



# BDS Zambia

Business  
Development  
Services



Promoting Commercial Information Services for Small Businesses

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# Commercial Information Services to make Markets work for MSEs

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- ❑ Business Papers and Directories (POST Newspapers, Livingstonian Ltd)
- ❑ Commercial Radio Programmes (Radio Phoneix, Radio Icengelo)
- ❑ SMS For Business (SMS4B) (Africonnect)
- ❑ Internet Business Services (ZAMNET)

# The BDSZ Project

**Commercial Information Services to make Markets work for MSEs**

Testing the  
Market  
Development  
Approach

In the Oven

**Commercial  
Radio Programmes**

**Business Papers  
and Directories**

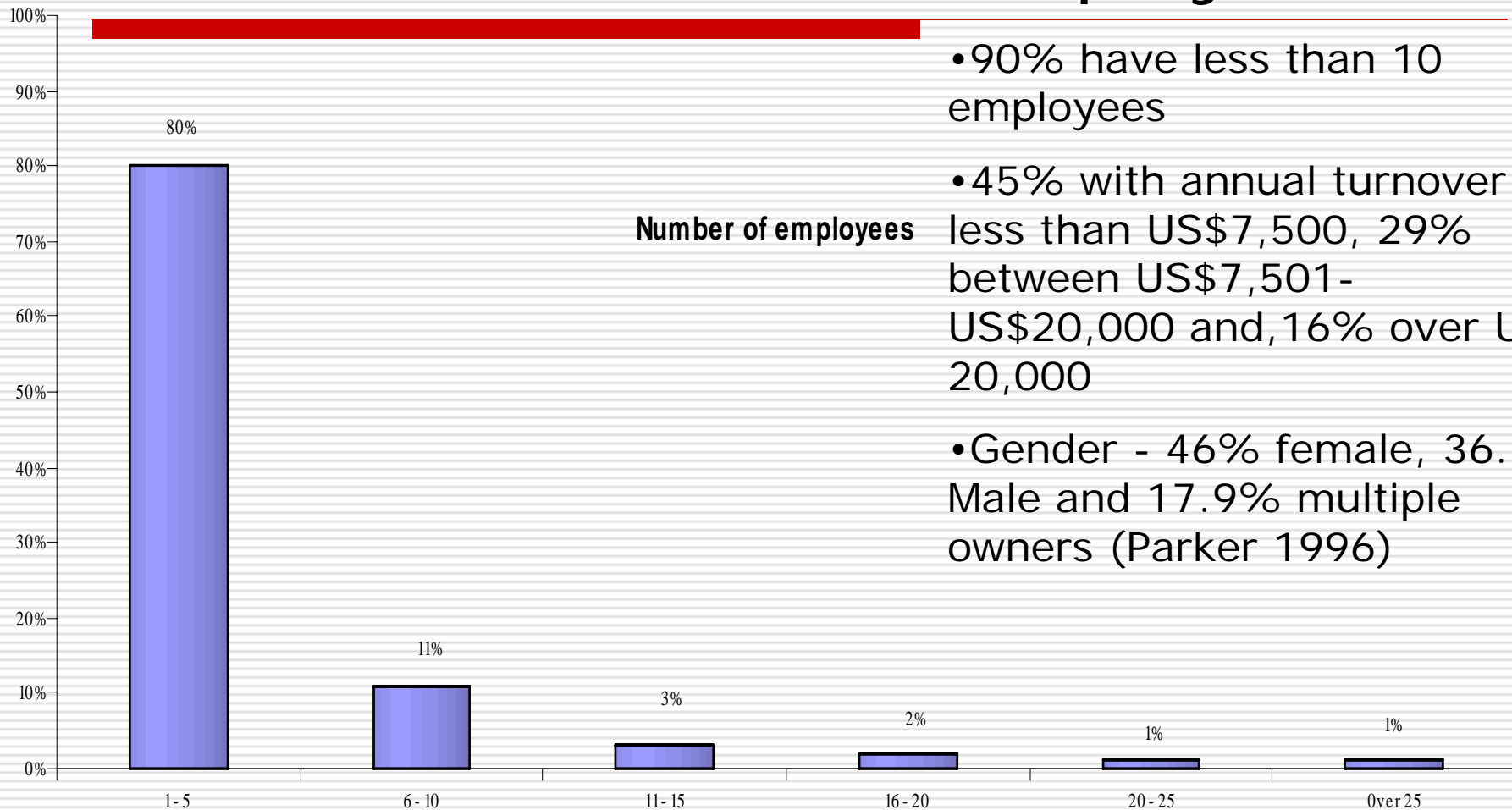
**SMS For  
Business (SMS4B)**

**Interactive Business  
Website**

Application  
and up-  
scaling

**Sub-sectors with a high pro-poor profile (Agriculture, Tourism)**

# MSE Size: Number of Employees

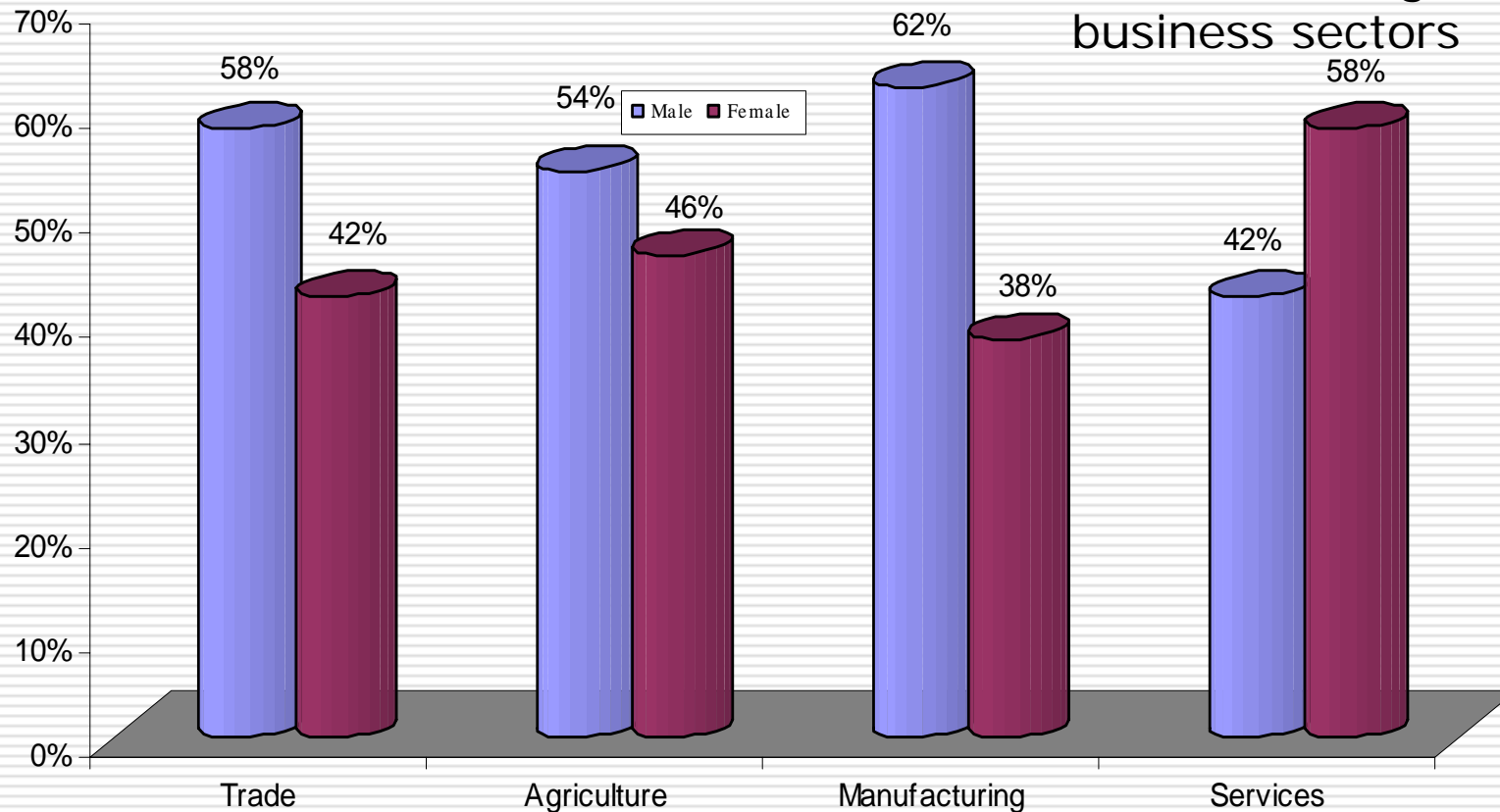


- 90% have less than 10 employees
- 45% with annual turnover less than US\$7,500, 29% between US\$7,501- US\$20,000 and, 16% over US\$ 20,000
- Gender - 46% female, 36.1% Male and 17.9% multiple owners (Parker 1996)

# Business Sector and Gender

Business sectors in terms of Gender

• Women predominant in Service and Agriculture business sectors



# Steadmans Zambia 2005: The impact of commercial information services for MSEs

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- ❑ SRSI a member of CIM, Pan Africa Research Network, Market and Social Research Association and ESOMAR.
- ❑ Operates in 12 countries with offices in Uganda, Kenya, Tanzania, Ghana, Zambia and Ethiopia
- ❑ Customer satisfaction services, habit and attitude (U&A) surveys, media services – AMPS and independent and/or syndicated media monitoring

# Survey Design and Methodology

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- ❑ Face-face, in-depth interviews and secondary research
- ❑ Project partners, and 400 randomly selected MSEs (Lusaka – 150, Copperbelt – 150, and Southern – 100)
- ❑ Anecdotal evidence, specific examples and case studies
- ❑ Limitations
  - Time
  - Budget and Scope
  - Attribution – other factors may apply

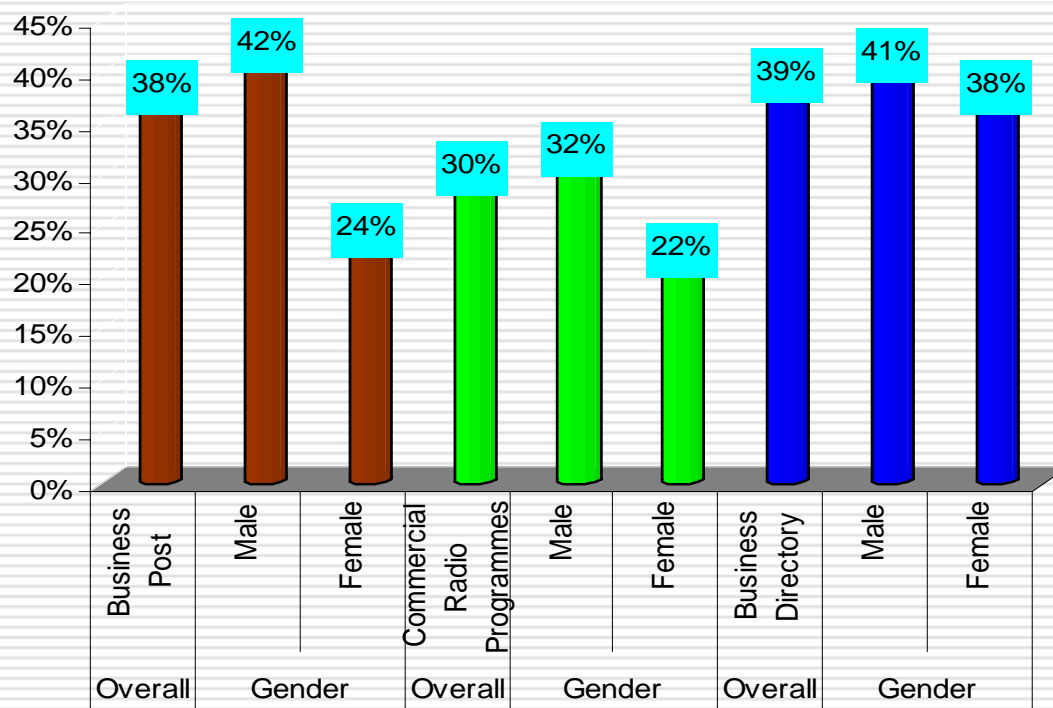
# Survey Abstract: Sustainability

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- ❑ Amakwebo yandi, Radio Icengelo – advertising and sponsorship, weekly every Saturday.
- ❑ Business POST, POST Newspapers – advertising and increased copy sales, weekly every Tuesday.
- ❑ Livingstone Business Directory, Livingstonian Ltd – advertising, copy every 6 months.
- ❑ Know it All, Africonnect/Celtel Zambia – sms charges, content and information provision partnerships at no cost to the provider.

# SME Awareness

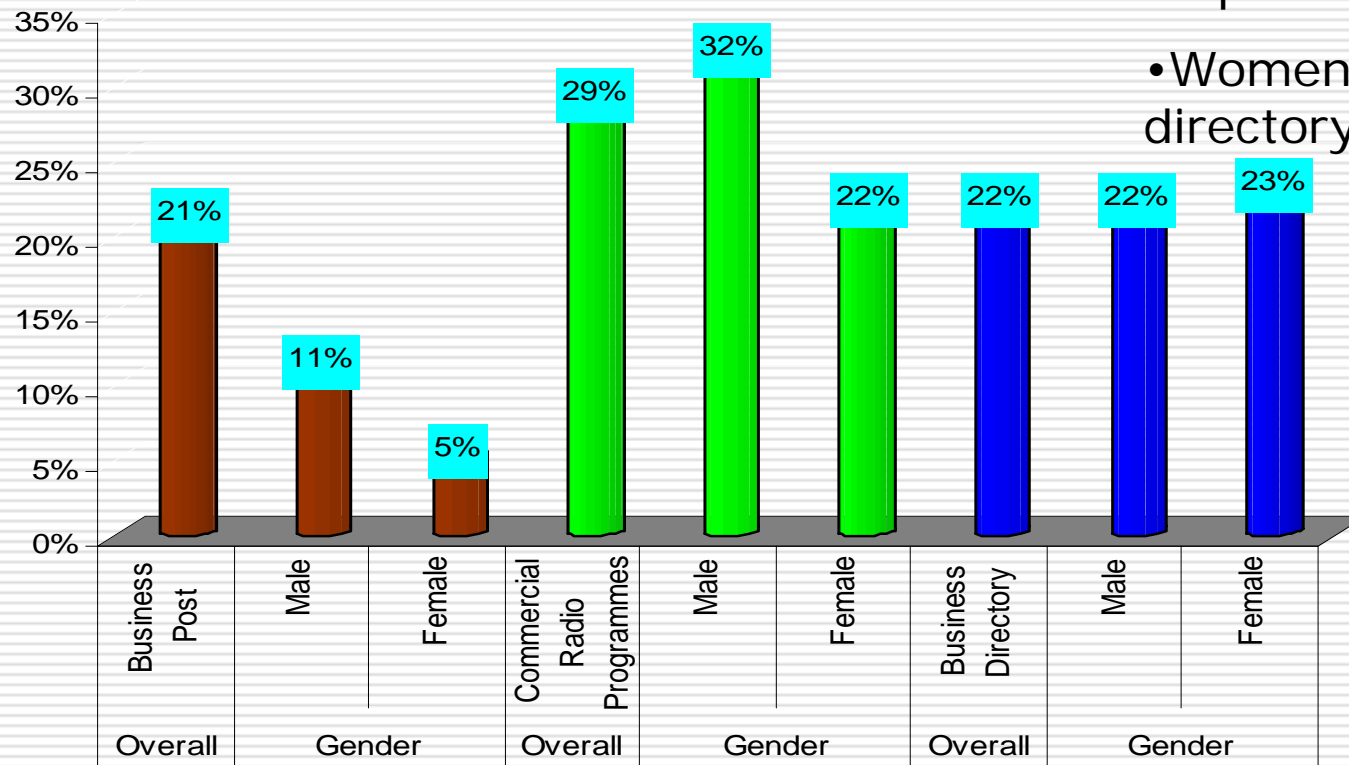
Awareness of Media Facilities



- Overall awareness levels low – below 50%
- Services relatively recent – just older than 1 year but increasing gaining market recognition

# Usage

Usage of Media Facilities

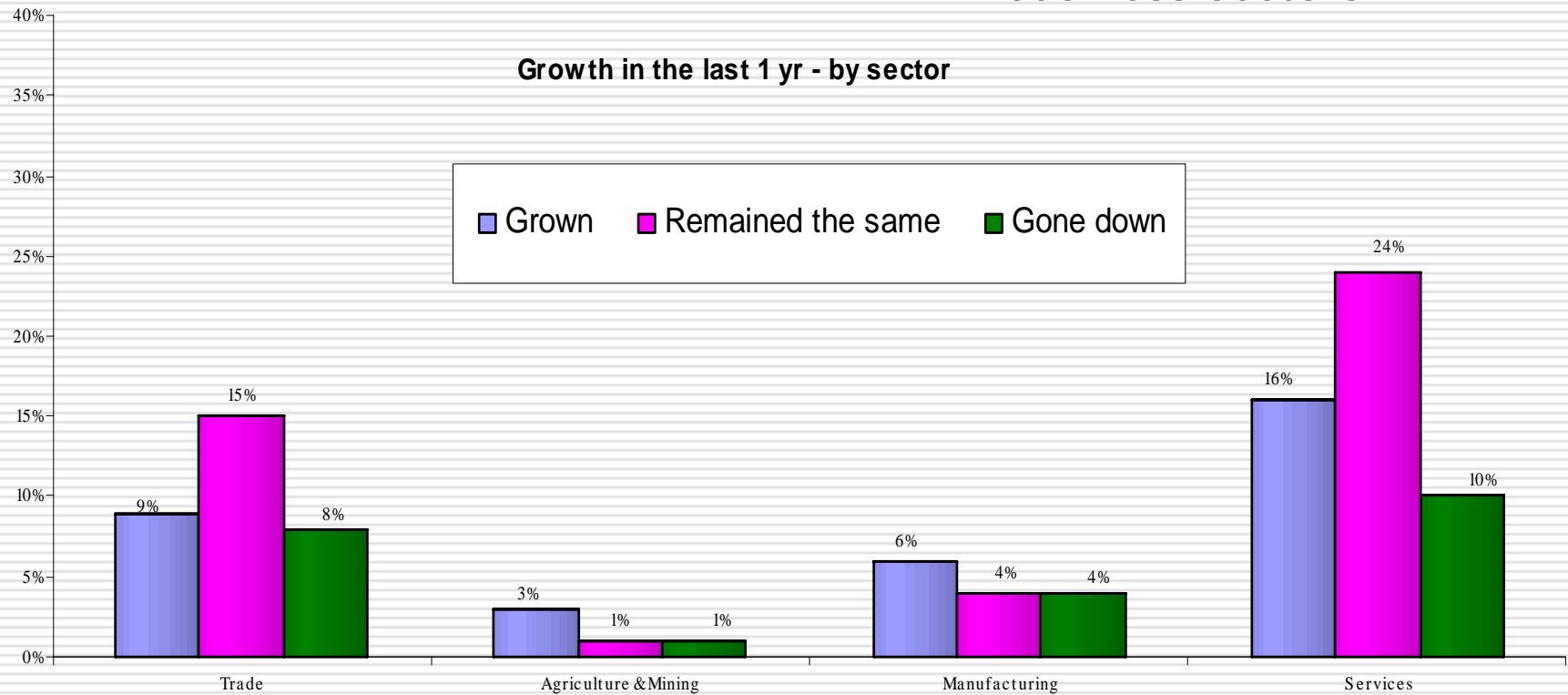


- Usage high on radio, directory and paper respectively

- Women use business directory more than men

# Impact on Business Growth

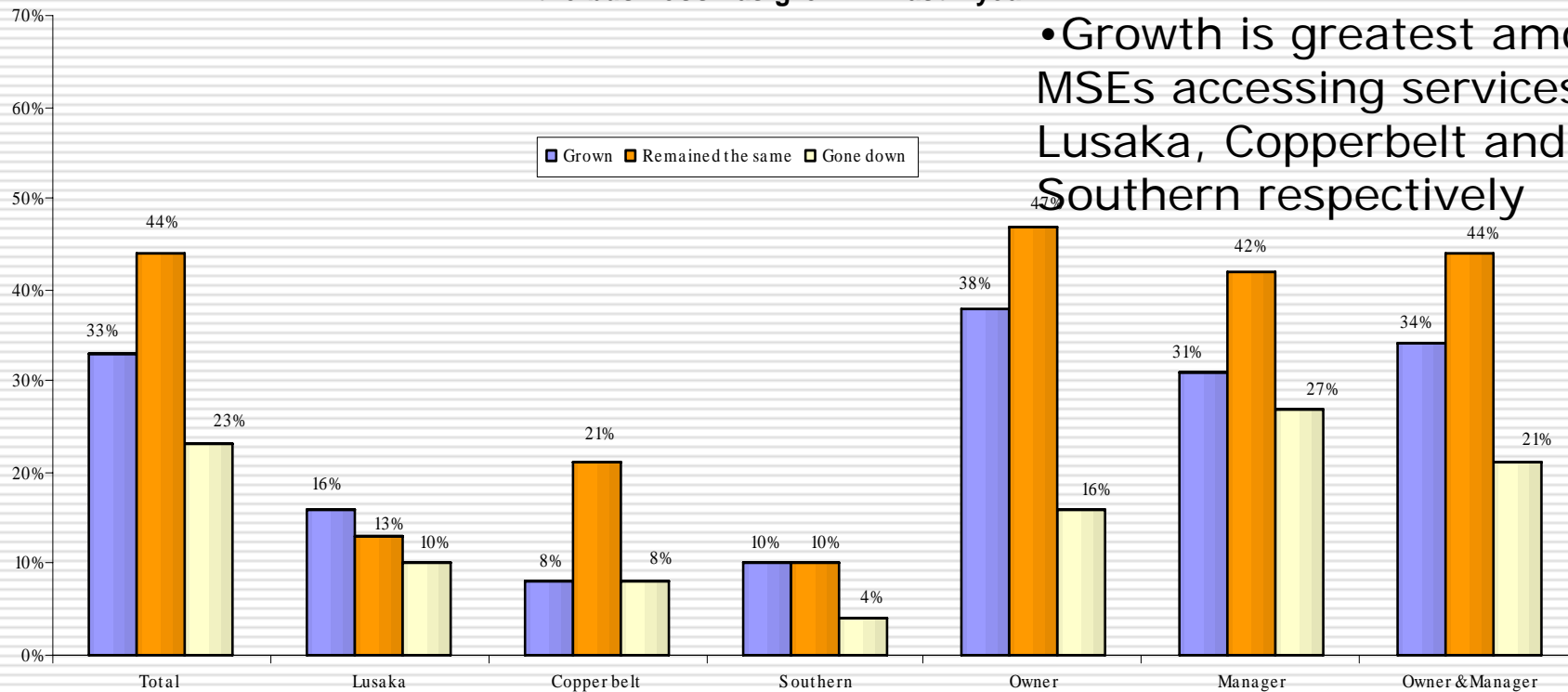
• Impact on business growth is greater in trade and service business sectors



# Business Growth

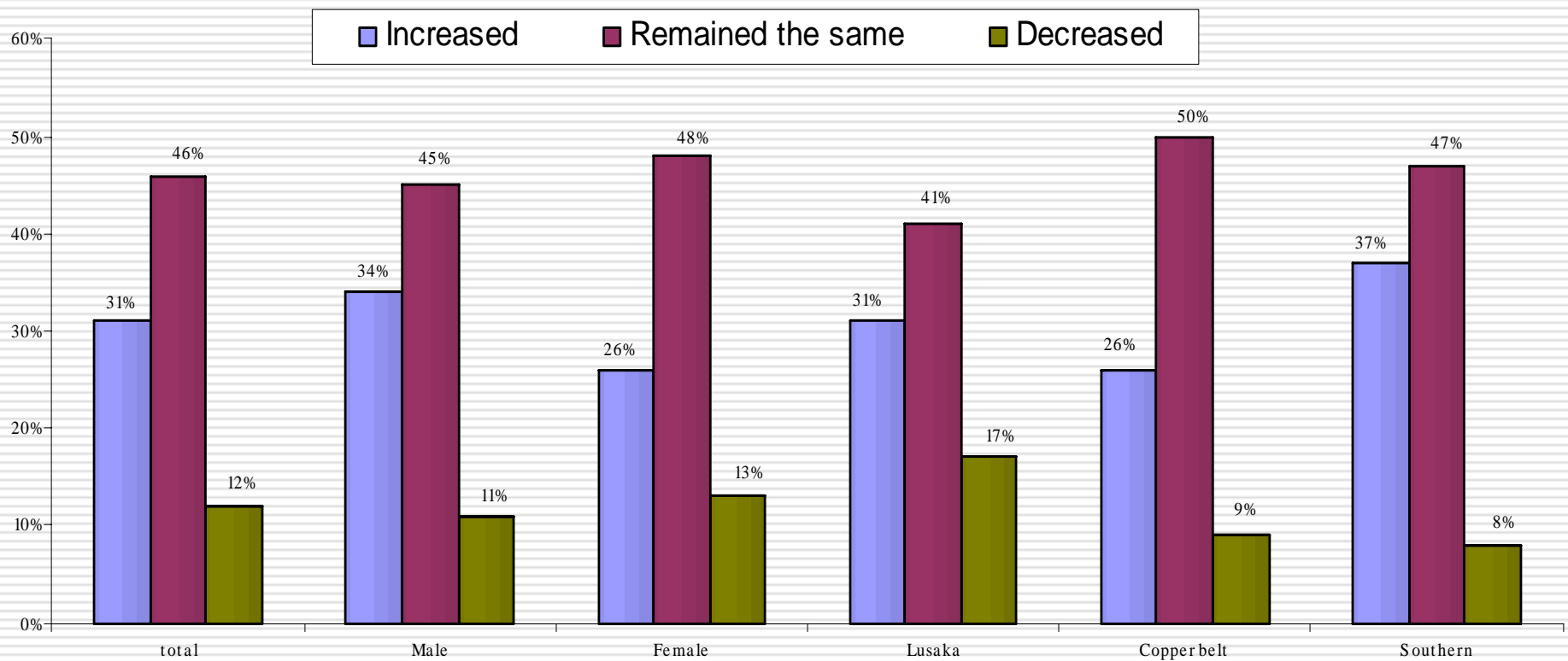
- 33% among those who have used the services have experienced business growth
- Growth is greatest amongst MSEs accessing services in Lusaka, Copperbelt and Southern respectively

If the business has grown in last 1 year

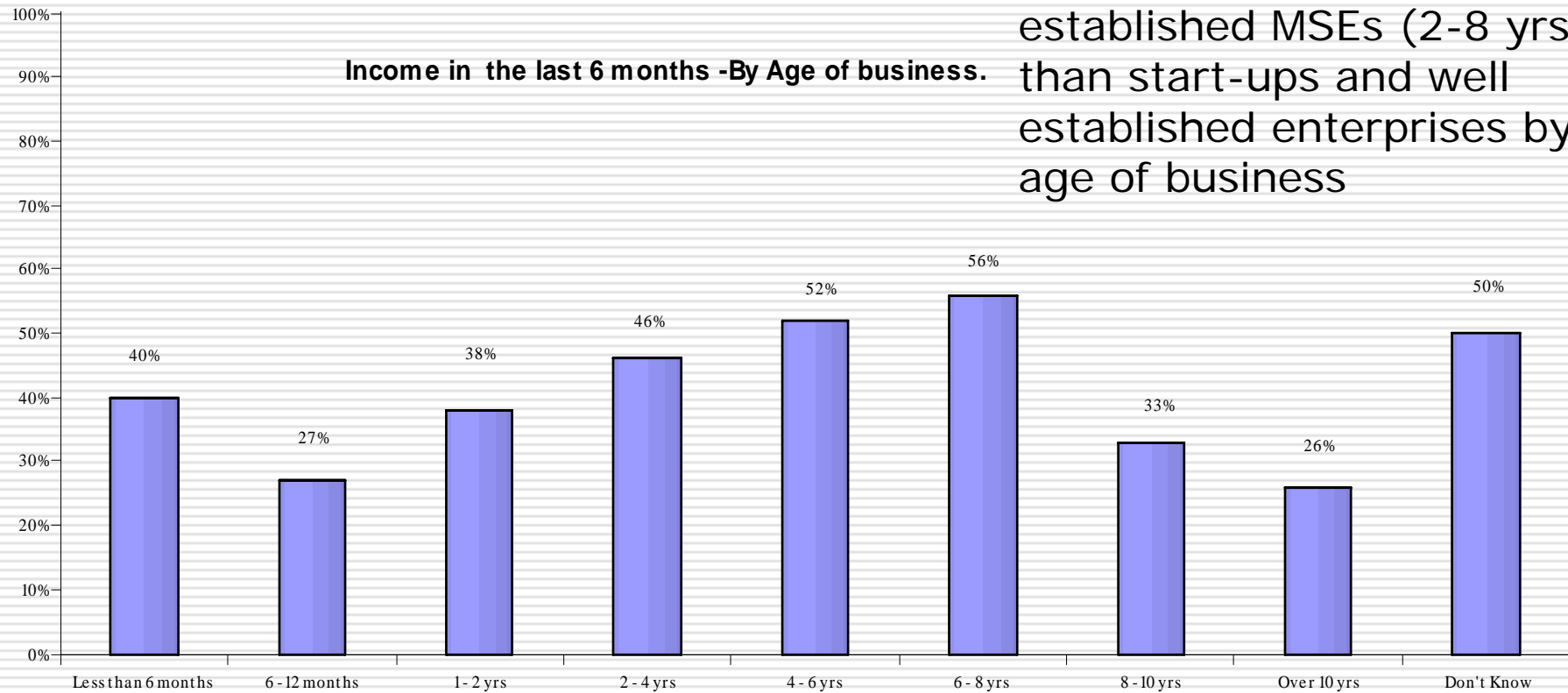


# Customers

If customers have increased in the past 6 months



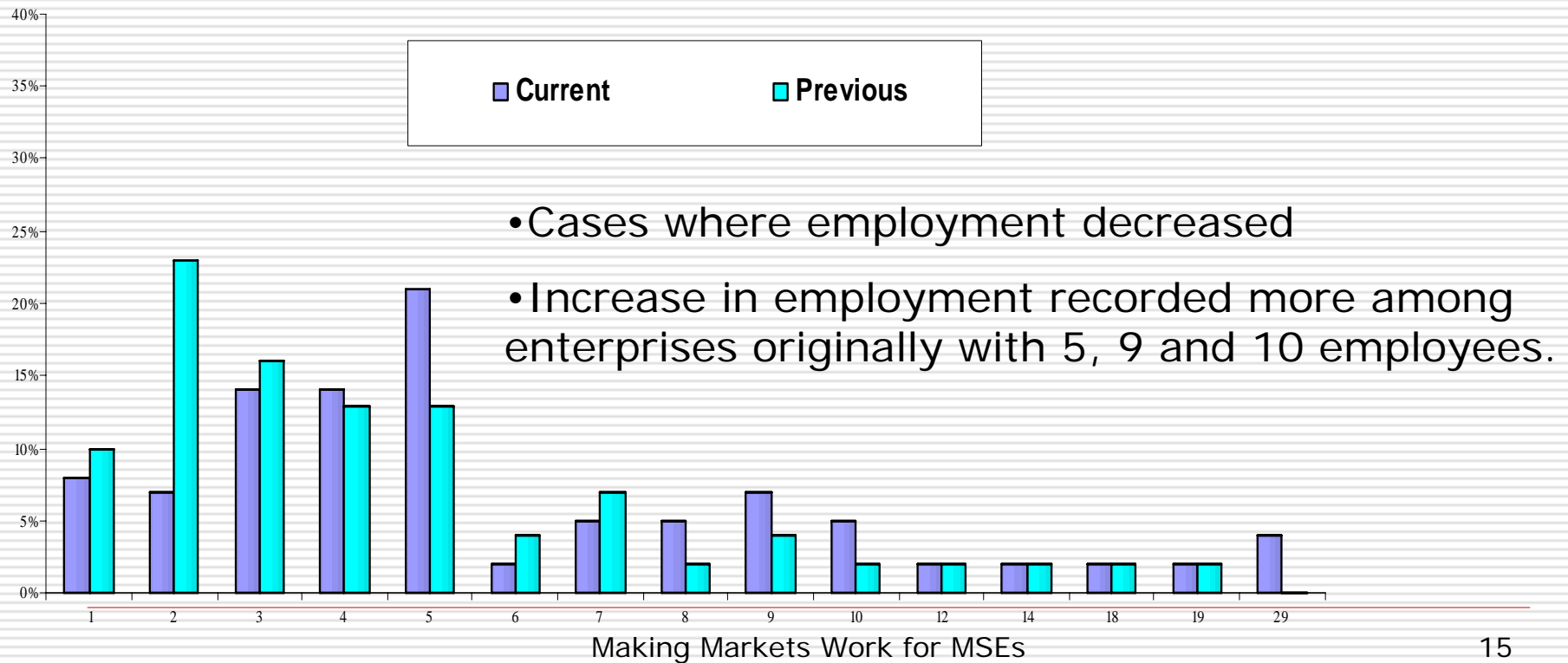
# Income



- Increase in income more pronounced in more established MSEs (2-8 yrs) than start-ups and well established enterprises by age of business

# Employment

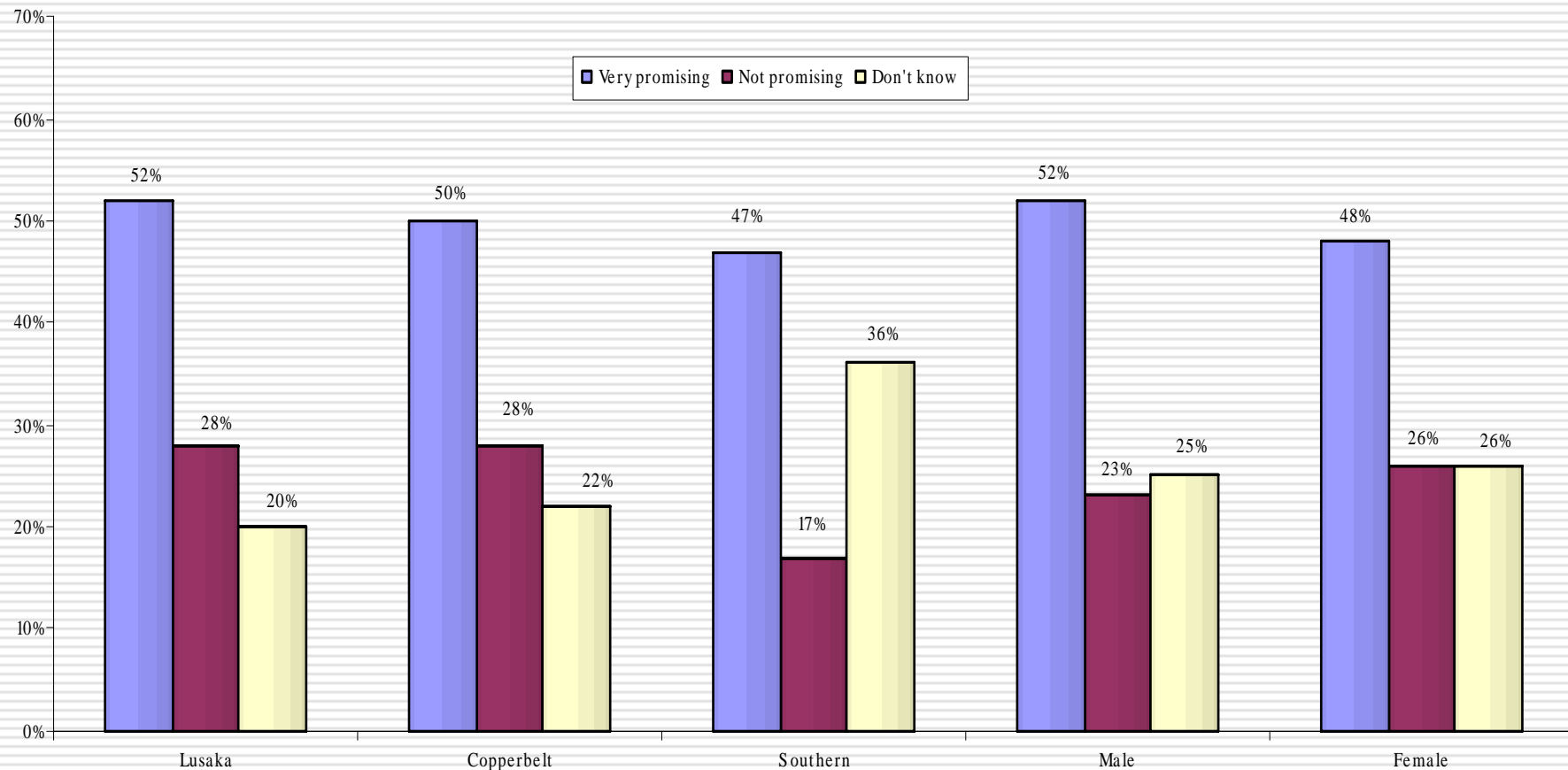
Current Vs Previous no. of employees



# Attitude

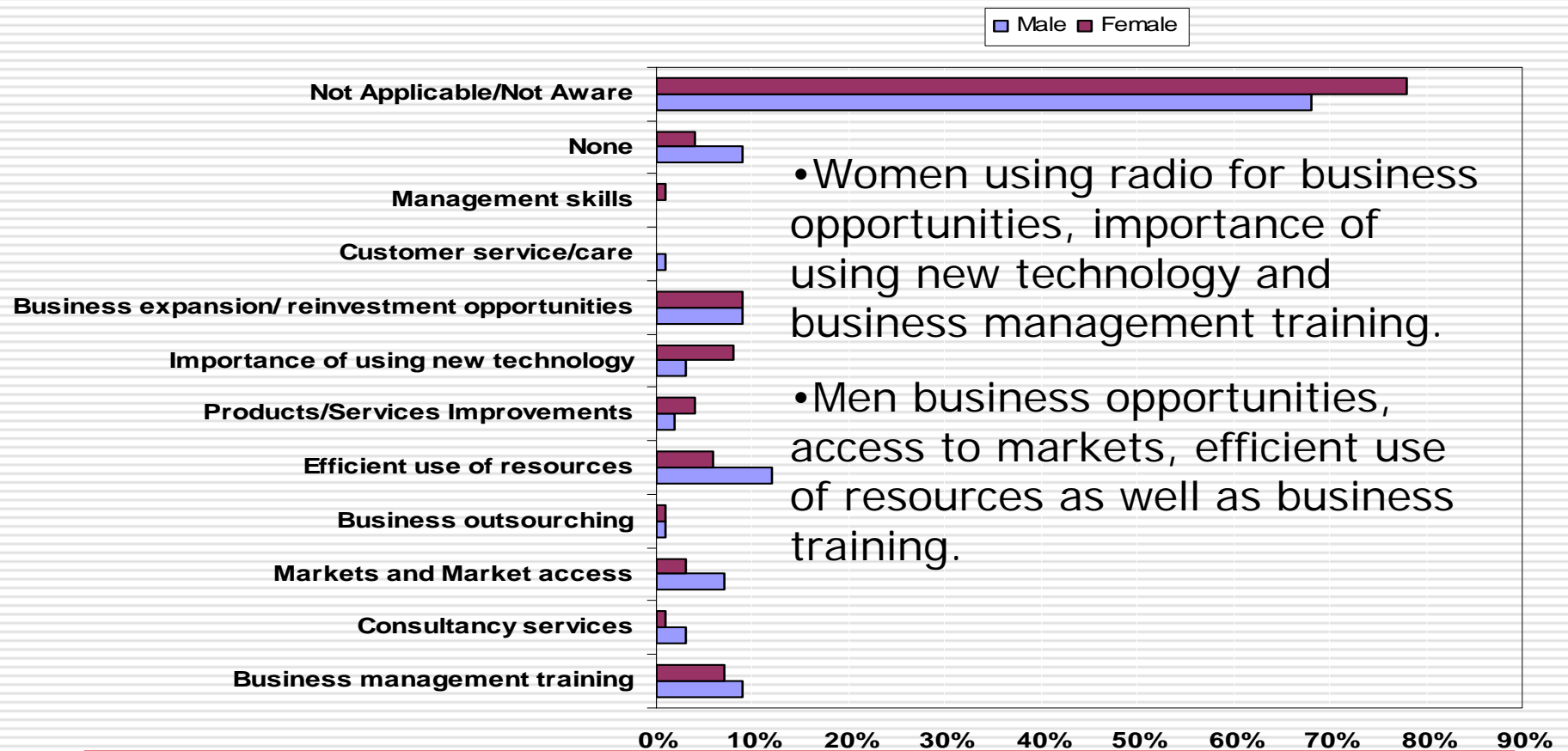
- Small business confidence greater in Lusaka and Copperbelt than in Southern province, and more or less equally among men and women

Future of SMEs by region & gender



# Business Behaviour and Training

Ideas/Skills Acquired from Commercial radio programmes



- Women using radio for business opportunities, importance of using new technology and business management training.

- Men business opportunities, access to markets, efficient use of resources as well as business training.

# Applications in sub-sectors with high pro-poor profiles (Agriculture).

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- ❑ Radio programmes for Small Holder farmers in Agriculture, Eastern and Southern Province in Zambia
- ❑ Radio Breeze and Radio Mosi-o-tunya
- ❑ Agricultural Support Programme (ASP)
- ❑ BDSZ

# Applications in sub-sectors with high pro-poor profiles (Tourism).

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- Radio Programme and Business Directory for Small Scale Tour Operators in Southern Province, Zambia.
  
- Radio Mosi-o-tunya
- Livingstonian Ltd
- BDSZ

# Contact Details

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The logo for BDS Zambia features the text "BDS Zambia" in a large, bold, blue sans-serif font. To the right of this text is a vertical blue line, followed by the words "Business Development Services" stacked vertically in a smaller, blue sans-serif font. A thick red horizontal bar is positioned above the logo, and a thick yellow horizontal bar is positioned below it. The entire logo area is enclosed in a white rectangular box with a thin black border.

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