She can research the prices of similar menu items at other restaurants in the area and price her items competitively.

Moreover, in order to keep her costs of production low, Fatumah can source ingredients from local suppliers and farmers. She can also consider buying in bulk and negotiating lower prices with her suppliers. Additionally, she can reduce food waste by planning her menu carefully, managing inventory effectively, and repurposing any leftover food. The location of Fatumah's restaurant is also crucial to its success. Fatumah lives in Maganjo, a poor area in Uganda.

Furthermore, Fatumah should consider the tastes and preferences of her target customer base when developing her menu. She can conduct market research to identify the most popular menu items in the area and incorporate them into her menu. She can also consider offering healthy and nutritious options that appeal to health-conscious customers.

To reduce her environmental impact and keep costs low, Fatumah can use eco-friendly and recyclable packaging materials. She can also consider using minimal packaging and reducing waste by encouraging customers to bring their containers for take-out orders. She should also ensure that her packaging is hygienic and protects the quality of the food.

To maximize Fatumah's sales and to expand her business, another important component of our marketing strategy is the branding. Her branding should incorporate values that local people can relate to. Fatumah could use her advantage of being aware of the local people's needs and what is important to them, to create an authentic and, through her unique way of cooking, different place that appeals to the locals and yet differs from other restaurants.

However, it is crucial for Fatumah's company to attract the attention and interest of locals. Therefore, her promotion and social media presence is very important when it comes to attracting new customers. Since Maganjo town is a very poor area with low literacy rates, less text and more vivid pictures and flashy reels about the cooking and delicacies offered could garner great interest amongst the locals. After exchanging with Travis, who is a member of the forum as well and who is from Uganda, he gave us information about the most used social media platforms. Among them TikTok, Instagram and Facebook. These platforms can help Fatumah to reach a broader audience and to advertise her restaurant for free. Even colorful posters can help spread the word. Appealing and striking advertisement supports the marketing strategy by attracting new customers and increases Fatumah's sales.

Building strong and sustainable partnerships is one of the most important attributes of our marketing strategy. After understanding what is highly desired in the market, she can buy ingredients accordingly. Furthermore, while buying these ingredients it is imperative for her to buy from select farmers in her local areas and build strong partnerships with them to ensure that she has a steady and quality supply of ingredients. By investing in the produce of local farmers she is even helping them improve their own sales. Chicken, peas and beans, rice, cassava, sweet potatoes, ground nuts, maize, cattle to slaughter - these are all ingredients found in abundance in local farms. Moreover, contrary to popular opinion, buying from local areas organically costs less than from the market in Uganda. Therefore, not only Fatumah profits from these partnerships, but also the economic power of the local farmers and with that the socio-economic situation in the poor area of Maganjo town.

Conclusion

In conclusion, every single woman has the aptitude to succeed in whatever line of work she chooses. However, the obstacle that keeps women-owned small businesses from succeeding is typically the insignificant issue of a lack of resources and the absence of financial backing that is urgently required to start or grow the business. Despite that obstacle, Fatumah was still able to put together her restaurant. As mentioned above, Fatumah could work on the marketing strategy to get a better restaurant.

