

Livelihoods Assessment of Micro Businesses

Assessment of home-based businesses and other self-employment

July 2020

REACH
Key Indicators of
IMPACT THROUGH
ACTED AND DRIVEN



Gift of the United States Government

REACH Informing
more effective
humanitarian action



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About REACH

A person wearing a grey vest with 'REACH' and 'AN INITIATIVE OF IMPACT INITIATIVES, UNITED NATIONS' printed on the back, standing in a field of damaged cars. The scene is in black and white, with a red vertical bar on the left side of the image.

About REACH

REACH Initiative

REACH initiative facilitates the development of information tools and products that enhance the capacity of aid actors to make evidence-based decisions in emergency, recovery and development contexts.

The methodologies used by REACH include primary data collection and in-depth analysis, and all activities are conducted through inter-agency aid coordination mechanisms

REACH is a joint initiative of IMPACT initiatives, ACTED and the UNITED Nations Institute for Training and Research- Operational Satellite Applications Programs (UNITAR-UNOSAT)



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Presentation Outline

A person wearing a dark vest with "REACH" and "AN EXPERTISE IN IMPACT ASSESSMENT, MONITORING AND EVALUATION" printed on the back, standing in a field of damaged cars. The scene is in black and white, with a red vertical bar on the left side.

Outline

- Objectives
- Methodology
- Findings



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Objectives



Objectives

Overall Objective

Inform livelihoods' response and programming with better understanding of the challenges, needs, impact and long term potential of micro businesses

A person wearing a dark vest with "REACH" and "AN EXPANDED OF IMPACTS IN HUMANITARIAN ACTION" printed on the back, standing in a parking lot with many cars. The word "Objectives" is overlaid in large white text on the left side of the image.

Objectives

Specific Objectives

- Demographic characteristics of the owners
- Motivations to start and continue
- Key characteristics of the businesses
- Needs to start and continue
- Challenges in establishing and operating
- Long-term potential
- Impact on the owners
- Impact of the COVID-19 outbreak



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Methodology



Methodology

Primary data collection

- Geographic coverage: Aqaba, Amman, Irbid,, Karak, Ma'an, Madaba and Mafraq.
- Population of interest: Syrian refugees and Jordanians who have micro businesses in Jordan
 - A subset using sampling frame from partners
- Two types of micro businesses
 - Home-based businesses including gardens
 - Other self-employed work
- Dates of data collection: November 2019. February 2020. May 2020

A person wearing a dark vest with 'REACH' and 'AN EXPANDED OF IMPACT PARTNER. UNITED FOR URBAN.' printed on the back, standing in a field of cars. The vest is the primary focus, with the background showing a large number of vehicles parked in an open area.

Methodology

Research tools

- Individual interviews with micro business owners
- Key informant (KI) interviews with partners implementing micro business programmes
- Focus group discussions with micro business owners

Sample per sector

Sectors	Total population of interest	Total sample size	Total surveyed
Agriculture	582	232	232
Construction	97	77	77
Manufacturing	195	129	129
Retail Trade	44	40	37
Other Services	16	16	12
Total	934	494	487



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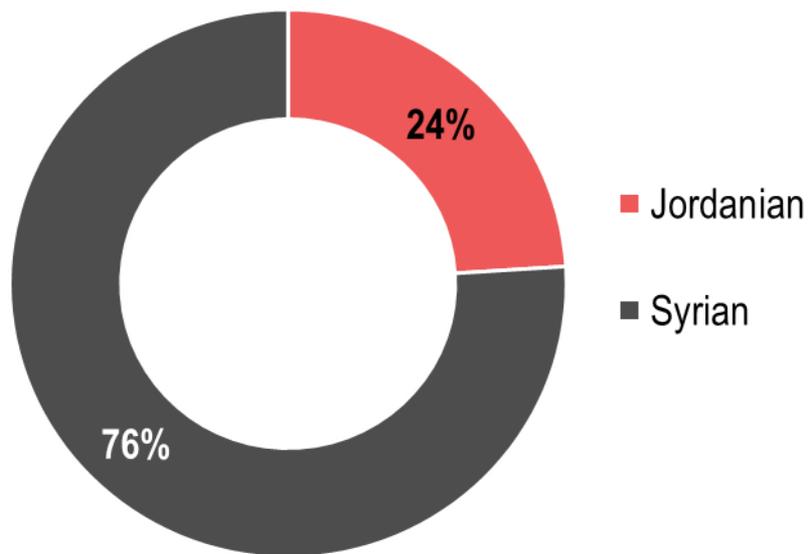
Findings



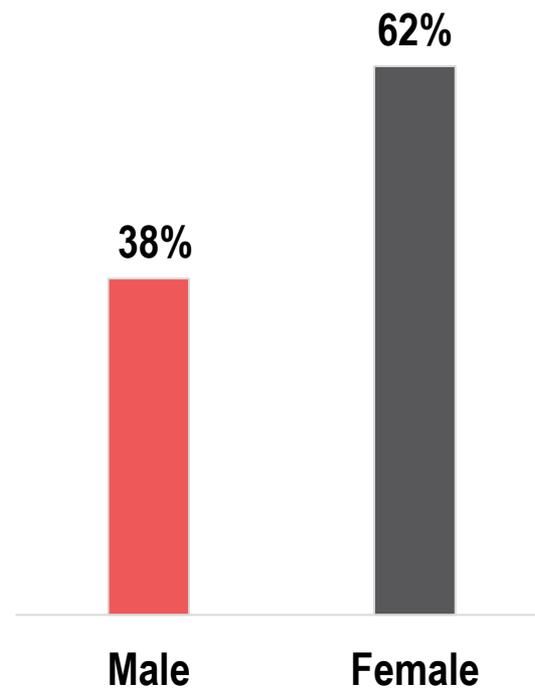
Demographic information

Demographic information

Micro business owners by nationality



Gender breakdown



Demographic information

Micro business owners by nationality and gender

Gender / Nationality	Jordanian	Syrian	Total
Female	92	209	301
Male	23	163	186
Total	115	372	487

43%

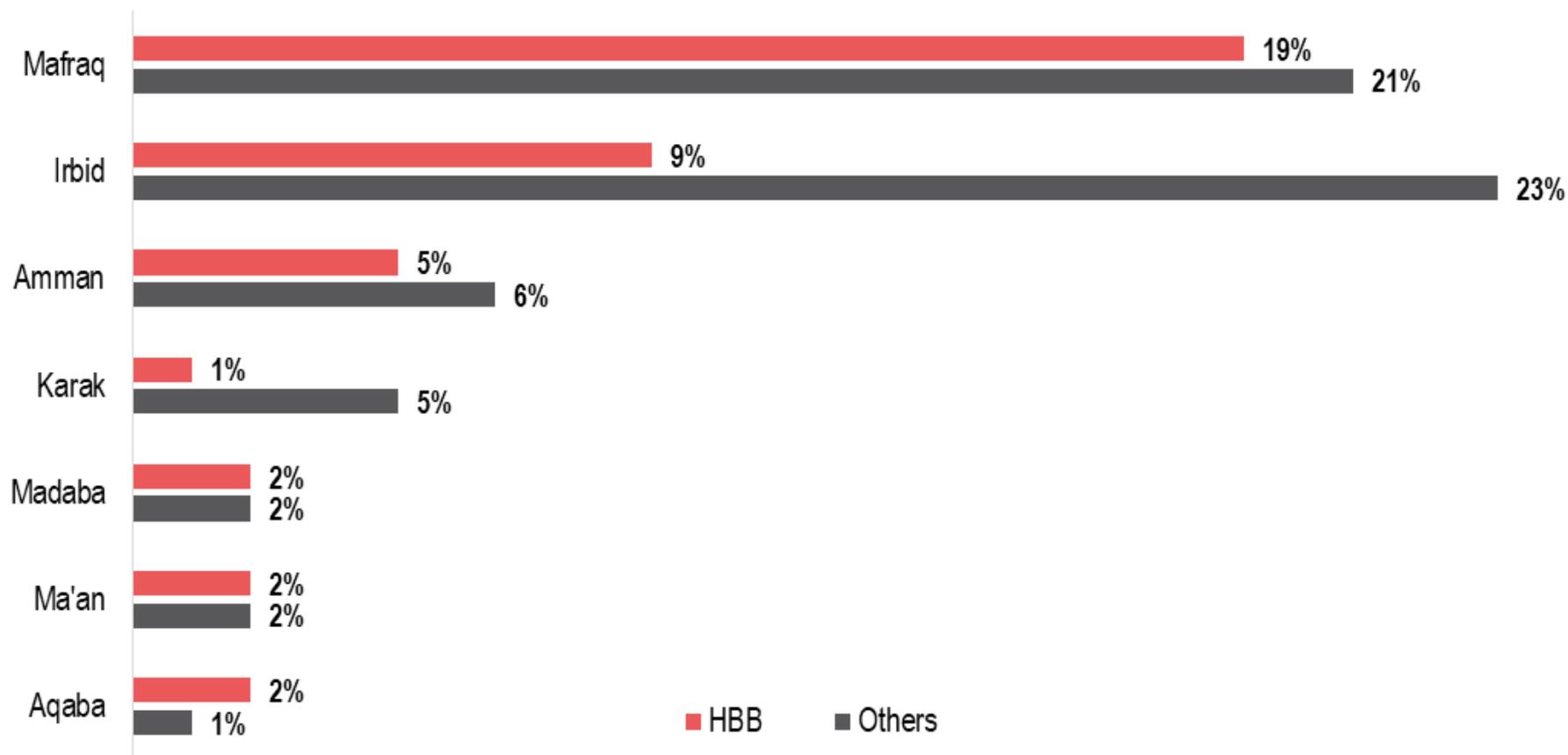
were female,
Syrian micro
business owners

5%

were male, Jordanian
micro business owners

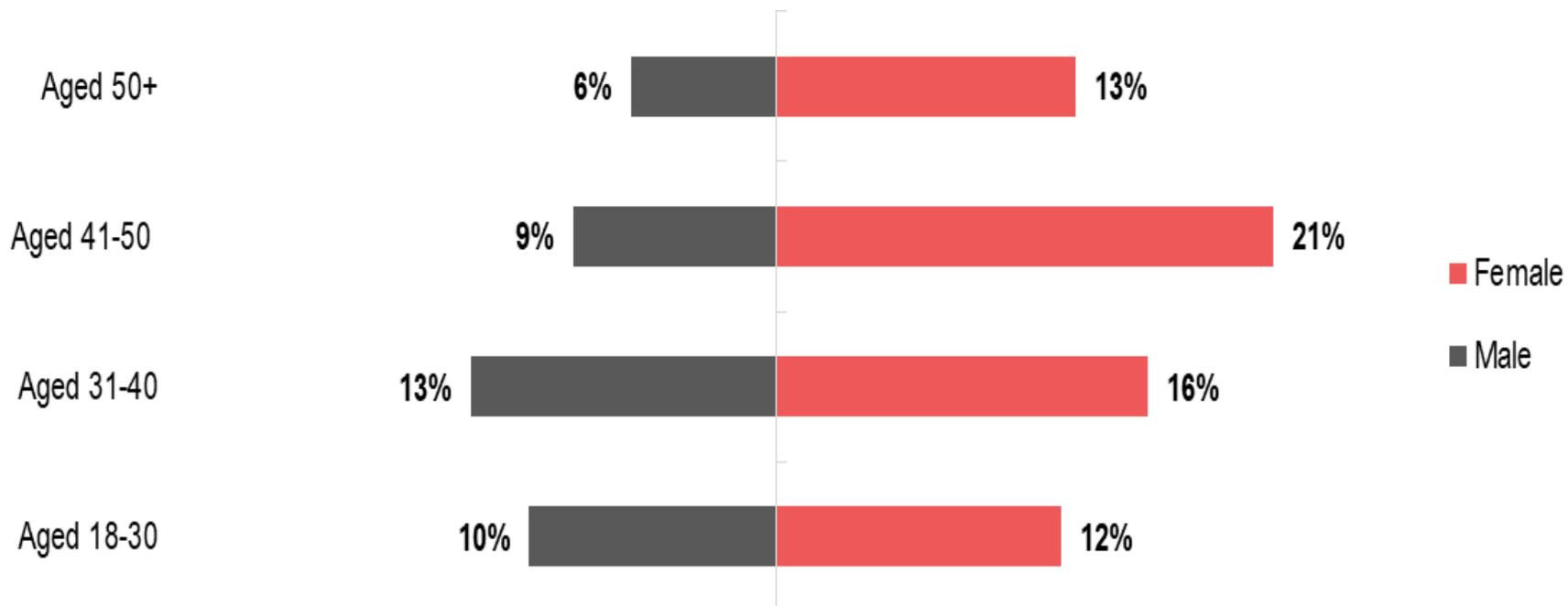
Demographic information

Distribution of micro business owners across governorates



Demographic information

Reported age distribution, by gender

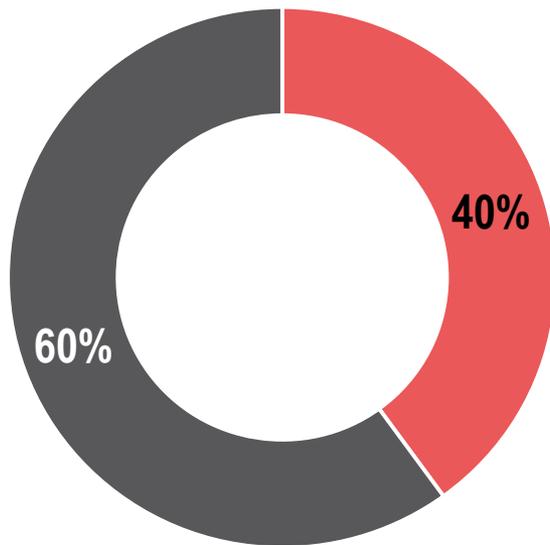




Characteristics of micro businesses

HBBs and other self-employment

Reported distribution of micro business owners across sectors,
by business type



- HBB
- Others

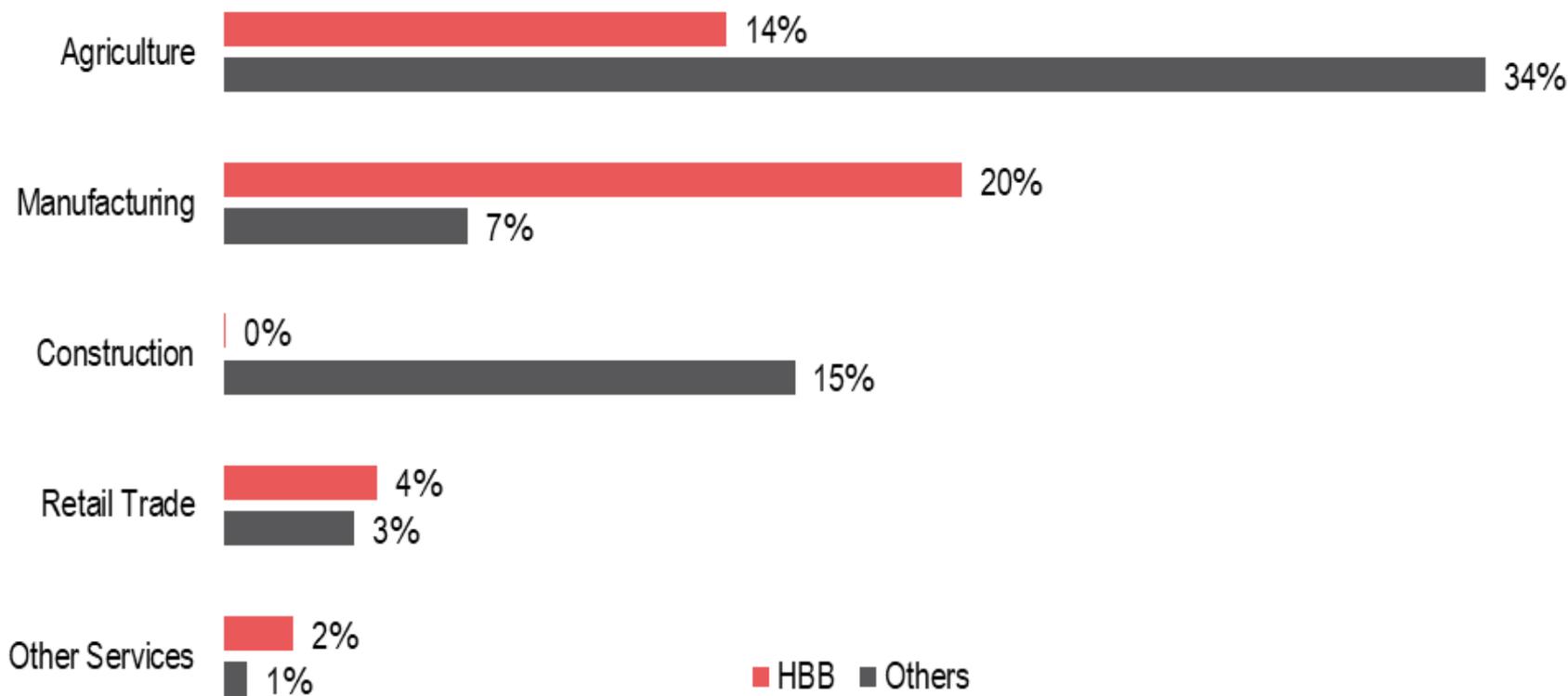
77%
of HBB owners
were Syrian

80%
of HBB owners
were female

50%
of other self-employment
were male / female

Sectors

Reported distribution of micro business owners across sectors, by business type



Registration

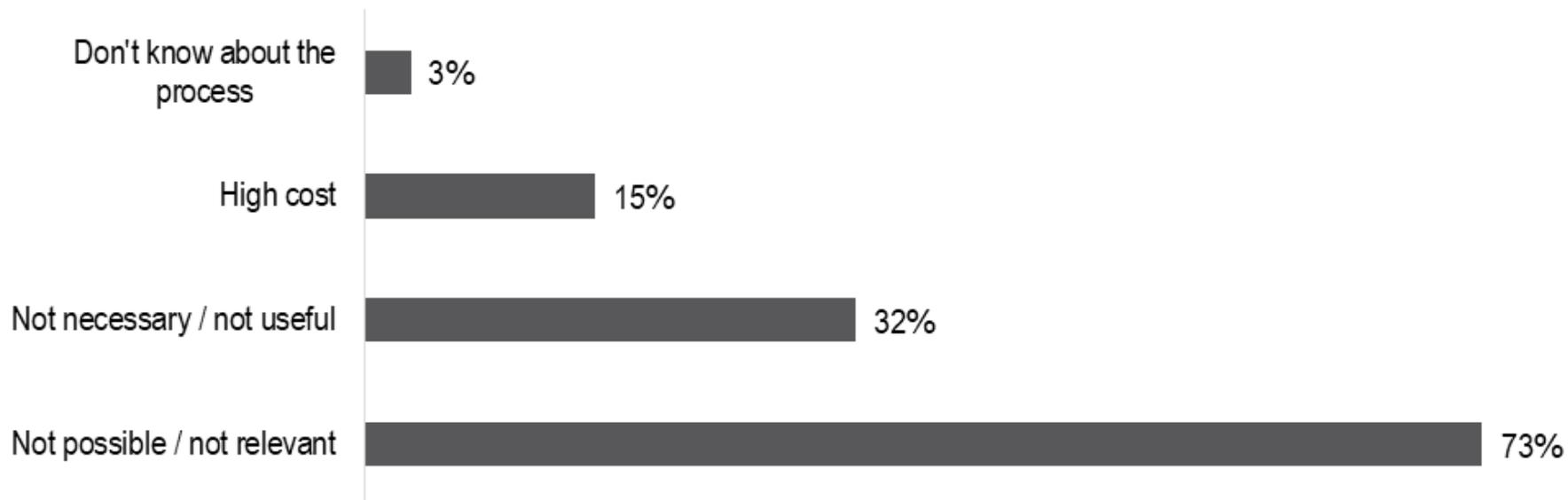
Reported reasons for not registering (among HBBs)

1

HBB owner
was registered

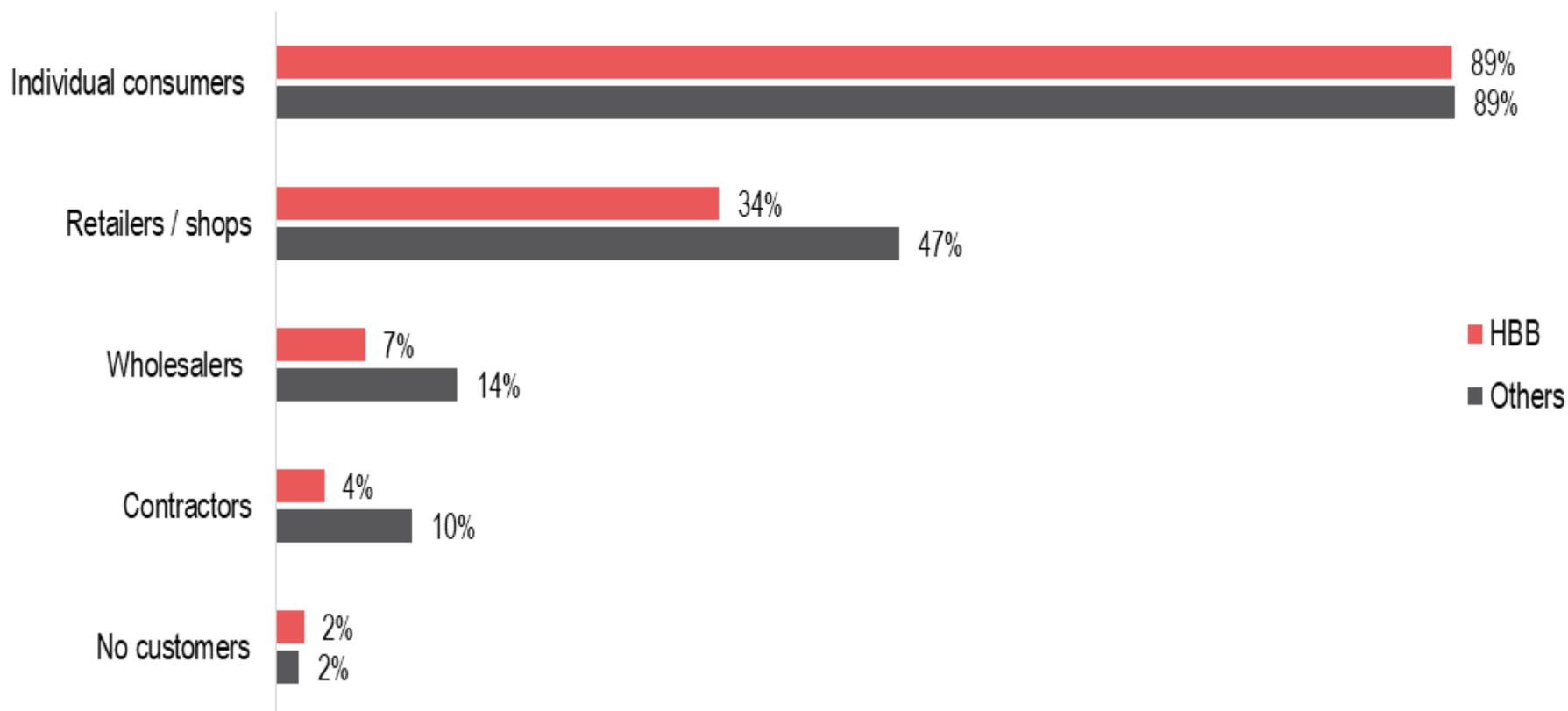
12%

of other self-employment
were registered



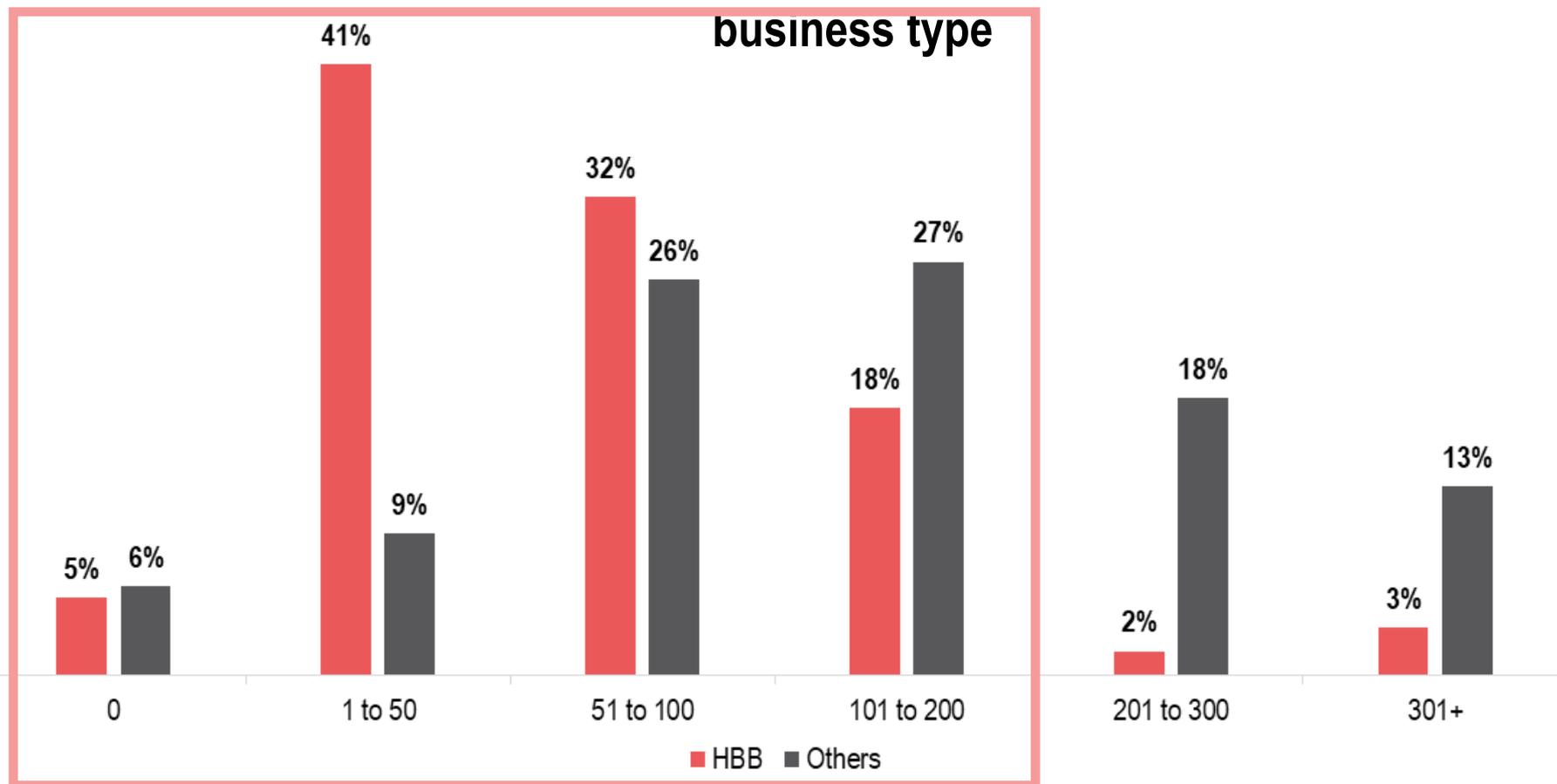
Sales

Reported customer types, disaggregated by business type



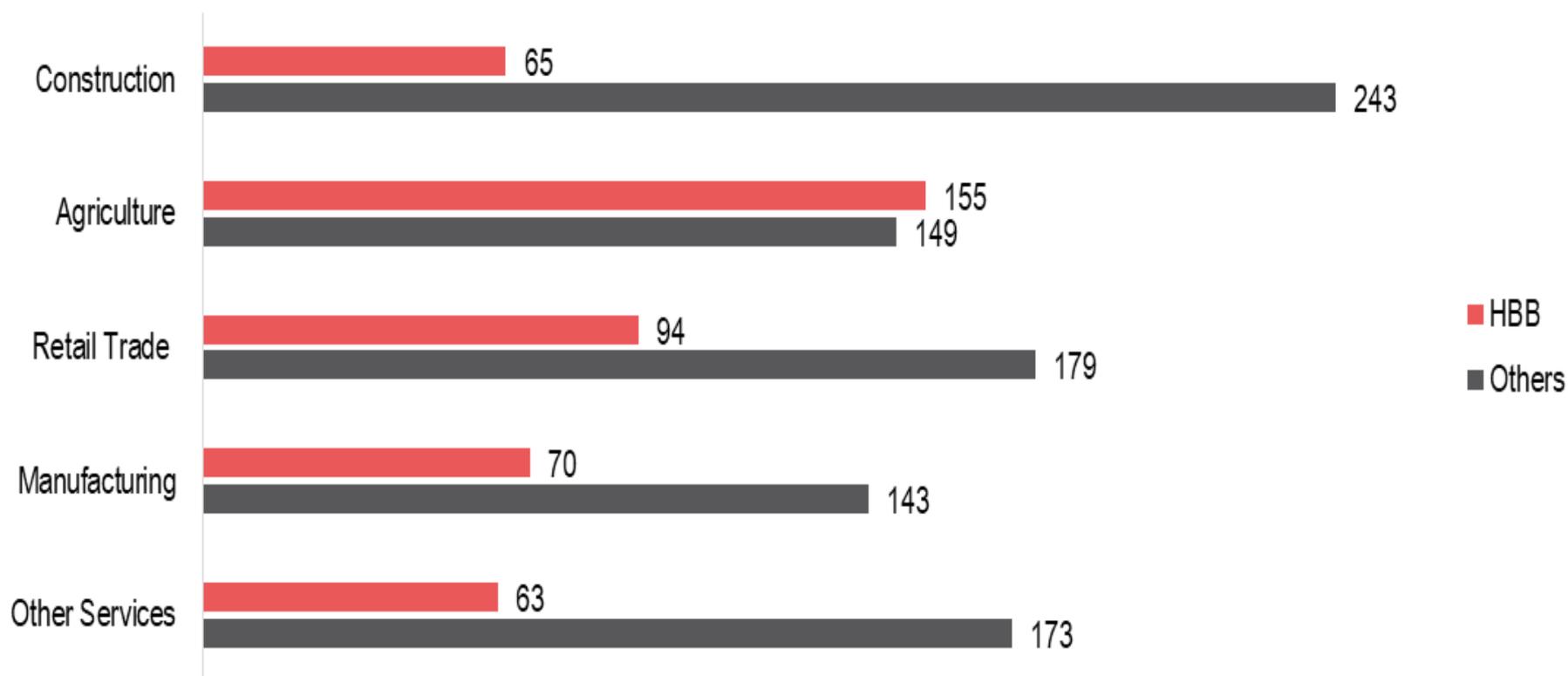
Sales

Reported average monthly profits (in JOD), disaggregated by



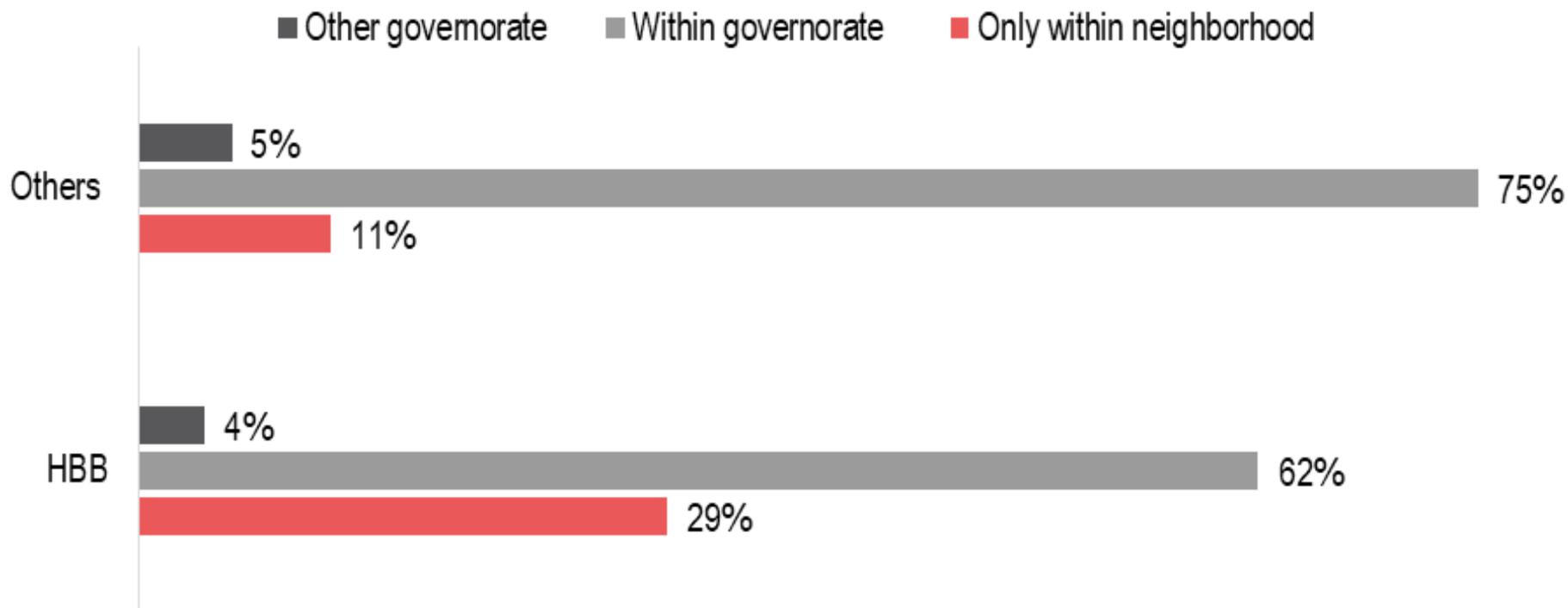
Sales

Reported average monthly profits (JOD), disaggregated by sector and business type



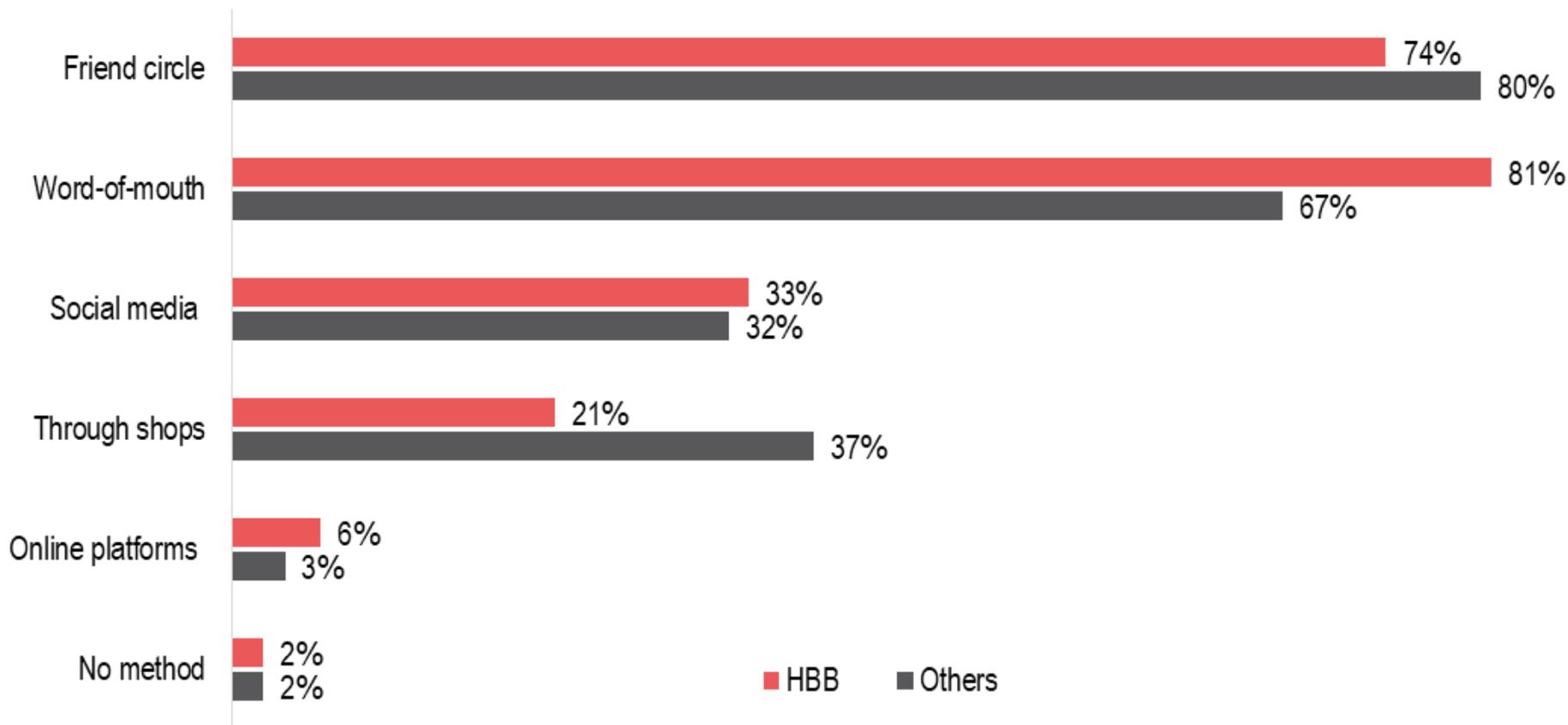
Sales

Reported customer locations, disaggregated by business type



Sales

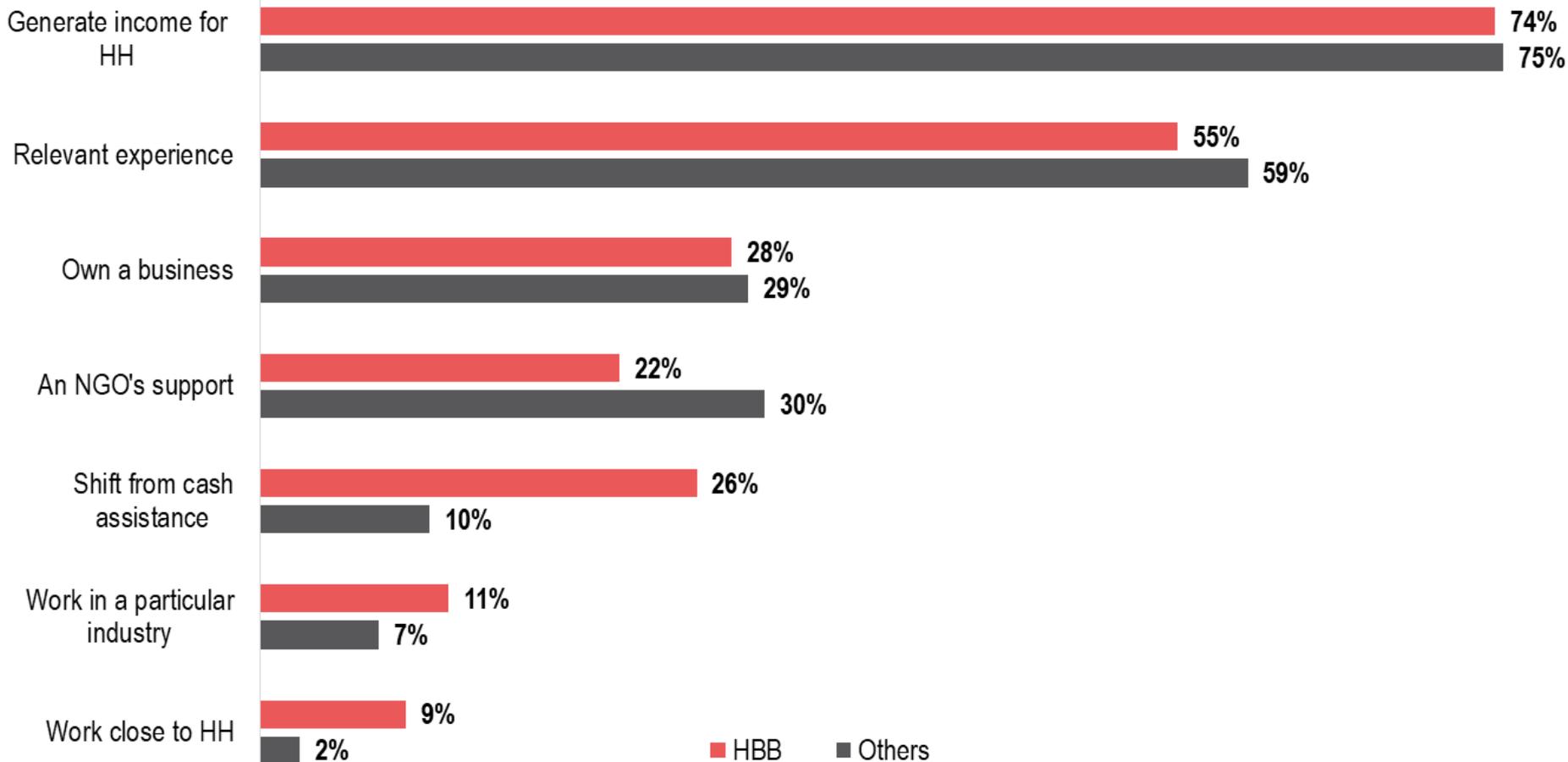
Reported sales methods, disaggregated by business type





Motivations related to micro businesses

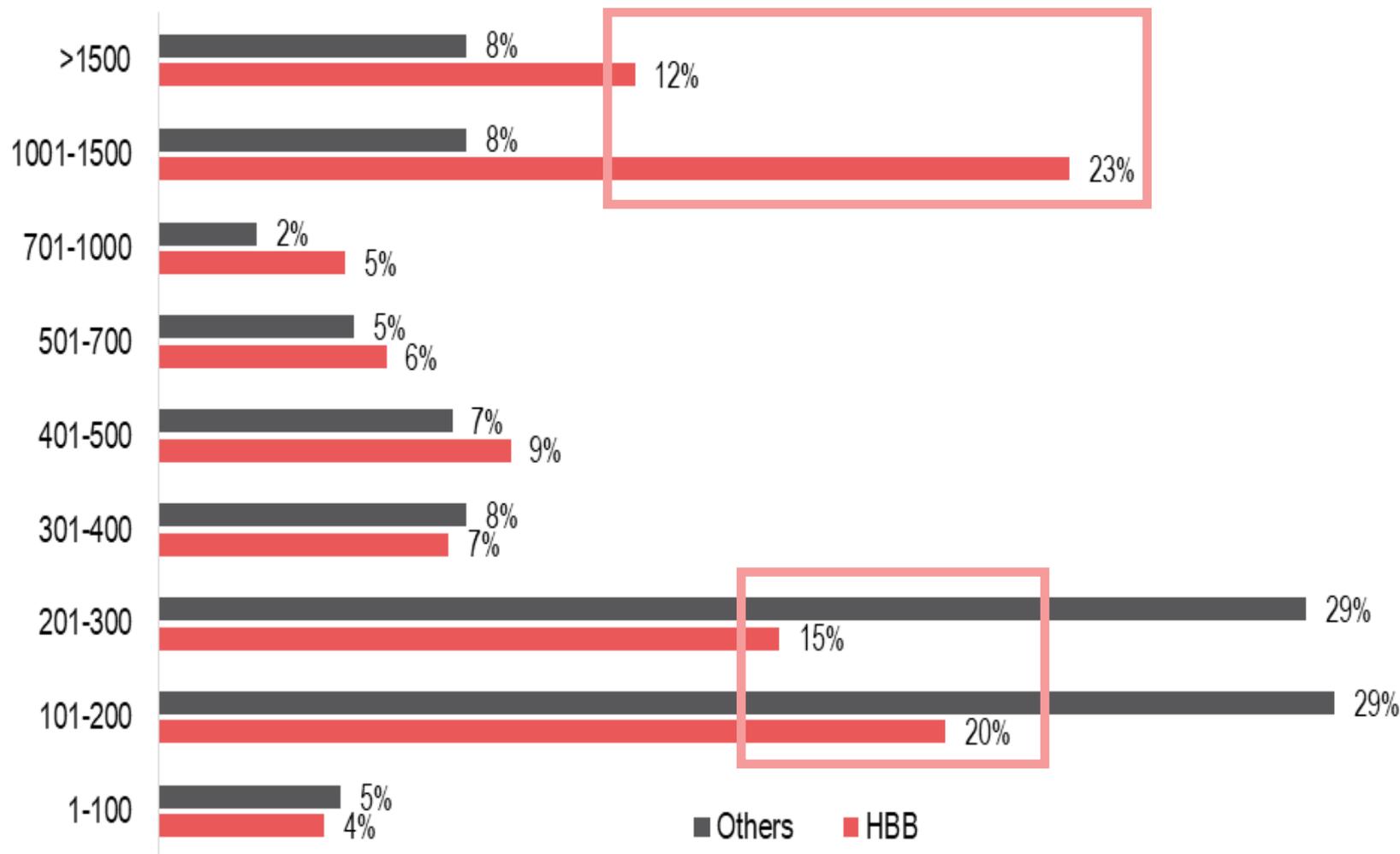
Motivations





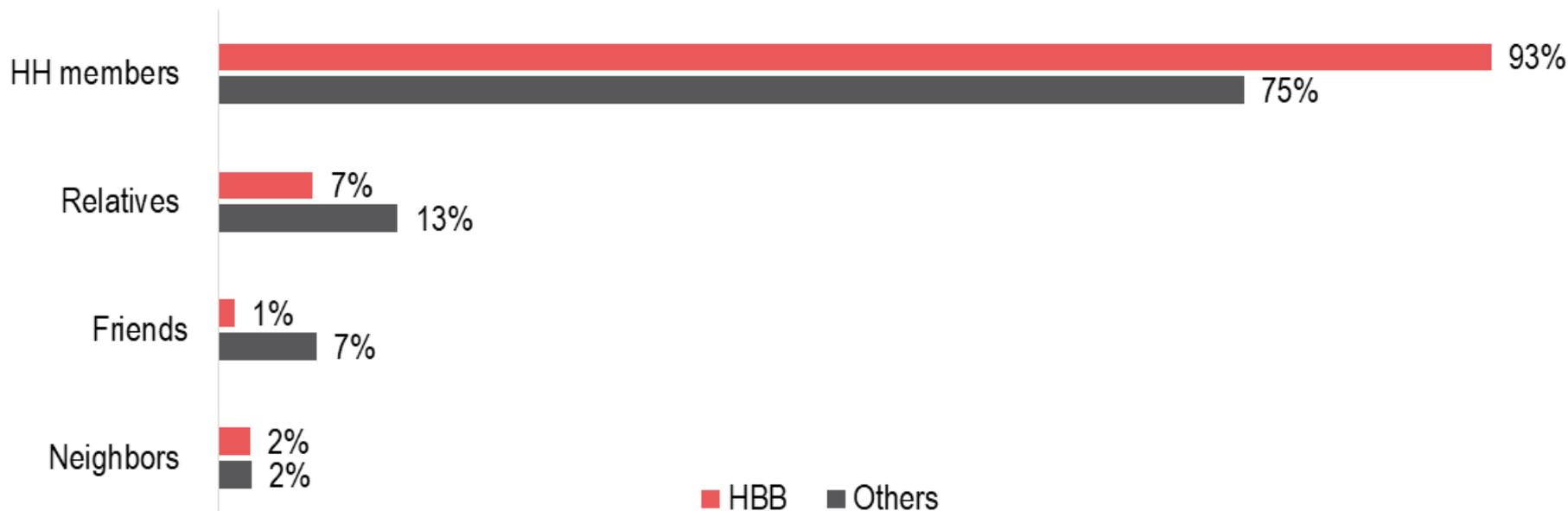
Input for micro businesses

Funding



Support

Reported sources of support, disaggregated by business type



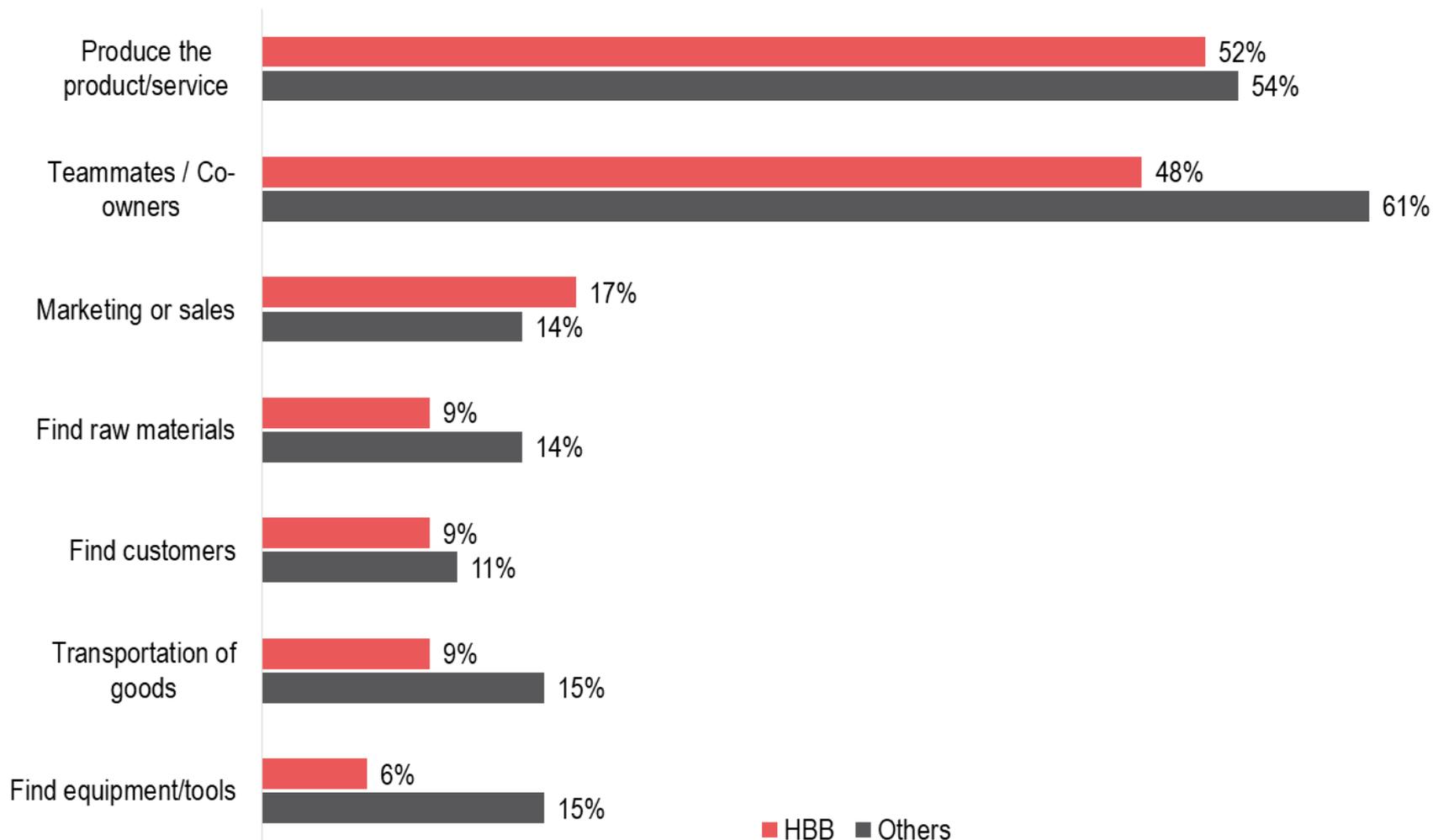
53%

of micro business owners reported collaborating with other business owners

35%

of micro business owners reported regularly receiving help from others

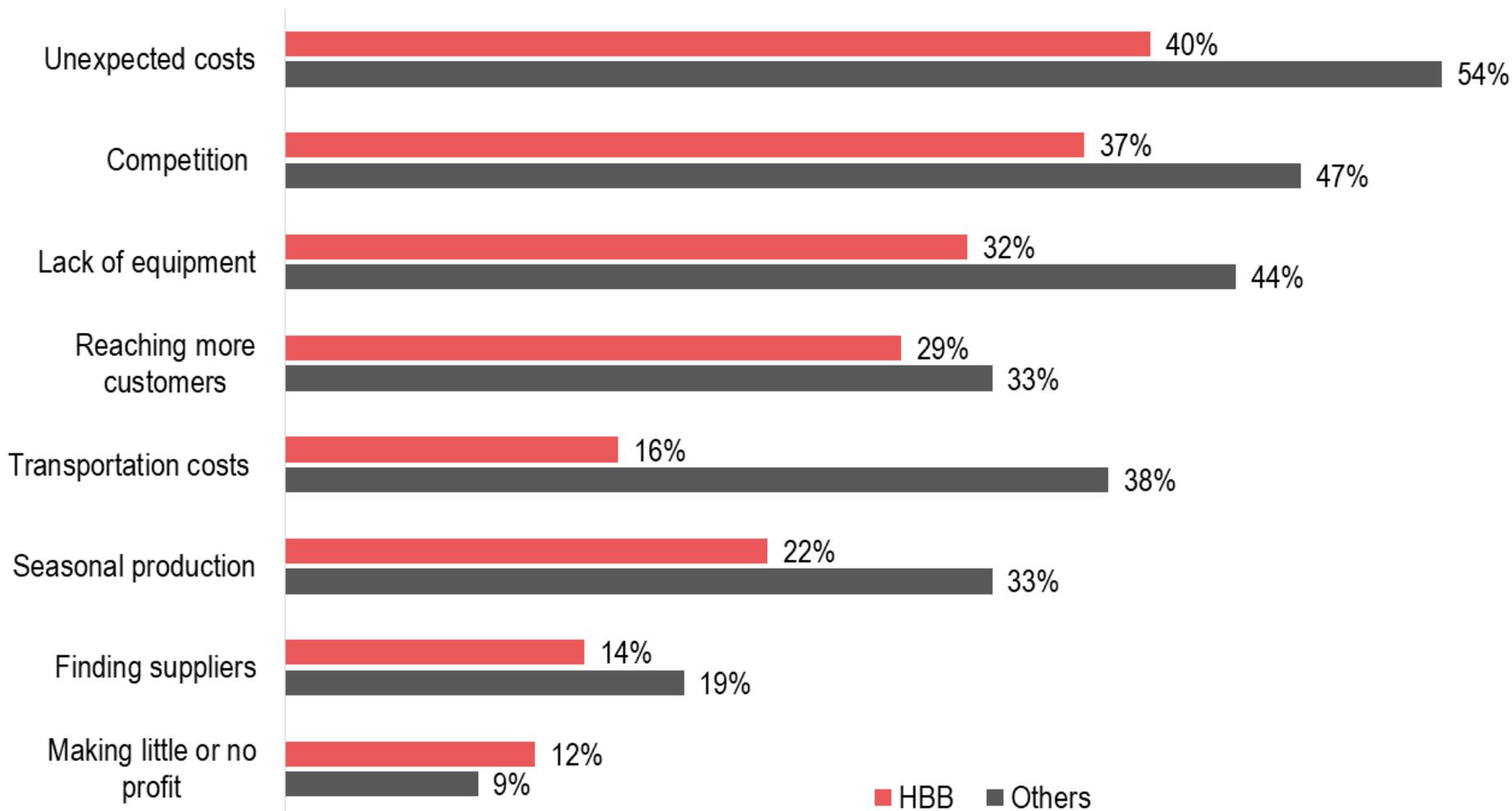
Support





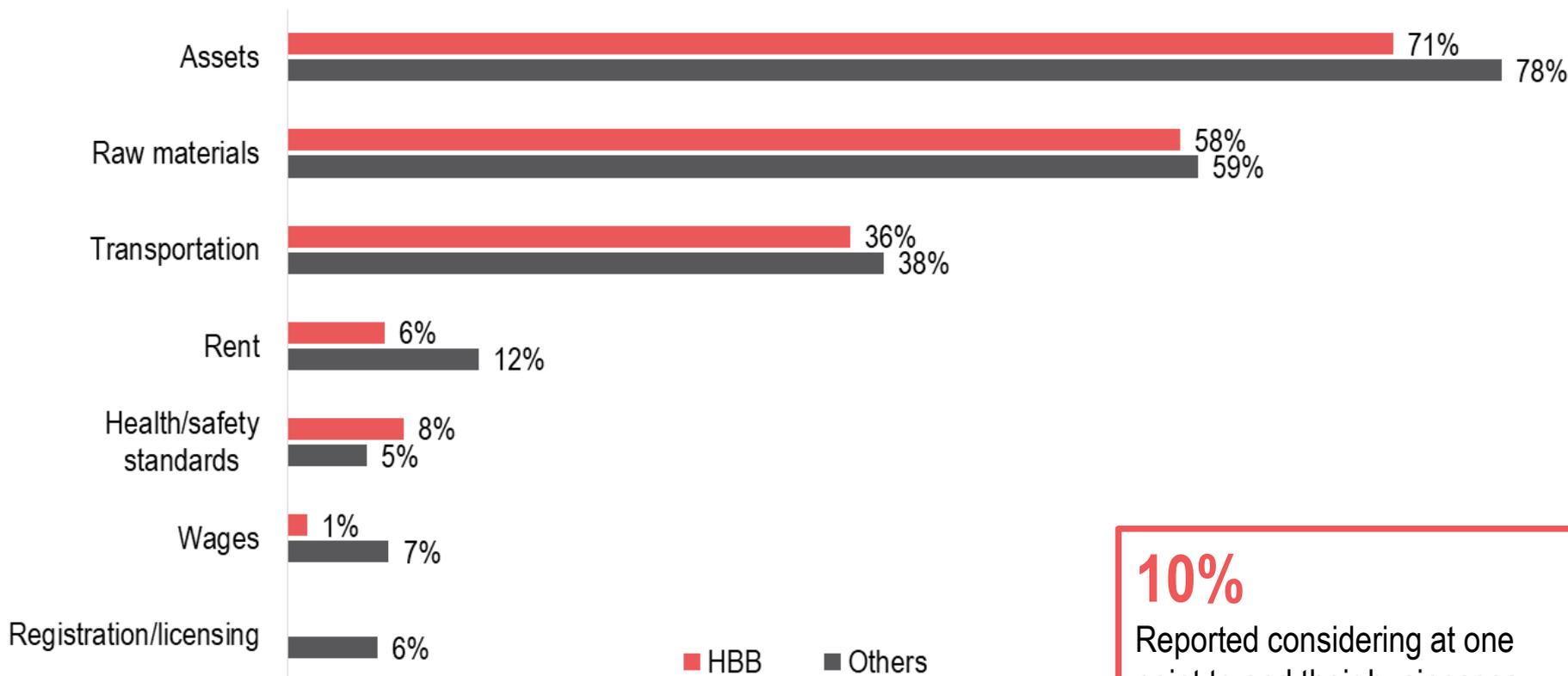
Challenges

Challenges



Unexpected costs

Reported unexpected costs, disaggregated by business type



10%

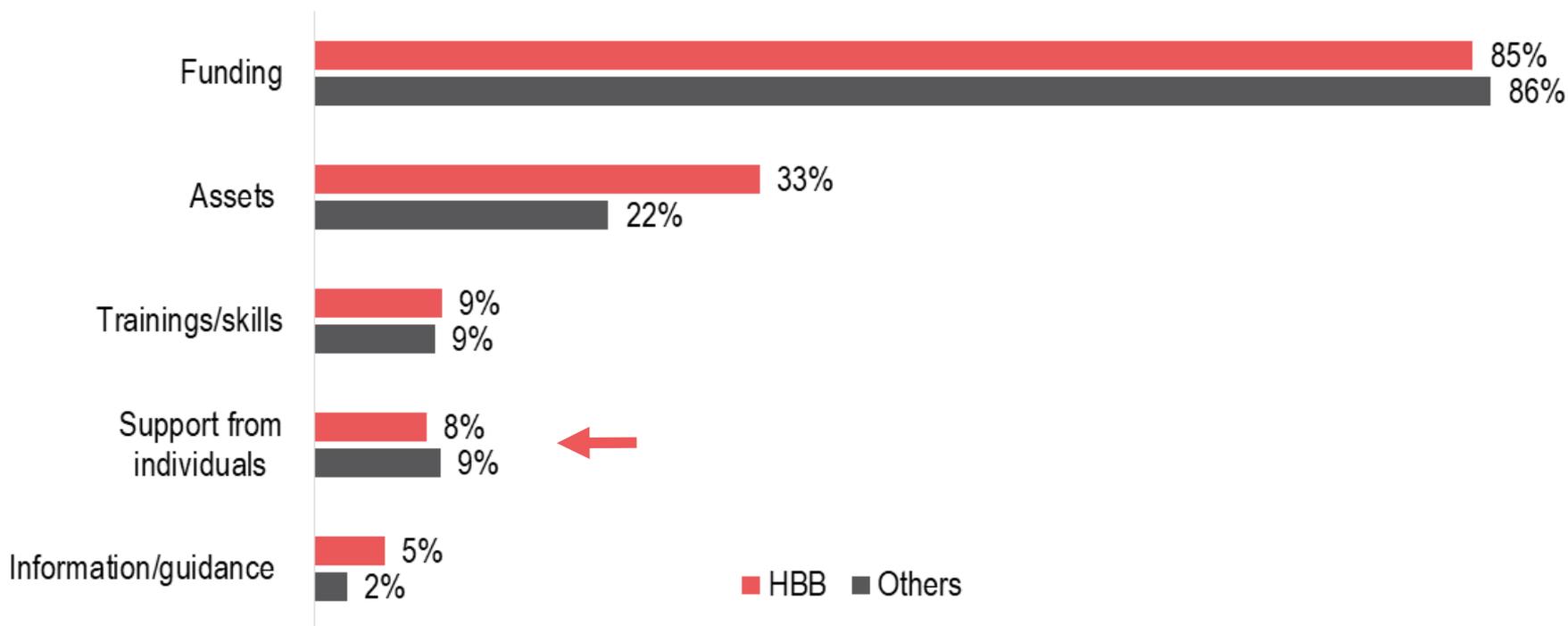
Reported considering at one point to end their businesses



Needs

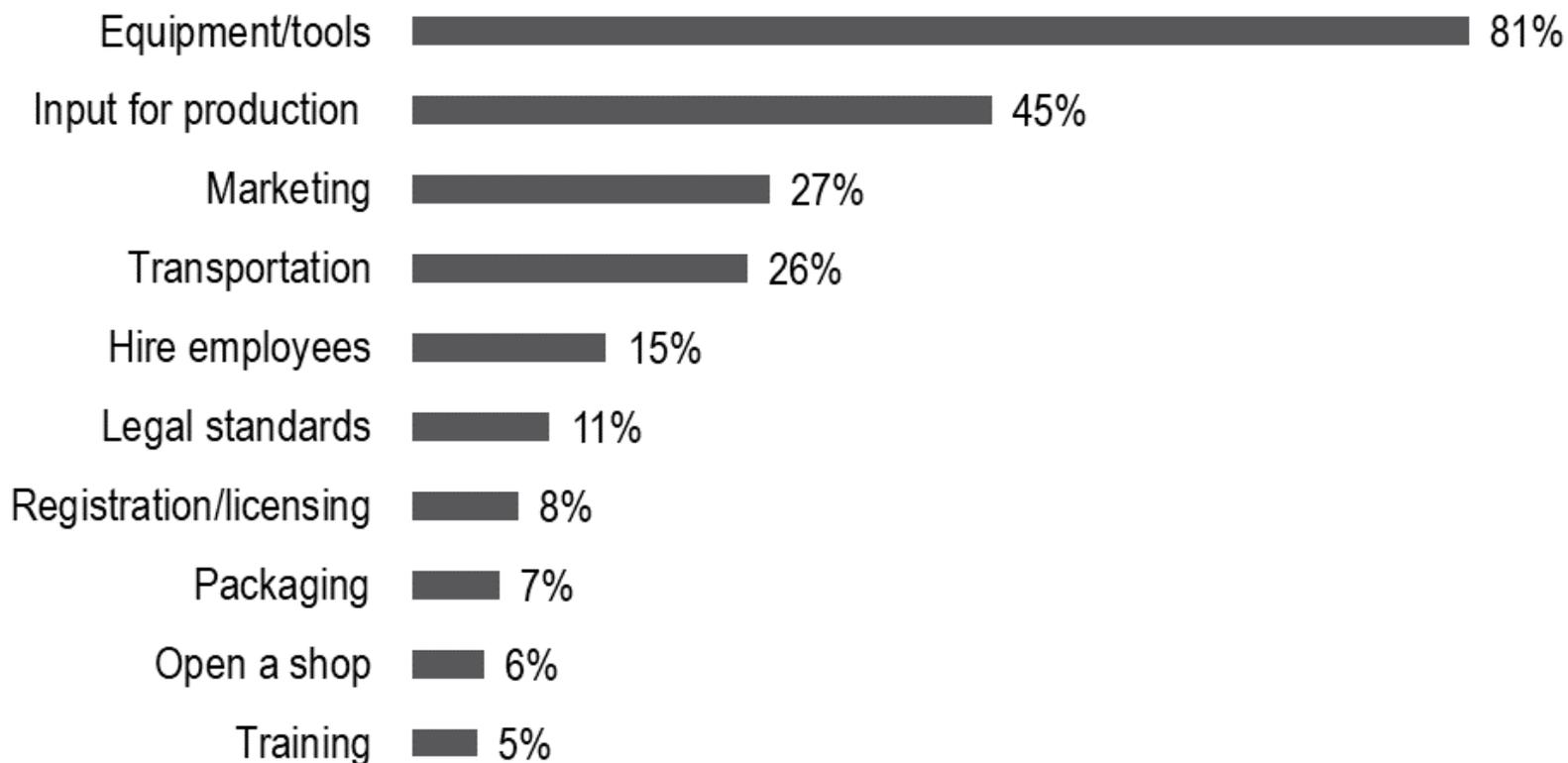
Needs

Reported types of needs, disaggregated by business type



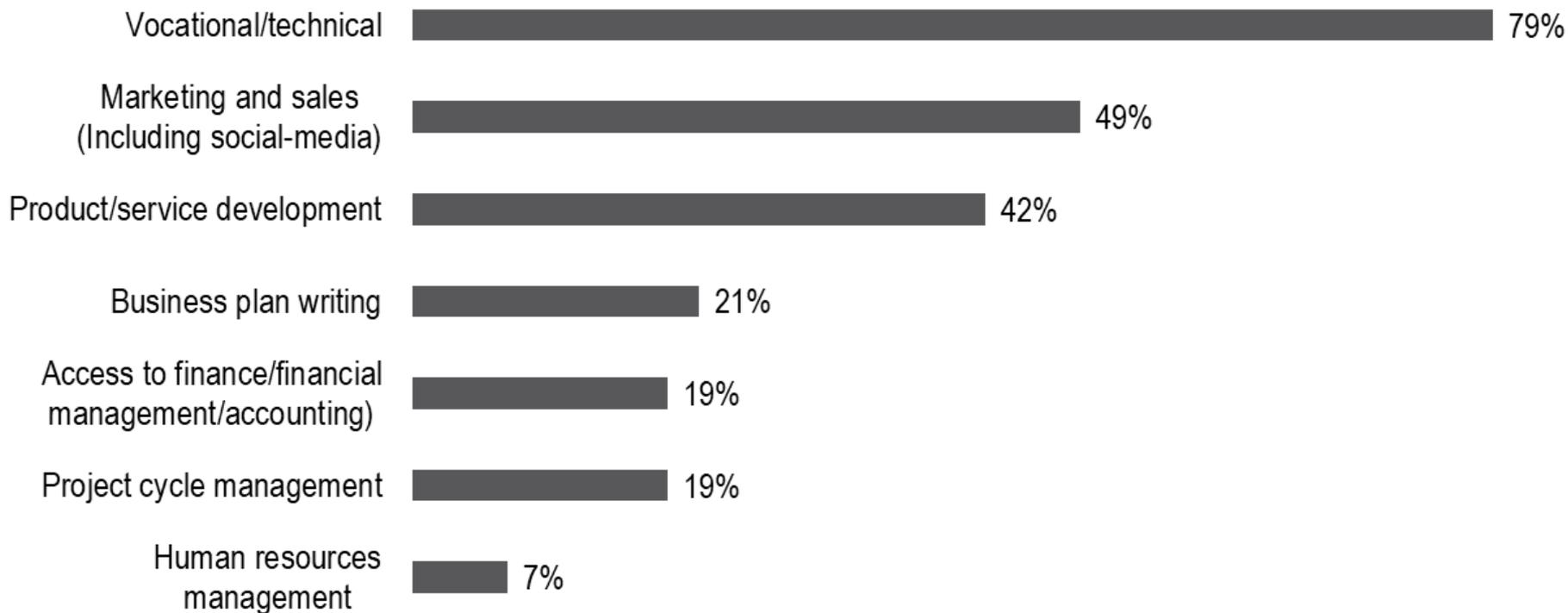
Funding

Reported reasons for funding needs

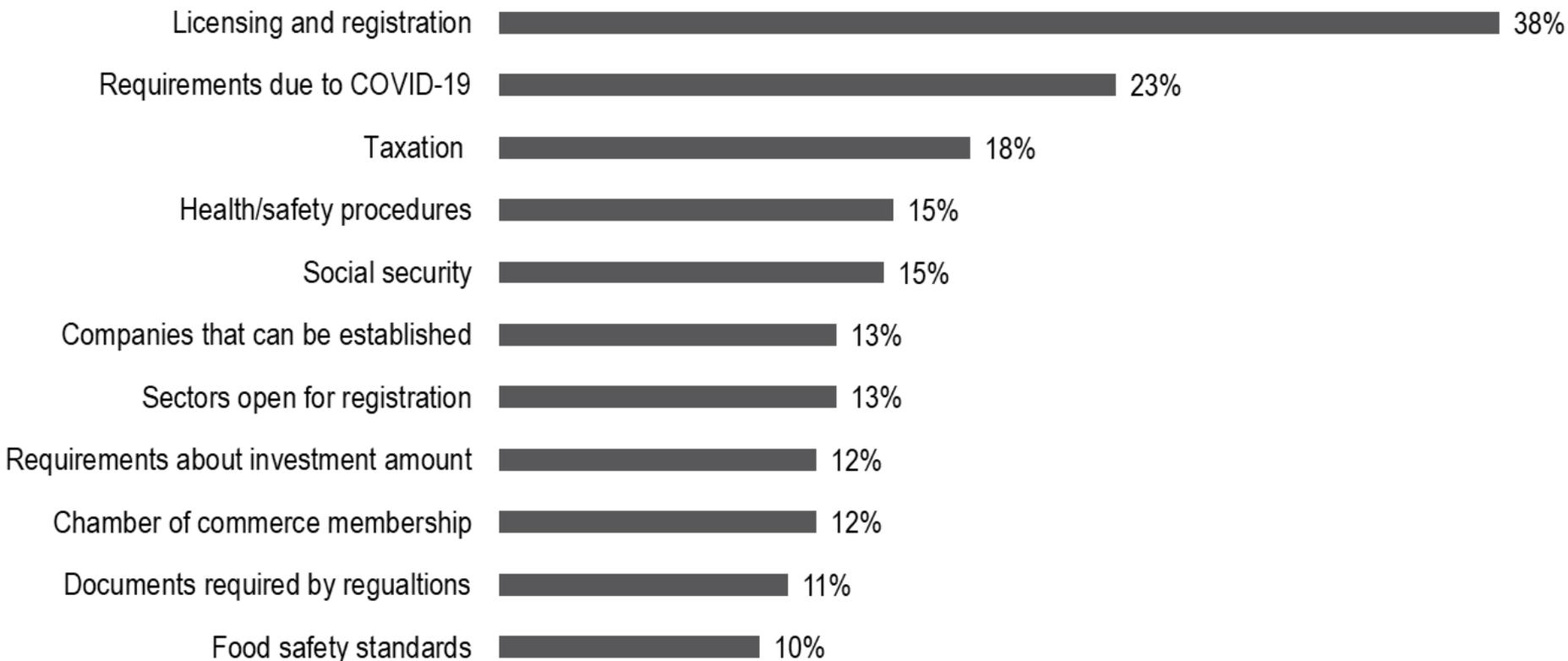


Training

Reported types of skills / trainings needed



Reported types of missing information

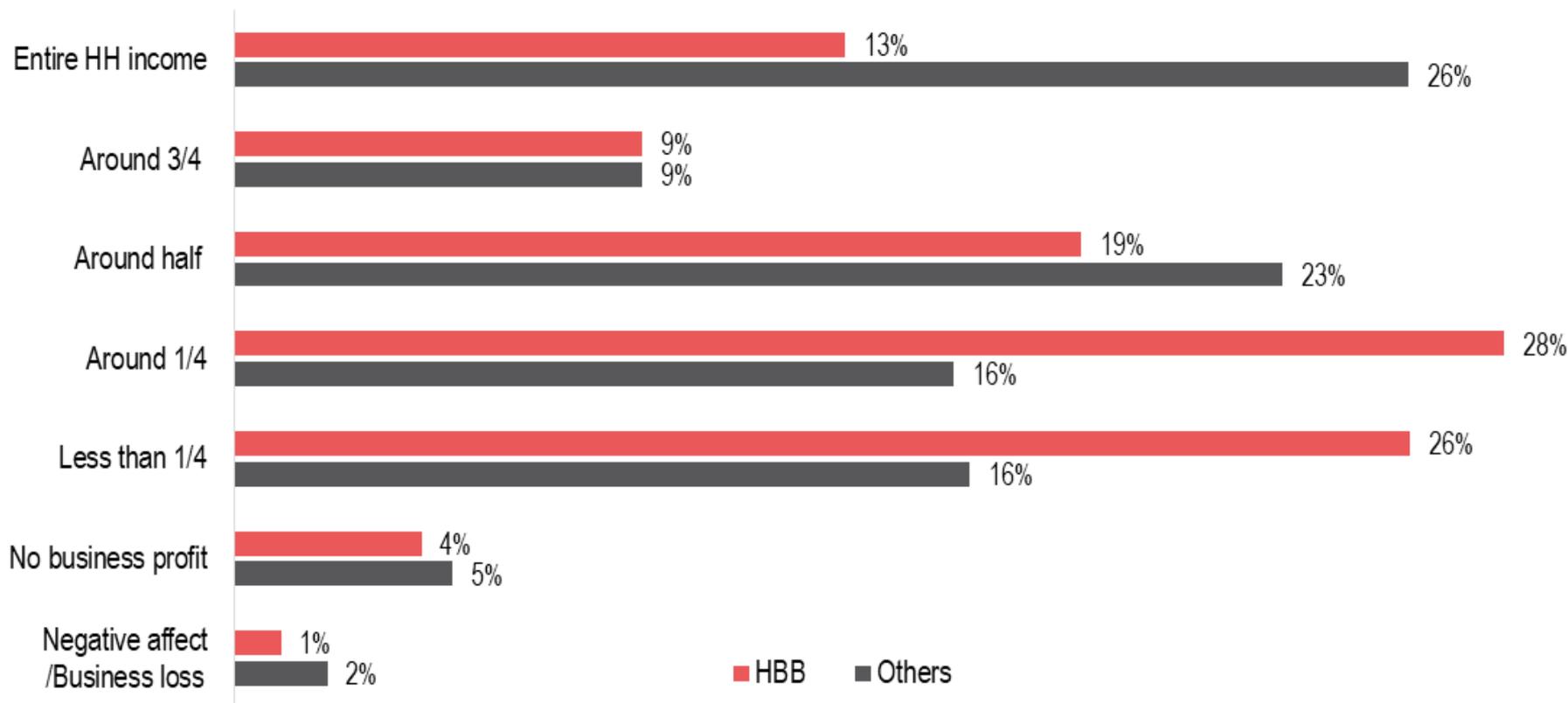




Impact of micro businesses

Profits contribution to HH income

Reported proportions of profits regarding HH income, disaggregated by business type





Conclusion

Recommendations

- Focusing trainings on product quality and diversity
- Addressing information needs
- Preparing for unexpected costs
- Alleviating the financial effect of the outbreak / economic downturn
- (Further) developing collaboration systems for business activities
- Encouraging the expansion of customer types + locations
- Conducting specific case studies
 - Understanding the success (i.e. high profits)
 - Understanding the problems (i.e. ending businesses, negative financial results)
- Conducting further research
 - Wider sampling frame
 - RCT
 - Monitoring
 - Market demand / customer view



THANK YOU FOR YOUR ATTENTION

Ahmet Ilker Damar

+ 9627 9802 1461

ahmet.damar@reach-initiative.org

ahmet_damar

www.reach-initiative.org

IMPACT Initiatives

@REACH_info