



**E-COMMERCE TO INCREASE FEMALE
DIGITAL EMPLOYMENT IN SENEGAL**



x

TKS

EXECUTIVE SUMMARY

PROBLEM

INFORMAL JOBS, UNSUSTAINABLE PROFITS

75% of women in Senegal currently work in the informal sector¹. Despite the fact that most have part-time jobs (i.e. school cleaning) and sell products at the marketplace, 85.7% of these women have a turnover of less than **171 USD* a month²**.

*FCFA 100,000 unconverted

OPPORTUNITY

PROFITABLE E-COMMERCE SELLING

Our solution consists of **an e-commerce website**, Selle, that is specifically aimed towards female sellers in Senegal. Earnings will be increased by efficiently reaching an international consumer base to which they can sell their products.

OUTCOME

FORMALIZING & DIGITALIZING THE JOBS OF 4.4 MILLION WOMEN

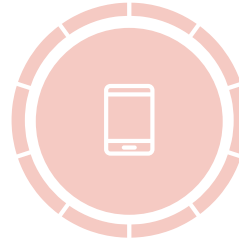
By 2026, we expect to reach **1.3 million** in Senegal, **985,000** in Benin, and **2.12 million** in Côte d'Ivoire. We predict that earnings for these women will increase to up to **\$291 a month³**. This would help the Senegalese government meet their goal of reaching 33% of rural women to join e-commerce by 2025.

A MISSED OPPORTUNITY



LACK OF EMPLOYMENT

The general Senegalese female employment population in 2020 was at a **maximum of 35.1%**, compared to **33.91% in 1991**¹.



LACK OF COMMERCIAL PHONE USAGE

Although mobile phone penetration as a percentage of the population in Senegal reached 110% in 2019³, most of the **35% Senegalese female business owners**⁴ **only use social media** on their phones⁵.



INFORMAL EMPLOYMENT

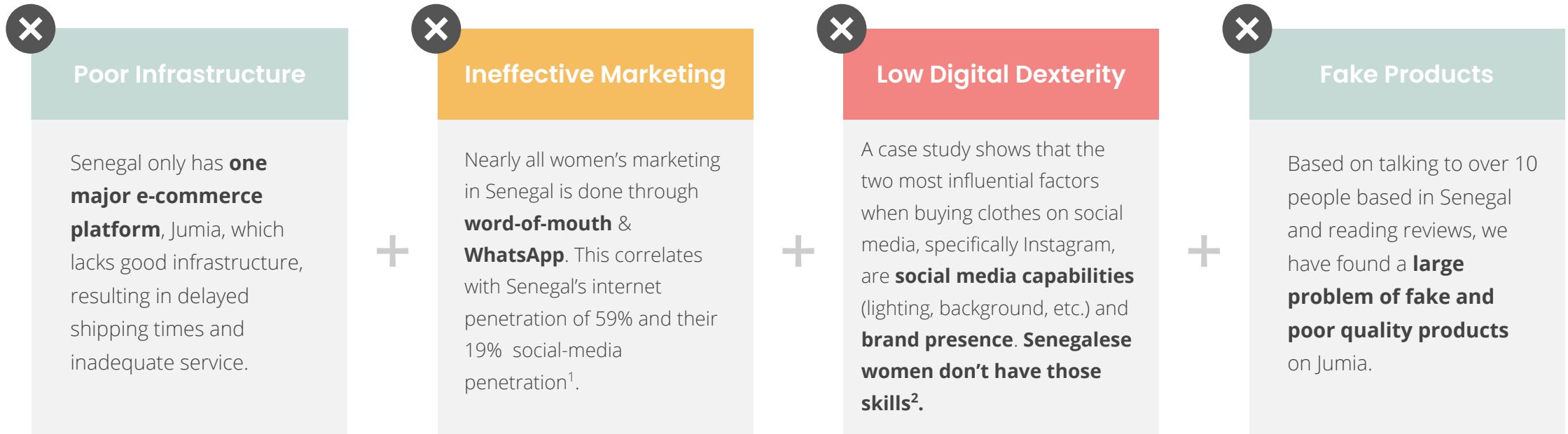
75% of Senegalese women work in the **informal sector**, and **77.9% of those women earn less than USD \$63** (FCFA 37,000) per month².



LACK OF CONFIDENCE

According to Marième, a business consultant from Dakar, and Adja, a Senegalese SEO writer, many Senegalese women **"don't understand they can do big things."**

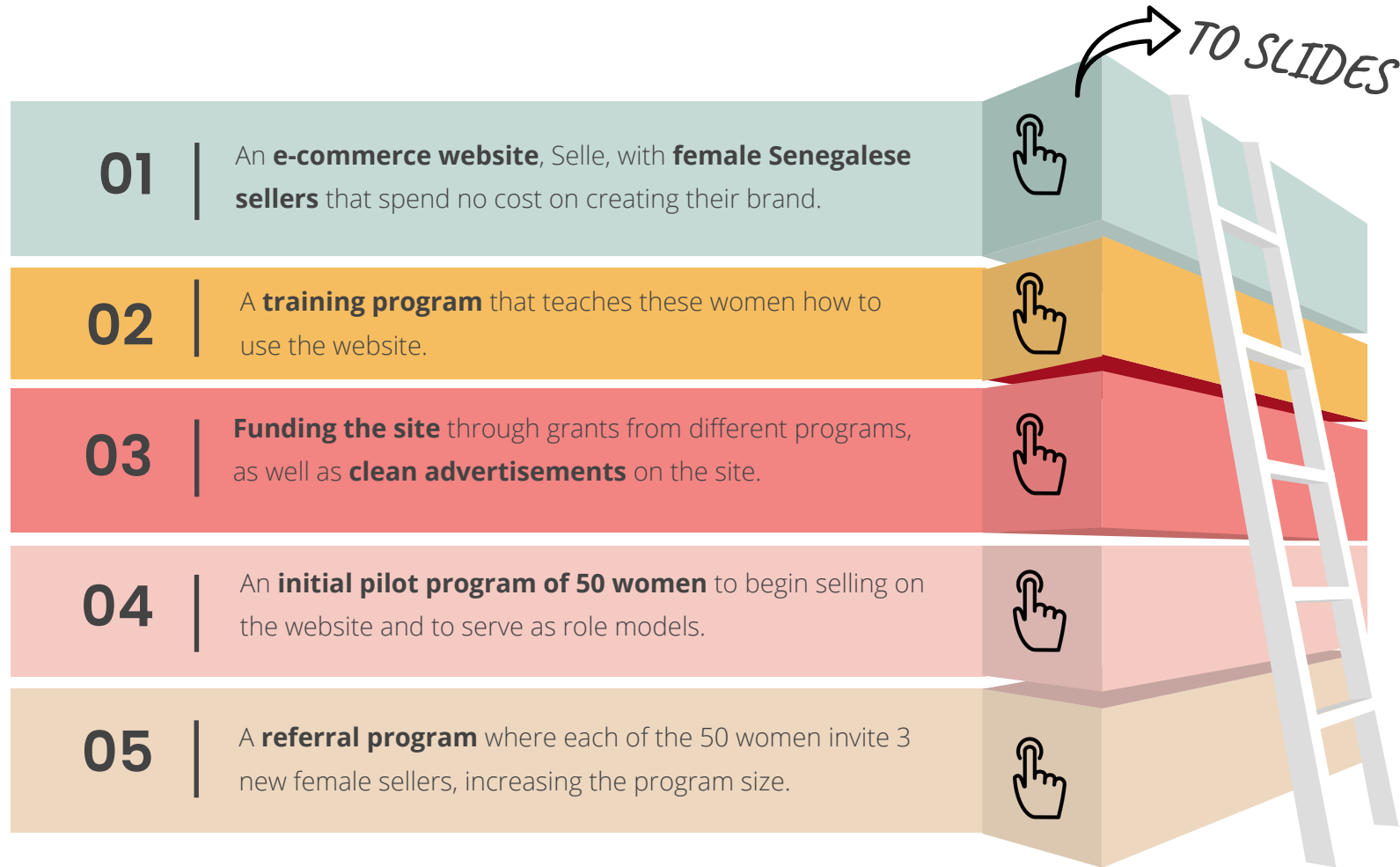
STATUS QUO → OUR SOLUTION

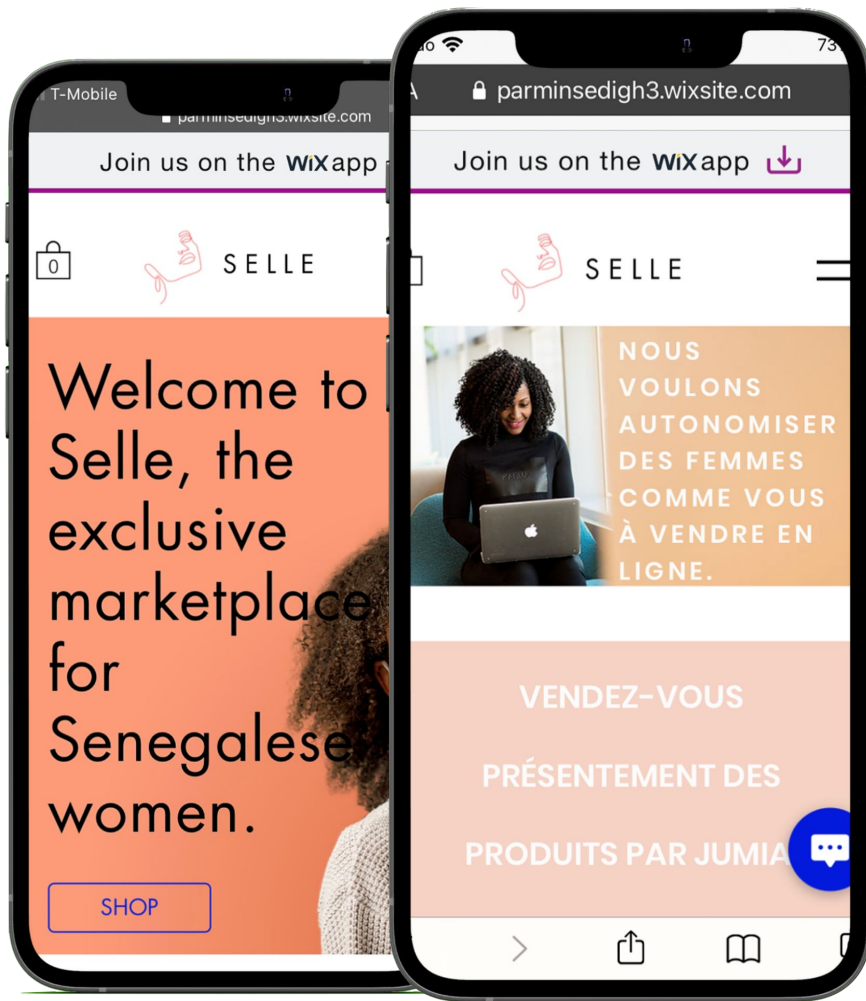


A cost-free e-commerce website that partners with shipping companies, utilizes Facebook and Instagram to market, educates women on the website through training, and verifies items/sellers to ensure that they are reliable — all customized for Senegalese women.

THE OPPORTUNITY

ASPECTS OF OUR SOLUTION





[View our website here](#)

THE SOLUTION

THE WEBSITE: SELLE

Our website, Selle, is an e-commerce website customized for women in Dakar to engage in online selling.



Female Sellers

To promote female digital employment in e-commerce, **only women** are able to sell on the website.



Simple Navigation

Navigation is **simple and explanatory** to make the site approachable for users unfamiliar with e-commerce.



Full Seller Profits

Our team **will not collect any portion of the profits** earned from sellers' products sold to maximize the impact.



Language Compatibility For All

Since we are catering to an international customer base, the **buyer side** of the site is in **English** while the **seller side** is in **French** with Dakar, the capital city and our main target, being the fifth largest French speaking city¹.

¹ [MasterYourFrench.com](https://www.masteryourfrench.com)

COMPARISON

OUR WEBSITE VS. JUMIA VS. SHOPIFY

OUR WEBSITE

Monthly Fee/Commission: \$0

Credit Card Rates: 3% + \$0.30

Payment Provider Fees: 0%

Free shipping for sellers

Fraud transaction analysis: available through payment provider

Quality control: rigorous + manual

Female worker percentage: 100%

Advertisements: appropriate, easy on the eyes, doesn't corrupt website format

Seller training: personal + free

JUMIA

Monthly Fee/Commission: 15.36%¹

Credit Card Rates: \$0

Payment Provider Fees: 2%

Shipping: free for orders over \$50²

Fraud transaction analysis: not available

Quality control: minimal + plenty of fake products

Female worker percentage: unknown (no profiles on Jumia)

Advertisements: jarring, not well-integrated, distracting to the user

Seller training: have a vendor hub but the mandatory training only lasts minutes and is completely asynchronous³.

SHOPIFY

Monthly Fee/Commission: \$29⁴

Credit Card Rates: 2.9% + \$0.30⁴

Payment Provider Fees: 2%⁴

Discounted shipping rates: Not in Senegal⁴

Fraudulent transaction analysis: available⁴

Quality control: do not force refunds⁵

Female worker percentage: 52%⁶

Advertisements: varies depending on seller

Seller training: only available to Shopify partners⁷

¹ [Jumia Vendor Hub](#) ² [Jumia Lounge](#) ³ [Jumia Lounge](#)

⁴ [Style Factory](#) ⁵ [Shopify](#) ⁶ [Shopify & You](#) ⁷ [Shopify](#)

WELL-INTEGRATED ADS PROVIDING REVENUE



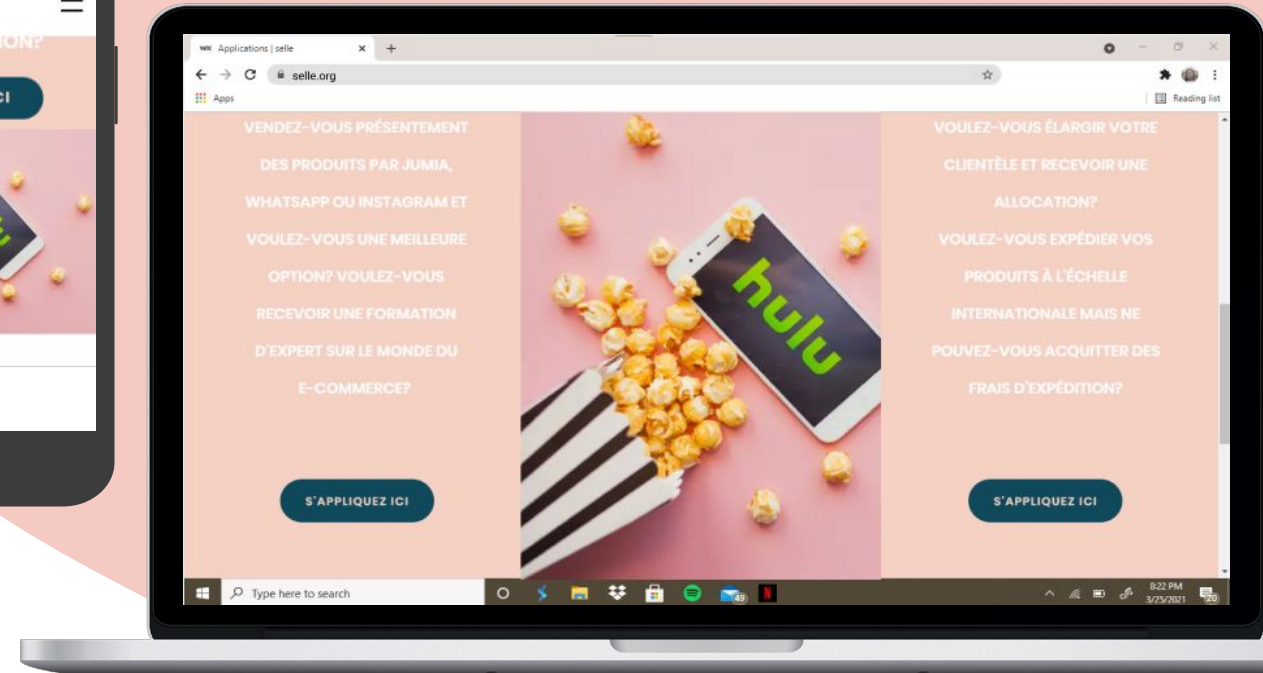
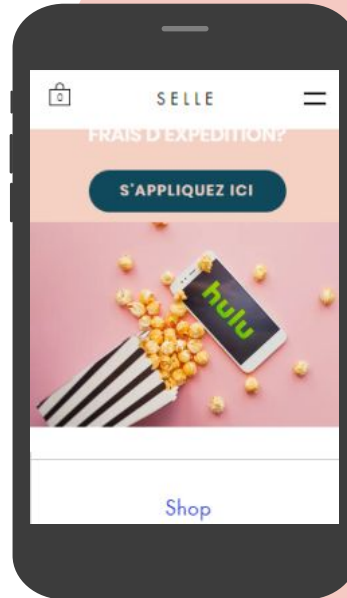
VOX CASE STUDY

According to a case study by Vox¹, **companies are more willing to advertise on platforms with well-integrated advertisements** that don't stand out too much and fit in naturally with the format of the website.



NATURAL ADVERTISEMENTS

63% of people say that **most ads they see online are distracting²** and clutter the website, **making the website unappealing**. With a better ad design, we can appeal to a larger audience.



IN TERMS OF WOMEN REACHED

*ACTIVE SELLER GROWTH IN SENEGAL

	Best-Case Scenario	Realistic Scenario	Worst-Case Scenario
after 6 months	250	250	250
2022	1,500	1,200	1,100
2023	9,000	8,500	7,800
2024	54,000	50,400	39,000
2025	324,000	265,000	179,400
2026	1,900,000	1,310,000	717,500

*active seller: a seller that has sold any product within the last 12 months

*If the initial 50 women each refer 5 people and the addition of members/referrals remains consistent.

*If the initial 50 women each refer 4 people and the addition of members/referrals decreases slightly.

*If the initial 50 women each refer 3 people and the addition of members/referrals decreases quickly.

SPREADING THE WORD

Increasing International Customer Base

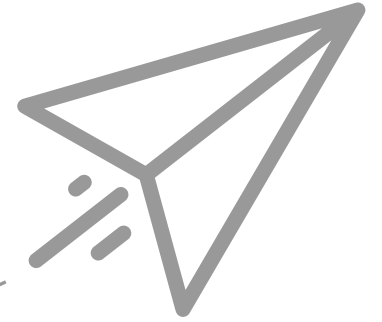
Instagram Sponsorships

Letting Instagram influencers **sample the products of those using Selle** will show their viewers the quality and variety of the products on our website.



Marketing Agent

Hiring a marketing agent will help improve the design of our website and also help with reaching out to influencers to showcase the products on Selle.



CATERING TO AN INTERNATIONAL AUDIENCE



SELLE HACK #13

Trying to look put together even if you don't feel like it?


PICK 3 MONOCHROME ITEMS FROM YOUR WARDROBE AND THROW THEM ON!

FROM OUR FIVE-STAR SELLER: FATOU AMADOU



INSTAGRAM ADVERTISING

With **47% of 20-49 year old Americans** using Instagram¹, our target audience can easily be found there.



TARGETING THE NEED TO FEEL GOOD

The UNICEF Market is very successful with **144k organic views this past month²** and **sends tags** telling people the impact they're making by buying the products. We will do the same, using **the psychology of wanting to help** those in developing countries to drive international sales


Hey! Fatou here, the seller of this dress and I really appreciate your support of my shop!

I started my entrepreneurial journey in 2021 through Selle and it's been going great thanks to buyers like you!

I hope you enjoy my product and let me know if you're not satisfied.

-Fatou





11:20 LTE

selle.sn

Testimonial
Marie Swift
★★★★★
I not only felt great having supported female Senegalese entrepreneurs but also received an incredibly unique and high quality dress

New clothing collection
NEW NEW NEW NEW NEW

By Best Love Senegalese

Trying to look put together even if you don't feel like it?
PICK 3 MONOCHROME ITEMS FROM YOUR WARDROBE AND THROW THEM ON!

FROM OUR FIVE-STAR SELLER: FATOU AMADOU

Selle
OPENING THE DOORS TOWARDS A BRIGHTER FUTURE

SELLE SALE
CLOTHING SALE
EMPOWER SENEGALESE



Access all of our IG posts and tag design here

THE SOLUTION

THE TRAINING PROGRAM

To help women, especially in the initial stages to understand how to sell their products on the Selle website despite digital illiteracy.



INITIAL PILOT

50 women who meet the target demographic* and are from **Dakar City, Senegal** will be **selected as sellers based on an application process**. We will also initially limit the products sold to be non-perishable items.

EXTENDED PILOT

Each of the 50 **women from the Initial Pilot program will now be mentors** and will **refer three other women** who also meet the target demographic*. Women can now be anyone from Dakar Region, Senegal.

EXPAND

Any woman in Senegal may apply with her name, phone number, headshot, and photos/writeups of products to be sold. Women are **not required to have product-selling experience** and may be selling online on other platforms.

*Target Demographic = Women who are 18+, already have an inventory, and are currently selling products at a marketplace but have not moved to an online website platform (Facebook, Jumia, Shopify, etc) to sell products. Texting potential customers via Whatsapp is an exception. This makes it so our pilot members have previous experience with selling.



INITIAL PILOT

3- month program with 50 initial women

THE SOLUTION



2 day Workshop

2 in person 3 hour meetings with the 50 women in Dakar, Senegal. **Point people will go over Selle process** (how to make a listing, how to ship products, how to navigate the Selle website, how to withdraw money).



Whatsapp Community Group

All 50 women, point people, and any other program affiliates will be able to **communicate within a Whatsapp group**.



Asynchronous Videos

After the initial 2 day Workshop, all participants will be **given access to short videos** re-explaining how to make a listing, how to ship products, how to navigate the Selle platform, etc., to look back to whenever they need to. The **videos will be asynchronous** so that the women can watch the videos whenever necessary.



Monthly Check-in Meetings

Each month, **women and point people will gather together to check in on progress** and to ask any questions they may have which were not able to be addressed through Whatsapp. In person guidance would also be given during these meetings by point people.

THE SOLUTION

THE TRAINING PROGRAM

A large orange circular graphic with a white center, resembling a stylized 'C' or a partial ring, positioned to the left of the 'EXTENDED PILOT' header.

EXTENDED PILOT

Changes from Initial Pilot

Since the program will now be extended to the **Dakar region** from Dakar city, the only changes will be a 2-day workshop and monthly check-in meetings available in each of the 4 departments of Dakar region: **Dakar, Pikine, Guediawaye, Rufisque** (depending on the demographic of participants, there may be fewer sections).

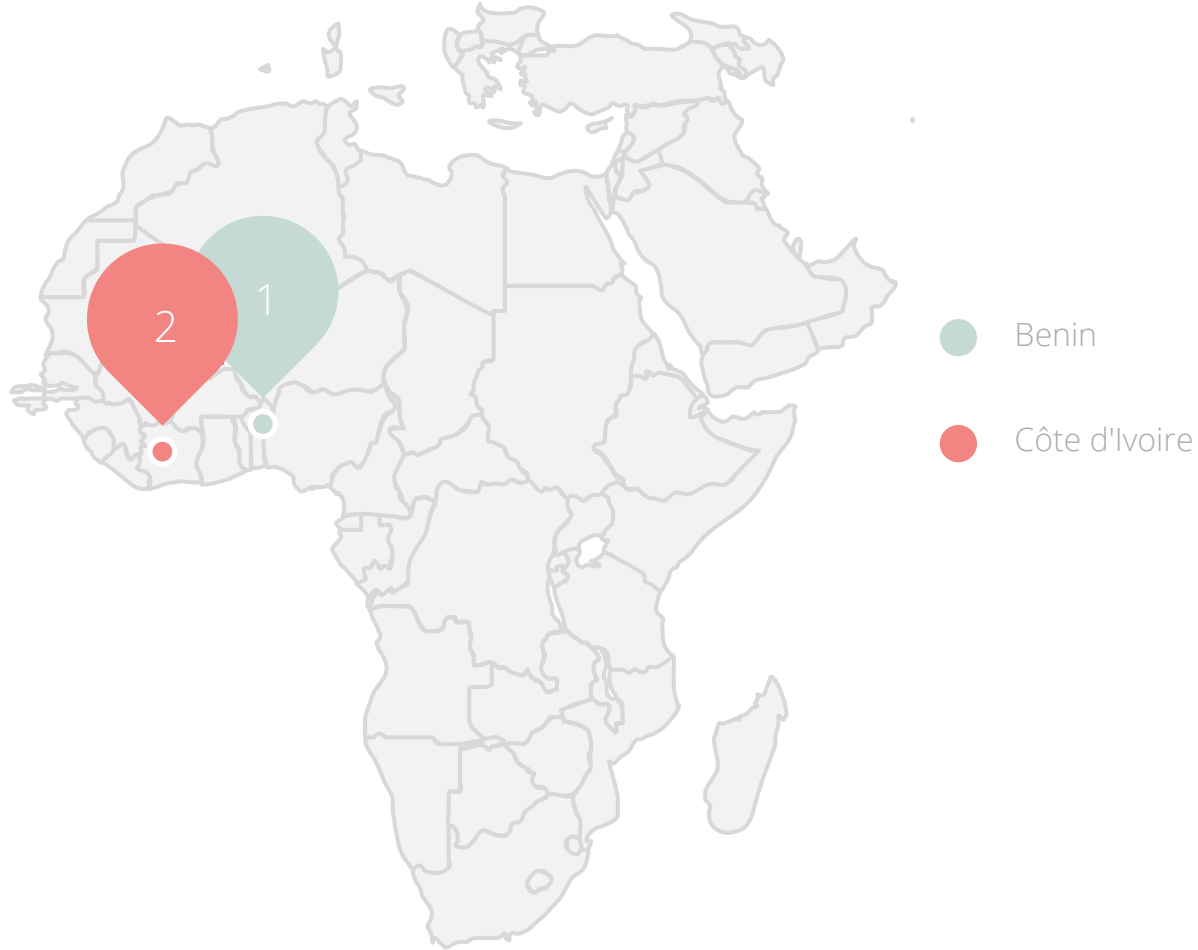
A large pink circular graphic with a white center, resembling a stylized 'C' or a partial ring, positioned to the right of the 'EXPAND' header.

EXPAND

Application Process

Finally, for all processes after the extended pilot, sellers will be evaluated based on a basic application process requiring a **name, phone number, photo of herself**, and **photos/write-ups** of the product they are selling. Additionally, women must be 18+ and currently reside in Senegal.

BEYOND SENEGAL



After reaching **1 in 6 women in Senegal**, we plan on expanding to **Benin and Côte d'Ivoire**, two other stable, French-speaking African countries.

Benin has an internet penetration rate of 25% and a mobile phone penetration rate of 82%¹. As well, it was deemed a good candidate for the expansion of e-commerce by the United Nations Conference on Trade and Development². With a female population of 6 million, Benin would be a great candidate for scaling³. **Impact: 985,000 women**

In Côte d'Ivoire, Jumia, "Africa's Amazon", is rather popular. However, while there is high awareness of Jumia at 84% based on a survey⁴, there is still fairly low customer satisfaction with a 3.6 star rating on Google Reviews⁵. We intend on taking what made Jumia successful in Côte d'Ivoire, mainly high awareness, and combine that with our targeted approach and more moderated approach to allow for higher quality products, one of the chief complaints of Jumia users. **Impact: 2,120,000 women**

REVENUE BREAKDOWN

GENERATING \$2,931,678.35

	Revenue (Accounting Rate of Return)	Total Costs	Earning Before Interest and Taxes (EBIT)
Year 1	\$229,695.74	\$127,523.45	\$102,172.29
Year 2	\$865,342.81	\$210,157.56	\$655,185.24
Year 3	\$1,720,813.41	\$321,368.74	\$1,399,444.66
Year 4	\$2,671,425.65	\$444,948.33	\$2,226,477.32
Year 5	\$3,482,001.55	\$550,323.20	\$2,931,678.35

In order to start our website and empower these women, we would need **\$9,147 of funding** from the UN.



Click Here For an **In-Depth
Financial Analysis**

POSITIVE EFFECTS ON INCOME, GDP, CRIME



INCOME

Based on this article, the median shop on Etsy made a monthly profit of **\$291¹**, with all costs having been deducted. Using that data point, we find that through our platform, Senegalese women would be making \$120 more than they are making currently; that is a **170% increase**.



GDP

Currently, Senegal's GDP per capita is **\$1446.83²**. Assuming that these women spend 20% of their newly increased income back into the economy through extra services they get such as hair styling and fashion products, by 2026, they will be pouring \$76 million into the economy. The new **GDP per capita would be \$1451.29**.



CRIME

According to this study³, a 1% increase in GDP per capita could lower crime by 0.5%. Right now, the crime rate in Senegal is 39%⁴. Based on our previous estimates, the rate would drop to **38.5%**. While this may not seem significant, that would save **5 lives every year** from gun violence⁵.

EXPERT VALIDATION

After reaching out to multiple Senegalese employment experts, we received positive testimonies on the solution.



Diarra Coulibaly

Program Officer at Women's Investment Club (WIC)

"The idea is quite interesting and if the implementation goes well, it will work great. People have regular shopping habits. Women are very engaged in business, especially in the selling and reselling market."



Serigne Fall

Head of Digital Growth at LOOKA

"That would be a great idea, especially in Dakar where most people have access to mobile devices."



**We talked to over 10 different experts from Senegal;
you can view everything they had to say here.**

Furthermore, our idea aids efforts already in place by the **United Nations Conference on Trade and Development** to increase e-commerce participation in Senegal.

NEXT STEPS: POINT PEOPLE IN SENEGAL

These Senegal-based people we have reached out to expressed interest in helping out as point people for the program. They will be on the ground to help the training programs run smoothly.



Serigne Fall

Head of Digital Growth at LOOKA



Wazi Ble

Entrepreneur Associate at alx_africa



NEXT STEPS: GRANTS

In order to make this solution as cost-free as possible, our team reached out to several companies for grants to fund the website. Each company's mission aligns with ours. If the UN was to proceed with this plan, each company would provide an excellent aid to the website.



[To website](#)

CJD SÉNÉGAL

This program's goal is to **promote entrepreneurship in Senegal** with a specific **focus on women** — a vision that aligns well with ours.



[To website](#)

ORANGE BUSINESS SERVICES

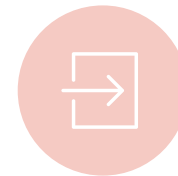
OBS **helps small + medium-sized enterprises in Senegal**. The telecommunications giant, Orange, is not widely lived in Senegal; partnering with us could mutually benefit their spread to Senegal.



[To website](#)

MAKESENSE IN SENEGAL

This program's goal is to **support high-impact projects** led by citizens through programs of incubation and acceleration.



[To website](#)

BONJOUR SÉNÉGAL

This tourism company aims to **promote Senegal as a destination** through digital means and to **make tourism a valuable lever** for economic growth and job creation.

A NOTE FROM THE TEAM

THANK YOU, UN!

Our team was super excited to work with the United Nations and help raise female digital employment in Senegal! We met amazing people along the way and the process was extremely enlightening. Thank you for the opportunity to take part in this project and make a difference in the female workspace.



Parmin Sedigh



Sora Shirai



Aliya Ojuade



Soliana Fikru

