

FEW-27 | Supporting Microentrepreneurs during Covid-19 through Remote Coaching

Partner Financial Institution:	Advans Tunisie	SCBF Contribution:	CHF 51'000 (32%)
Country:	Tunisia	Matching Contribution:	68%
Duration:	October 2020 – May 2021	Theme:	MSME
Potential Outreach:	380 clients	Product:	Multiple
Thereof Women:	60%	Target Group:	MSMEs

CONTEXT

In Tunisia, 30-40% of the adult population (2.5 to 3.5 million people) and over half of businesses have limited or ill-adapted access to financial services. To address this gap, the development of the microfinance sector has been at the centre of the national growth strategy since 2011, with the aim of creating a microfinance sector which is responsible, regulated and sustainable so as to contribute to overall economic growth.

In the Covid-19 crisis context in which entrepreneurs are facing disruption or decline in their business activities, Advans Tunisie, which launched its activity in 2015 in Tunisia, aims to design and deliver key non-financial services to support its of micro, small and medium-sized enterprises (MSME) clients, and mainly its women entrepreneurs.

CURRENT STATUS OF THE MFI

Advans Tunisie's mission is to respond to the need of financial services of MSMEs, farmers in rural areas, and others who have ill-adapted, limited or no access to formal financial services by providing tailored financial services in a sustainable and responsible manner. Advans Tunisie served more than 16'000 entrepreneurs and farmers with an outstanding portfolio of TND 95 million (approx. CHF 31 million). The MFI has disbursed 38'000 loans (from TND 1'000 to 40'000) since the beginning of its activity, with a total of 430 staff and 15 branches. Advans agricultural loans are adapted to the seasonality of agricultural activities, with flexible repayment dates, unlike other actors on the market.

Since 2017, Advans Tunisie implements a differentiation strategy by providing financial education to its customers to help them increase the profitability of their businesses and also to empower them on financial topics.

OBJECTIVES AND MAIN ACTIVITIES

Thanks to the support of SCBF, Advans Tunisie will provide remote coaching to revitalize the business of vulnerable clients, especially women, who have been impacted negatively by the Covid-19 crisis. Advans Tunisie wants to ensure that it makes a difference in the Tunisian market through individual coaching that will be performed via phone calls by professional coaches and supported by a dedicated platform to monitor the activities and the impact on clients. The aim of the coaching programme is to diagnose the situation of each client and to help them define an action plan for their business, then follow up on the completion of this plan. Advans Tunisie is working with local NGO's to coach 1'000 entrepreneurs overall.

Upon project completion, Advans Tunisie should be a position to help its customers to boost their activity and have more confidence in the future thanks to the support provided by Advans Tunisie. This project it will help to digitalize the process of financial education to meet our customer's needs.

Partnering with:

