



Zimba Women

INFLUENCING CHANGE IN MARKET ACCESS

Zimba Women



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SME TOOLKIT

Technology and entrepreneurship are vital tools that are building Uganda's economy today. Technological innovation is unavoidable for firms which want to develop and maintain a competitive advantage and gain entry into new markets (Becheikh et al 2006). This SME toolkit will guide start up female entrepreneurs on the tools that can be used to achieve an added advantage in the day to day competition.

Kinds of business start ups

1. Service business such as tutoring, home health care.
2. Computer based businesses
3. Manufacturing
4. Sales
5. Tours and Travel

Essential Tools for Business Start-up growth

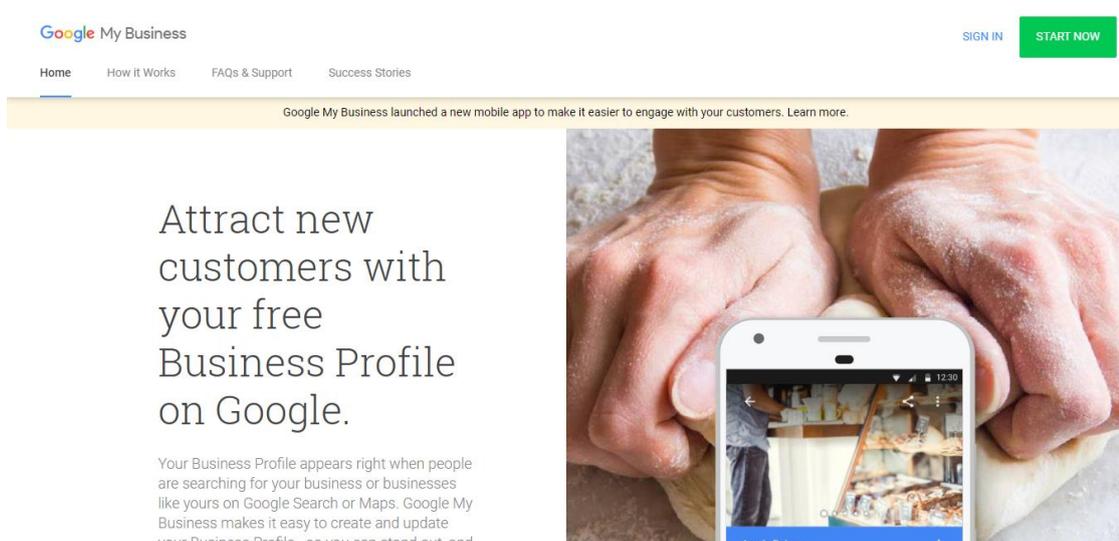
“Growth is never by chance; it is a result of forces working together” James Cash Penny. These tools can help in the growth of your company or start up without necessarily breaking the bank.

CRITICAL TOOLS FOR BUSINESS START-UPS

ADVERTISING

A client could ask, “How can advertising help my business?” One thing is certain, advertising can help increase digital visibility in your field even among your competitors. With increased brand awareness, your business gets to be on top of the mind of some consumers.

1. Google My Business



Pros

- Create a free website in 15 minutes.
- Sharing helpful information
- Making regular updates
- Engage online and build customer loyalty
- Find out how people find your business

ANALYTICS

Recent research has shown that 56% of SMEs rarely check their business data and 3% have never looked at it. Aside from monitoring your brands online traffic and looking for ways to improve, its fundamental advantage is to increase growth which is ultimately every entrepreneur’s goal.

1. Google Analytics

Analytics

Start analyzing your site's traffic in 3 steps

- 1 Sign up for Google Analytics**
All we need is some basic info about what site you'd like to monitor.
- 2 Add tracking code**
You'll get a tracking code to paste onto your pages so Google knows when your site is visited.
- 3 Learn about your audience**
In a few hours you'll be able to start seeing data about your site.

Start using Google Analytics

[Sign up](#)

Sign up now, it's easy and free!
Still have questions? [Help Center](#)

© 2019 Google | [Analytics home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Send feedback](#)

[Start](#)

Pros

- It is a free tool.
- You will find out how and where your audience is accessing your website.
- You will find out about what is working in your marketing plan.
- You will find out what customers love about your products.

BLOGGING

Blogging is beneficial for both small and big SMEs. Consistent blogging is very essential as it helps to build brand awareness for your business. In order for a business to go further, communication and engagement with clients is important and this can be achieved by having a strong web presence. Today's competition requires businesses to operate in an increasing landscape of technology. **“Which CMS can one use?”** CMS can be used in creating a website or a blog. This is key in branding your small business.

1. Wordpress.org

WordPress.com Products Features Resources Plans & Pricing Log In Get Started

WordPress powers
34% of the internet.

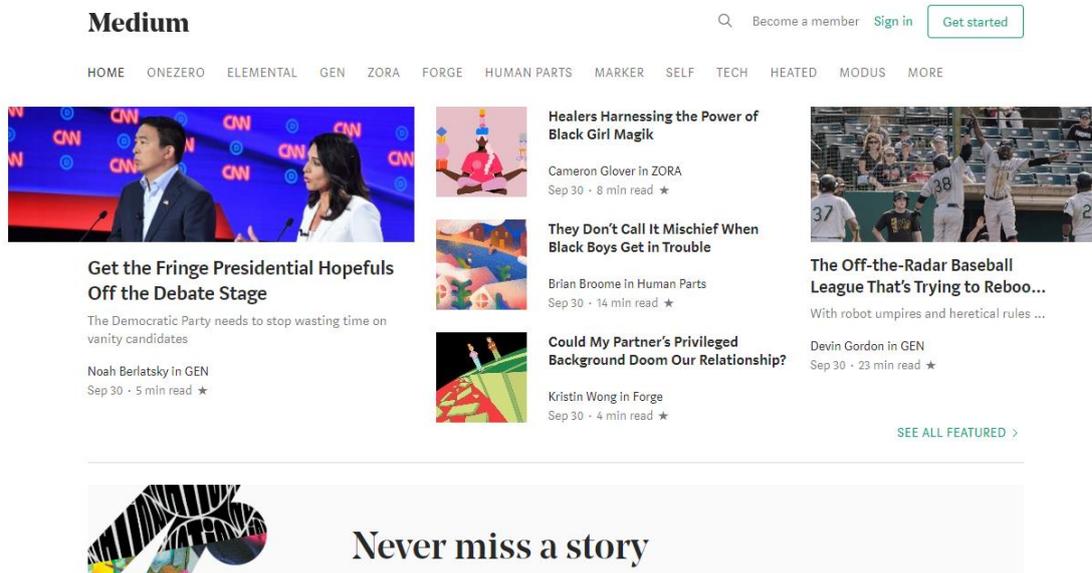
WordPress.com is the best way to experience it.
Start building your website today.

[Start your website](#)

Pros

- This is an absolutely free blogging tool which is a huge benefit.

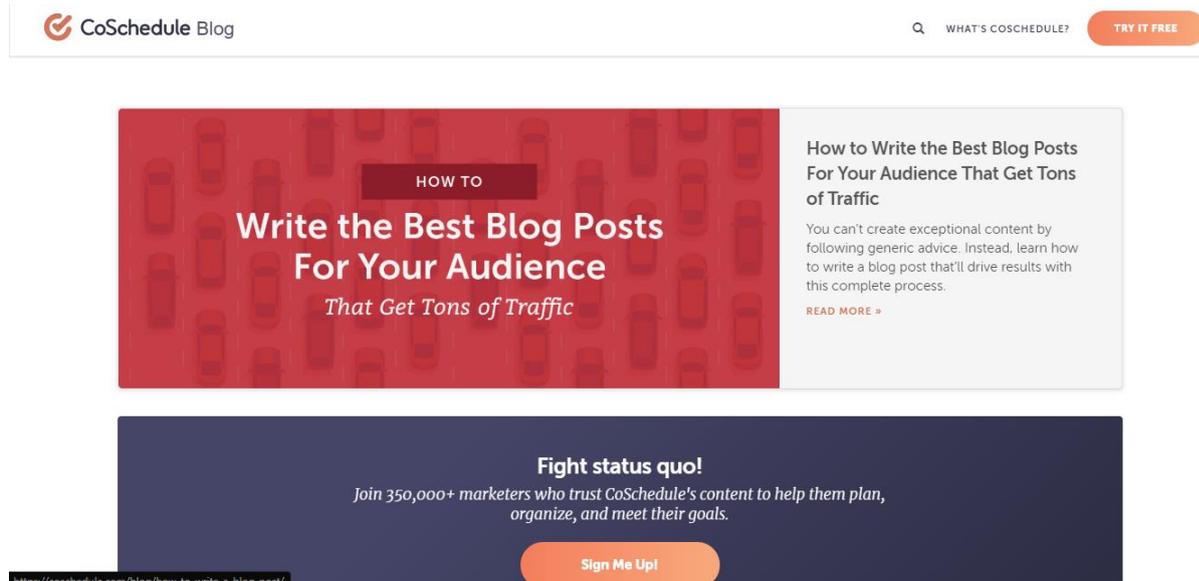
2. Medium



Pros

- Free blogging platform.
- You can start getting word about your start-up and update your investors on your day to day progress.

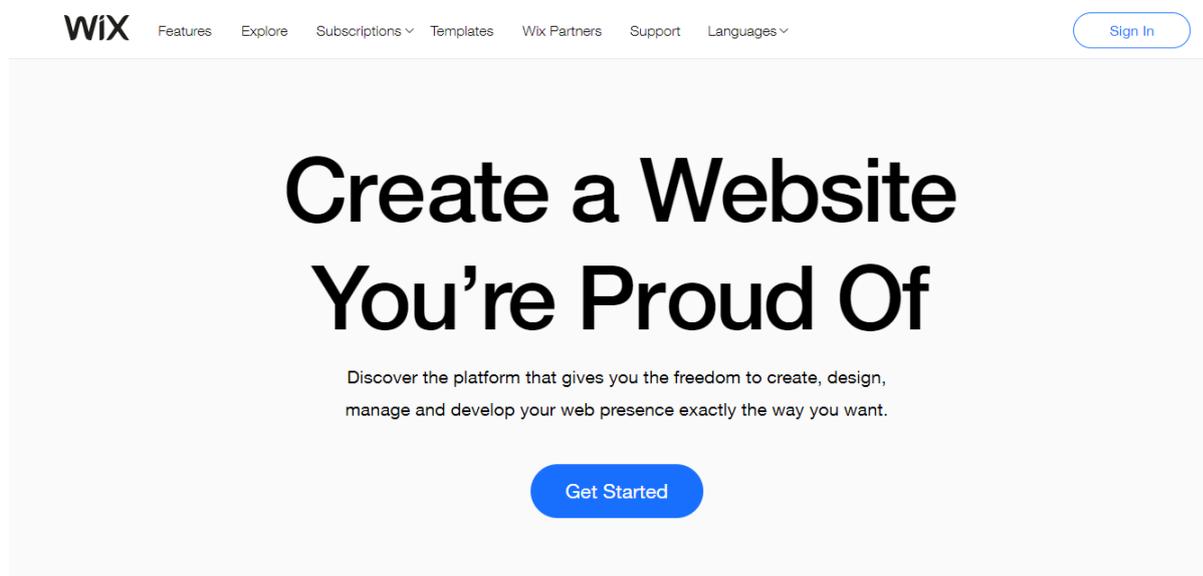
3. CoSchedule



Pros

- CoSchedule is the only way to help you organize your marketing in one place.
- Free for 14 days.
- Serves more than 7000+ customers.

4. Wix



Pros

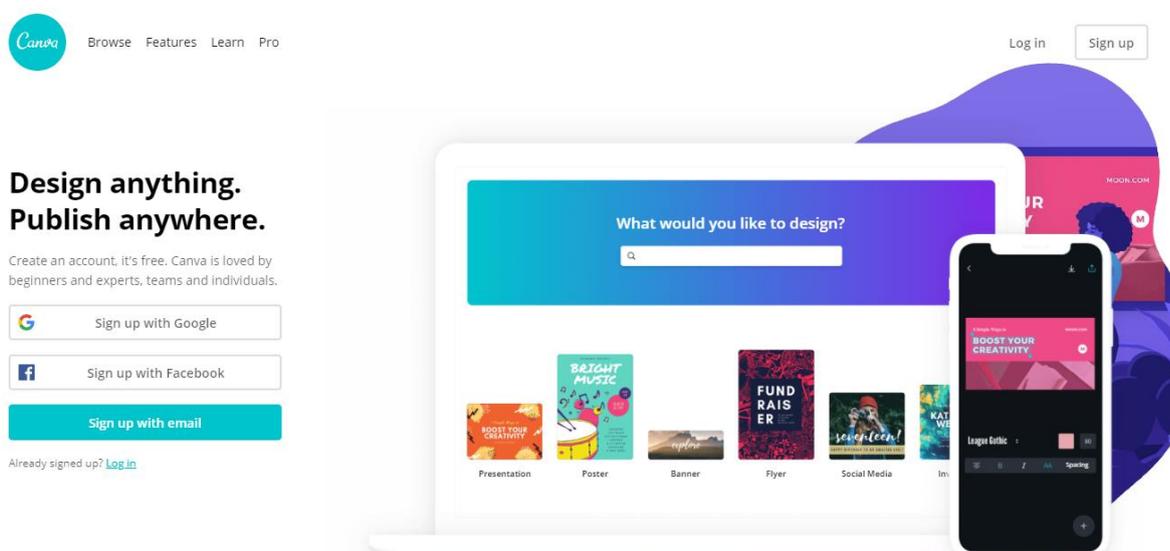
- If your business's website needs are basic, then it is preferable to use this free website builder known as Wix.
- It can help you create a full-featured website that won't break your budget.

DESIGNING YOUR BRAND

Ever heard of a saying, "Go big or go home". This applies to branding of your business. Today there are a variety of choices when it comes to brands. One has to ask certain questions;

- How am I going to make my brand memorable to capture my client's mind?
- How is my brand going to communicate my business's personality to the clients?

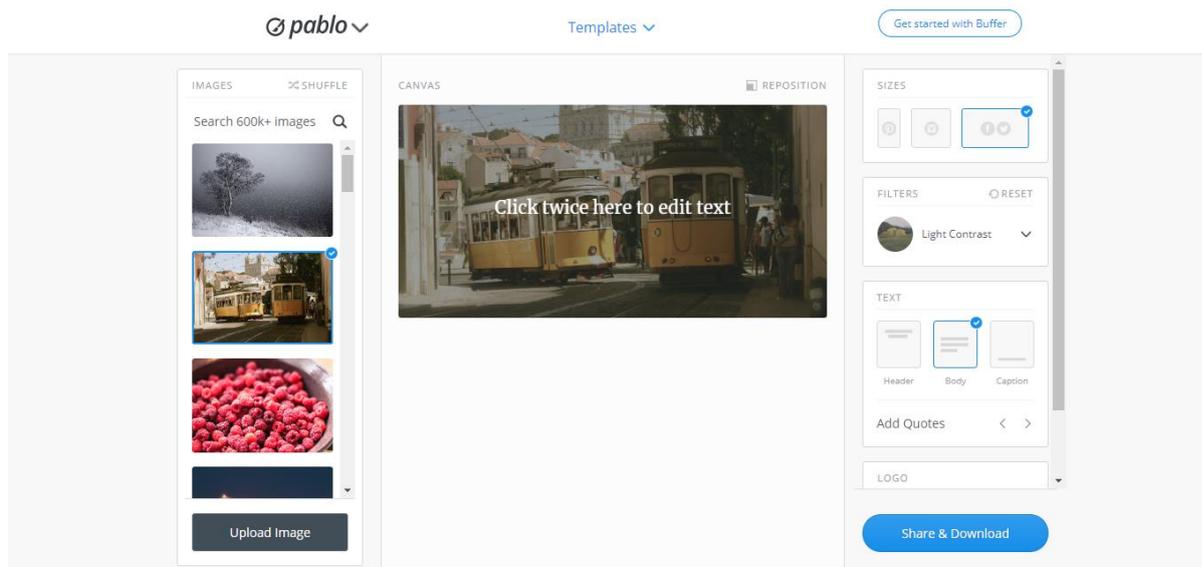
1. Canva



Pros

- Used for professionally designing graphics for your marketing materials.
- Free stock photography built in.
- Creating social media brands
- Creating custom filters for company's brand images.

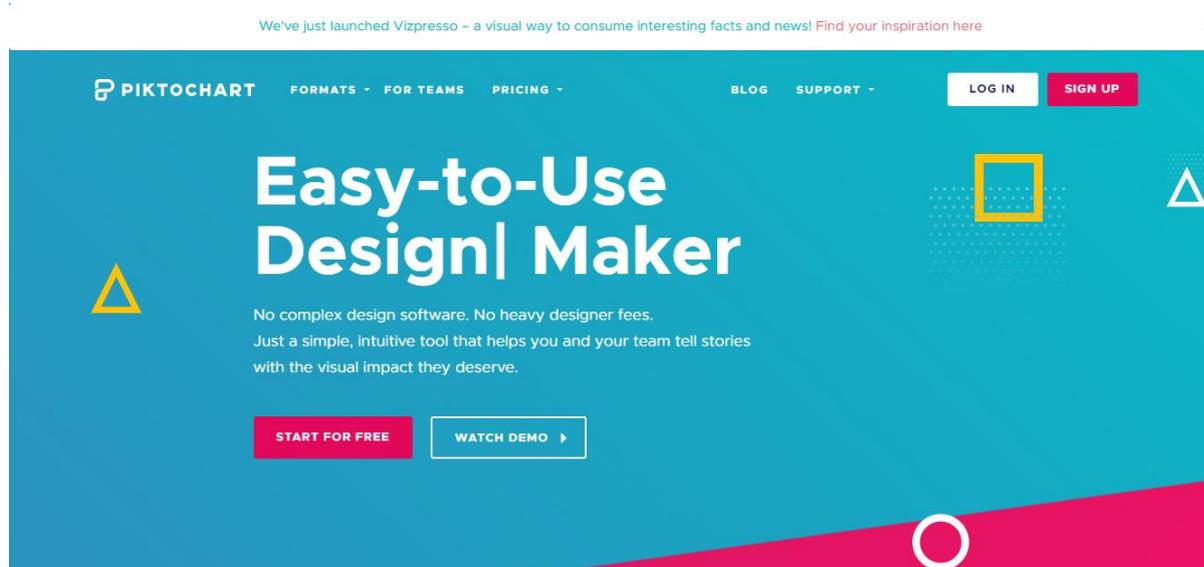
2. Pablo by Buffer



Pros

- Designing images for your social media.

3. Picktochart



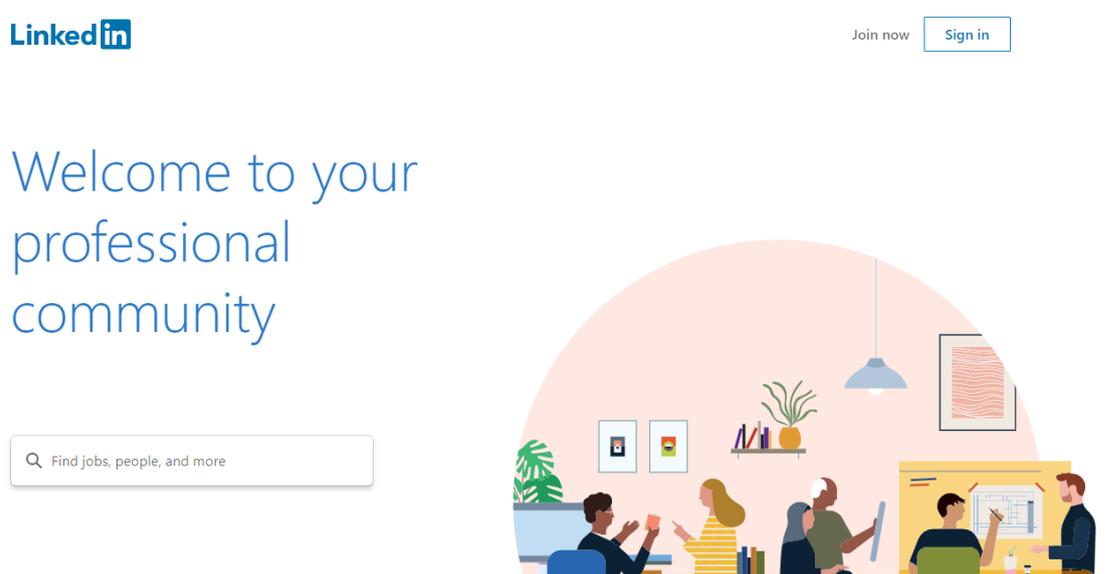
Pros

- Easy to use tools for non-designers.

SOCIAL MEDIA

There are social media tools that can be used to create market awareness about your product without being very expensive.

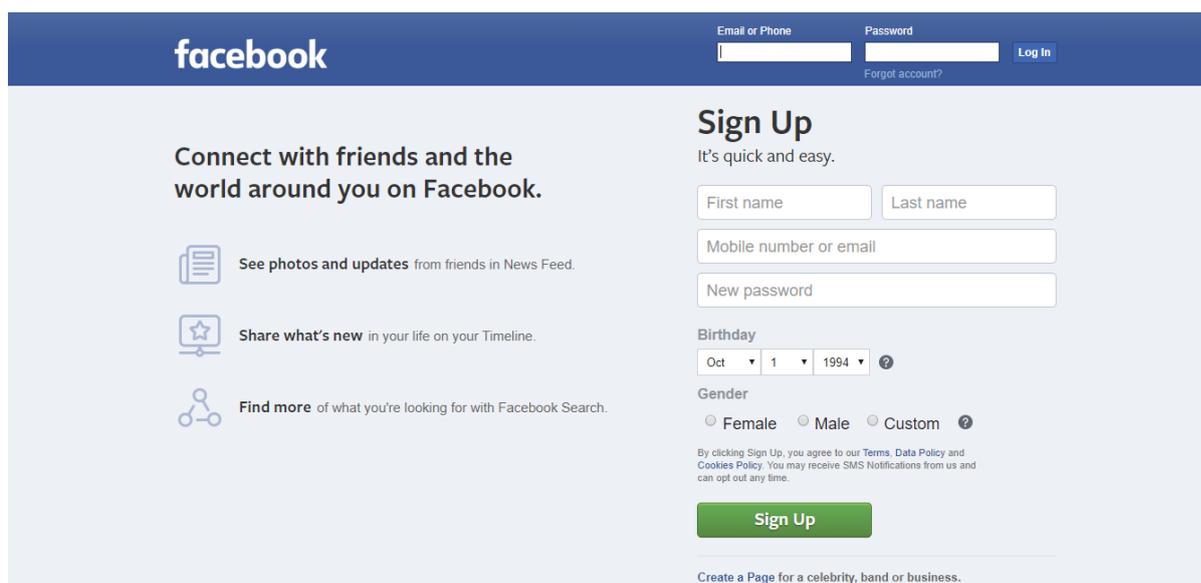
1. LinkedIn



Pros

- Goldmine for start-up entrepreneurs.
- Can be used for building an audience and targeting entrepreneurs.

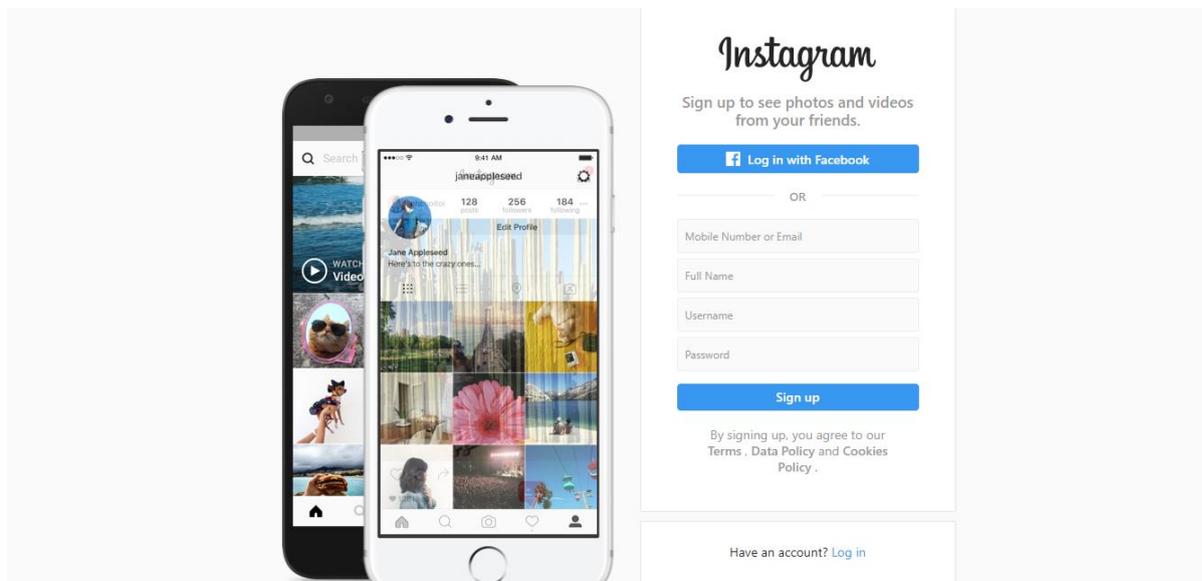
2. Facebook



Pros

- An entrepreneur has the opportunity to create a business page and thereby post unlimited information about their products.
- Facebook can also be integrated with Instagram which is an added advantage.

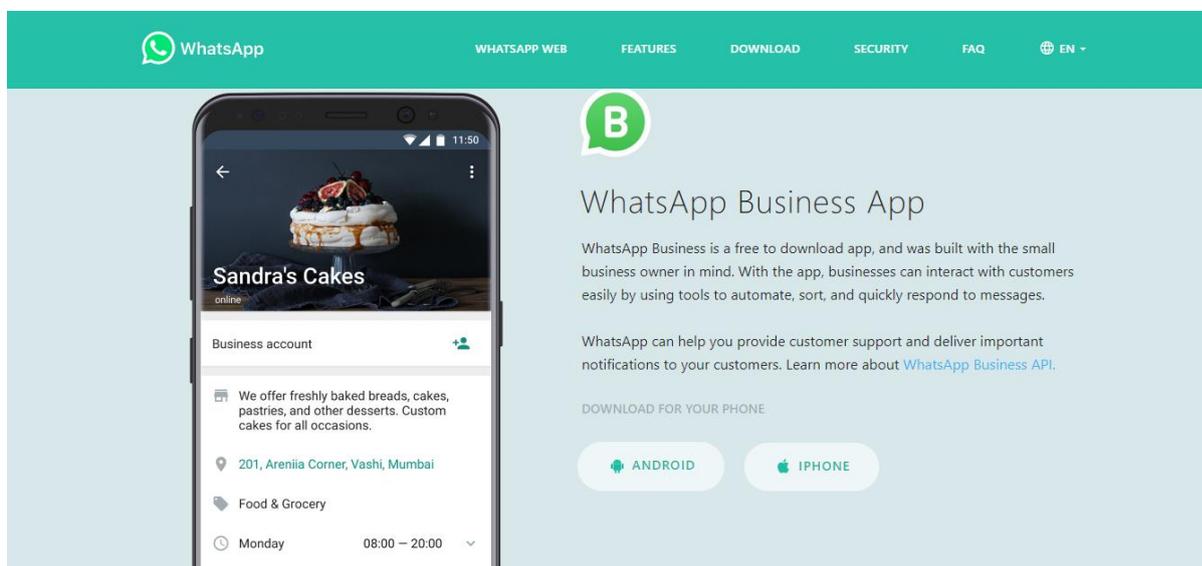
3. Instagram



Pros

- This platform is suitable for products and visually appealing industries like tourism and fashion.
- It can also be integrated with Facebook.

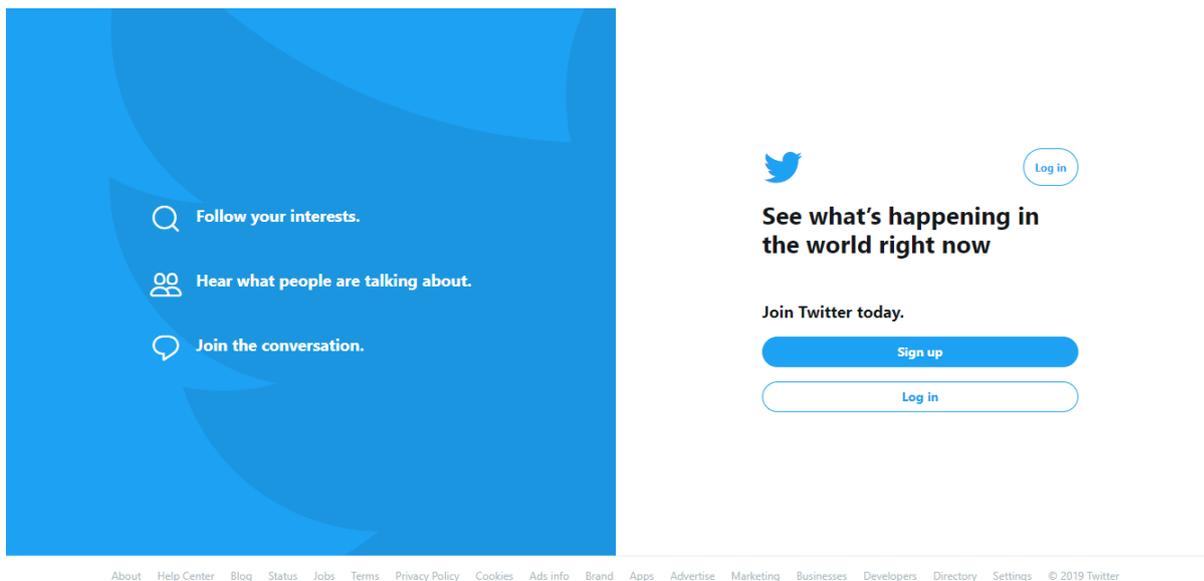
4. WhatsApp



Pros

- With this application, entrepreneurs can interact more with their clients easily and help you grow your business. Today, you can install WhatsApp Business App.

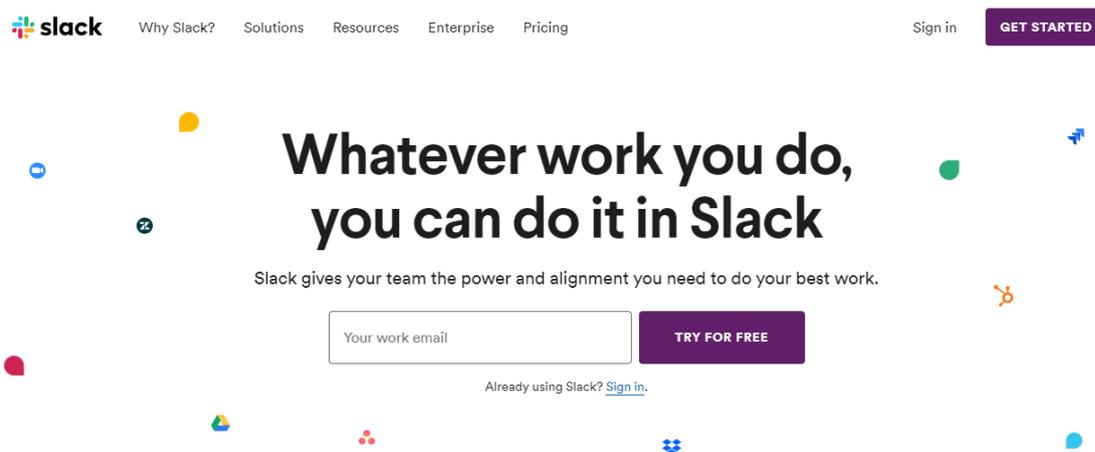
5. Twitter



COMMUNICATION AND COLLABORATION

For any entrepreneurial start up, communication is essential among the team members. Different tools have come up that will ensure the growth of the business through communication and they include;

1. Slack

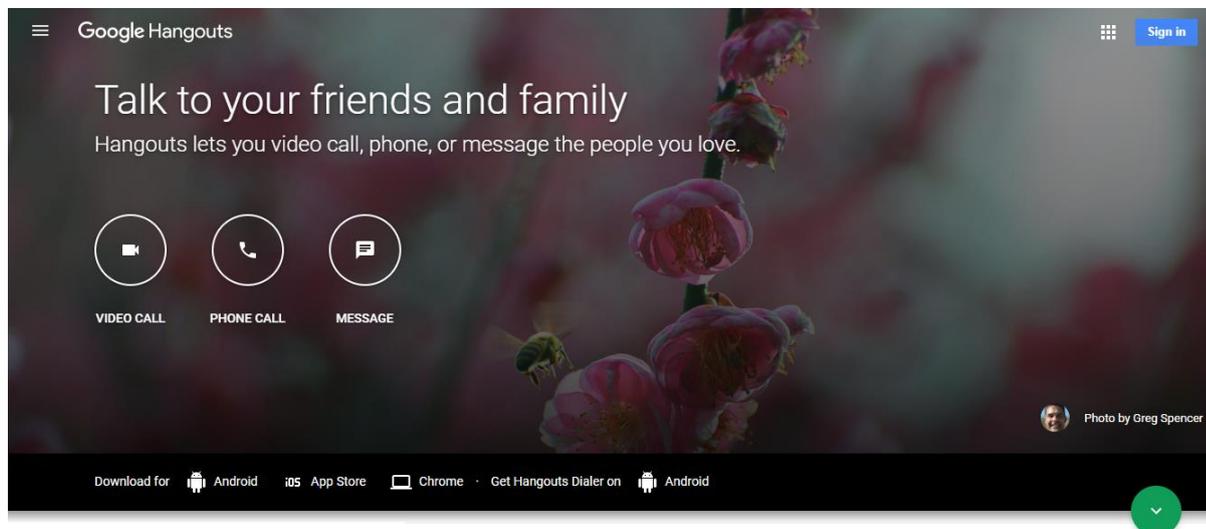


Put collaboration at your fingertips

Pros

- This is one tool that has made organized communication easy.
- Every topic and discussion among the team members is easy to find even with a limited technical background.
This is good for particularly remote team members.
- Slack can be accessed either via web or mobile.

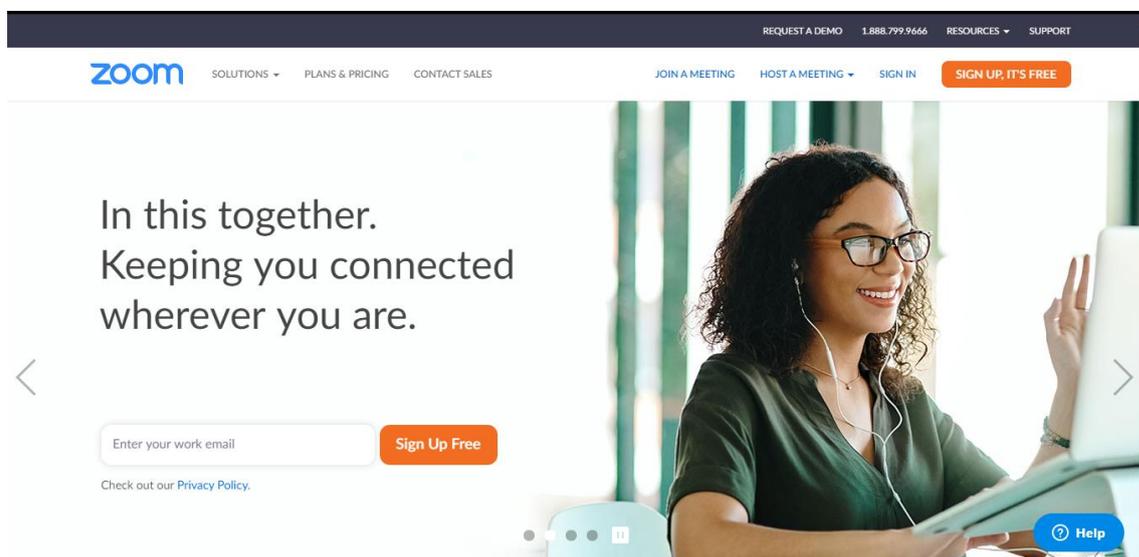
2. Google Hangouts



Pros

- As an entrepreneur, building and audience and keeping them engaged is one of the most important things to do. Google Hangouts can keep your clients involved in what you are currently creating.

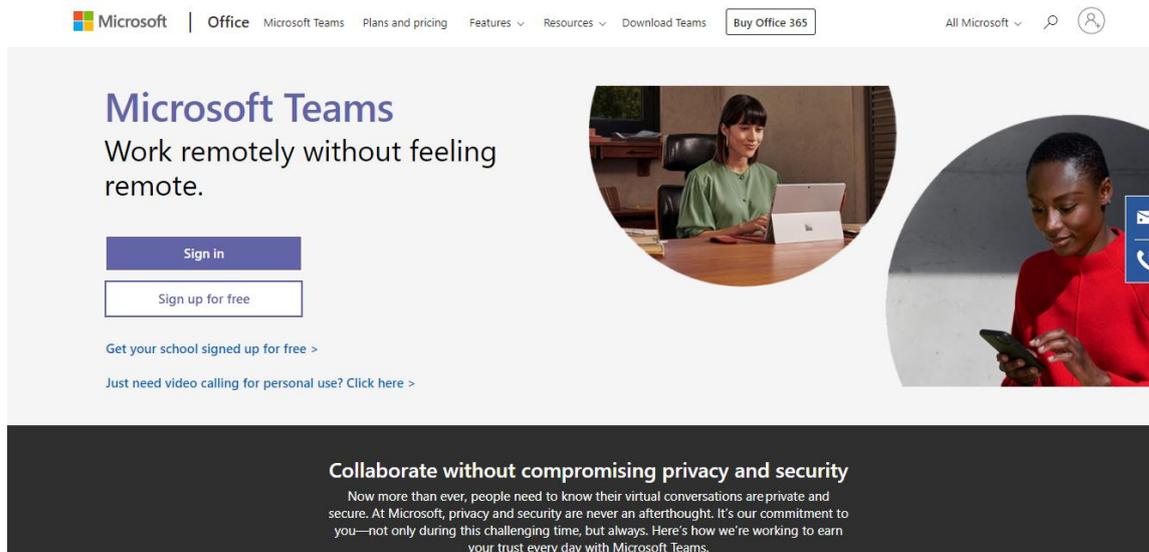
3. Zoom



Pros

- Free video conferencing tools for K-12 schools.

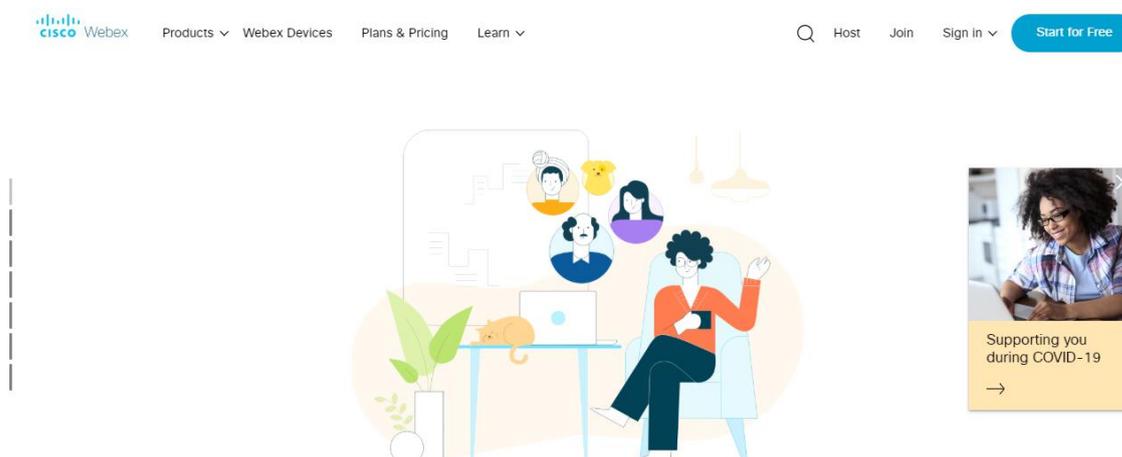
4. Microsoft Teams



Pros

- Free for 6 months for any team moving to remote work.

5. Cisco Webex

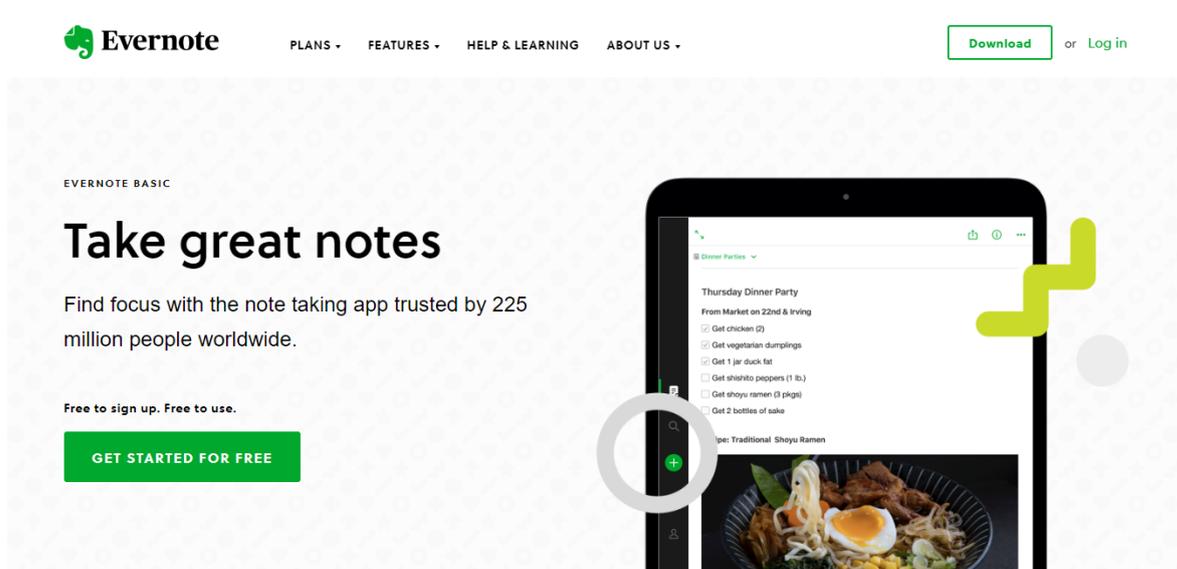


Webex is here when the world needs to connect, communicate and collaborate.

Pros

- Free to all users.

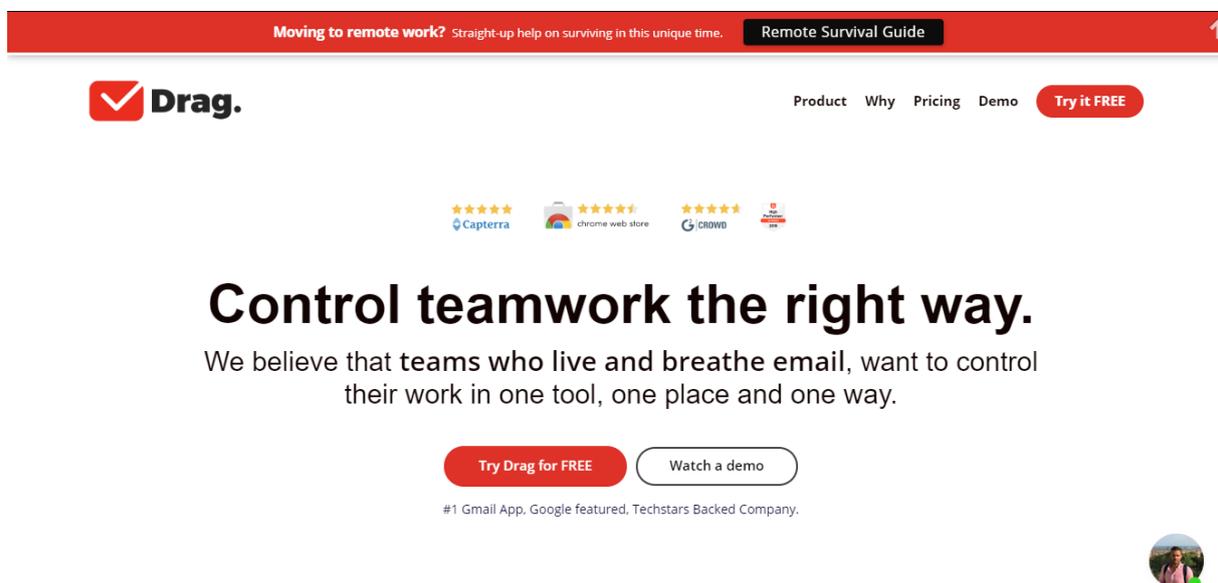
6. Evernote



Pros

- Free sign up and access of Evernote Basic plan.

7. Drag



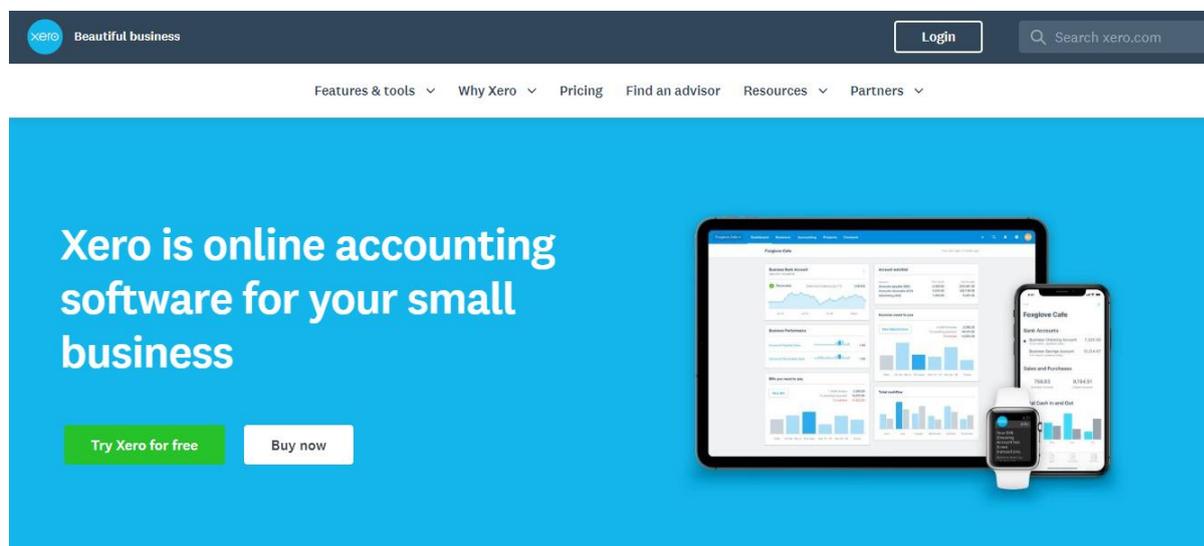
Pros

- Drag pro for free until June 30th

ACCOUNTING

Accounting plays a huge role in any start-up. Its roles vary from managing finances, cash flow projections and making payments among others.

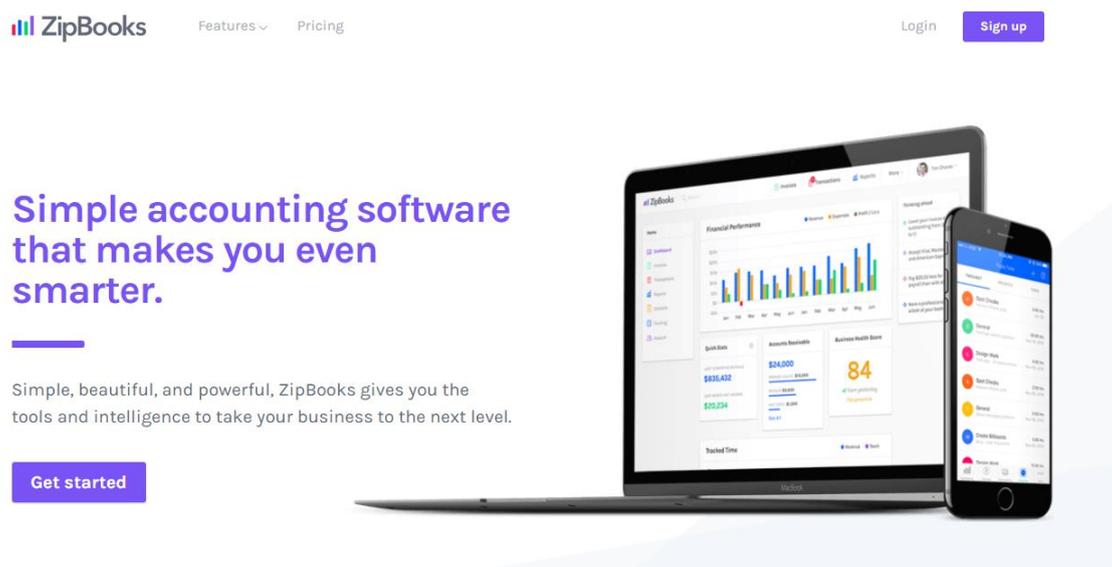
1. Xero



Pros

- This is one of the accounting tools that are used. It allows you to do online invoicing, reconciles bank statements.
- Gives you an overview of your stock.

2. Zip Books



Pros

- Zip Books is a free accounting software that can be used for invoicing and bookkeeping.
- It also integrates with your bank and lets you process credit cards.

3. Wave

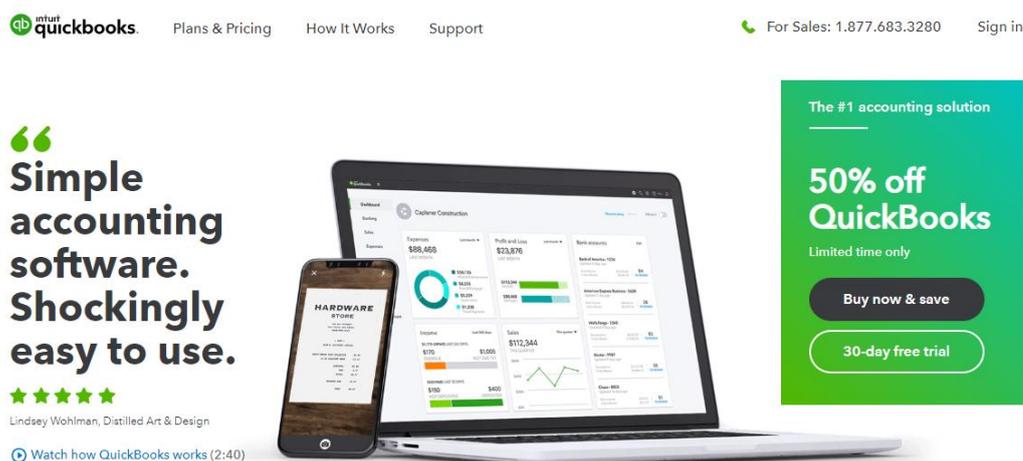


Pros

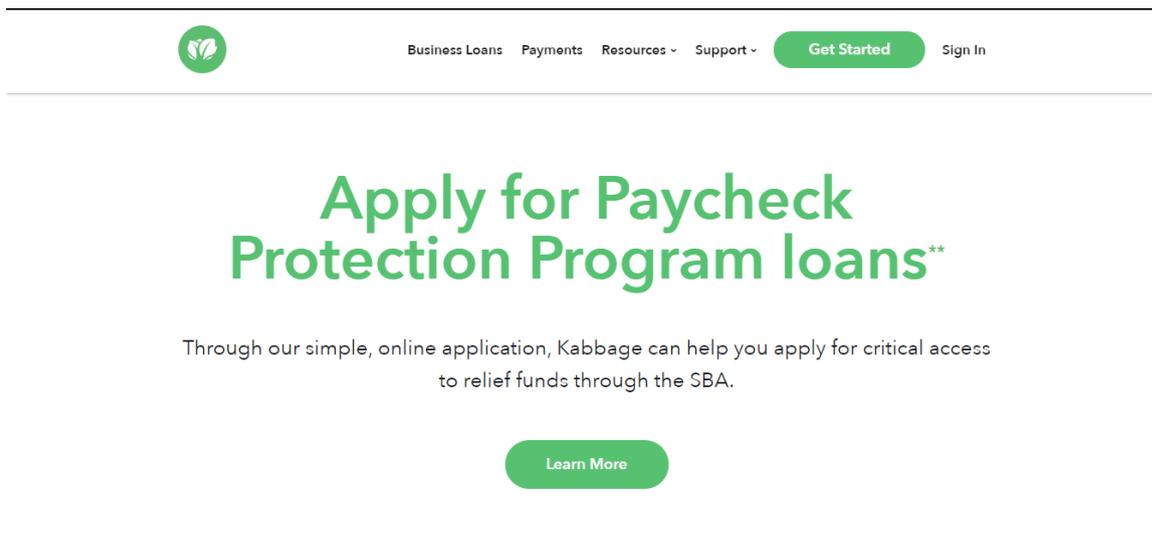
- It is a free accounting and web service.
- Its services consist of payroll, payments, receipt management, credit card payments among others.

4. Quick books

This accounting software is mostly used by small and medium sized enterprises for managing all the finances within the business.



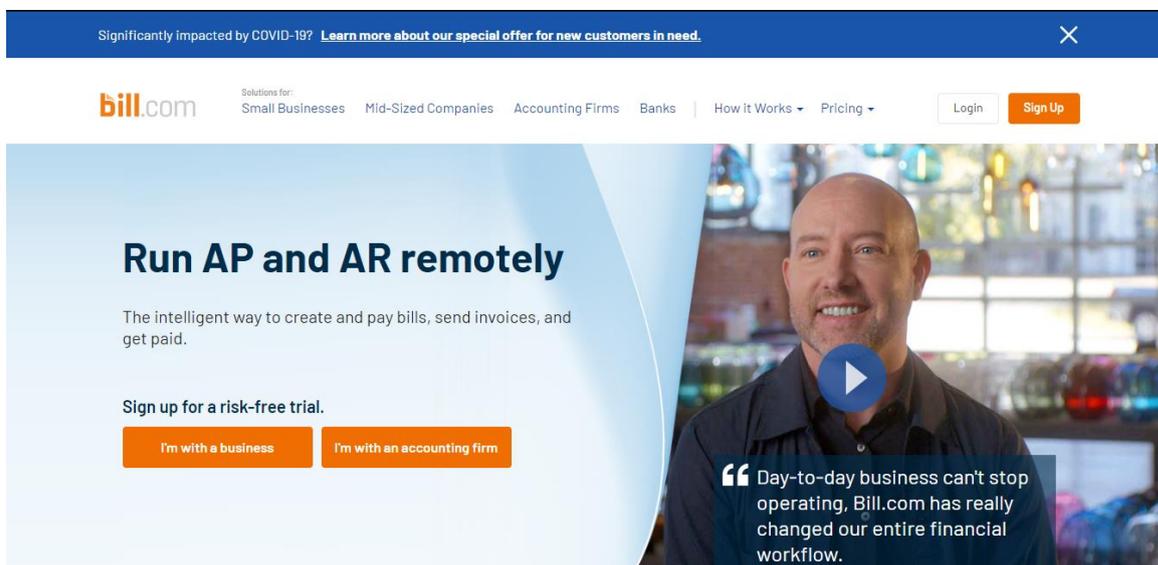
5. Kabbage



Pros

- Free account through Kabbage Payments, and you can start sharing your custom gift certificate URL on your website, through social media and in other communications.

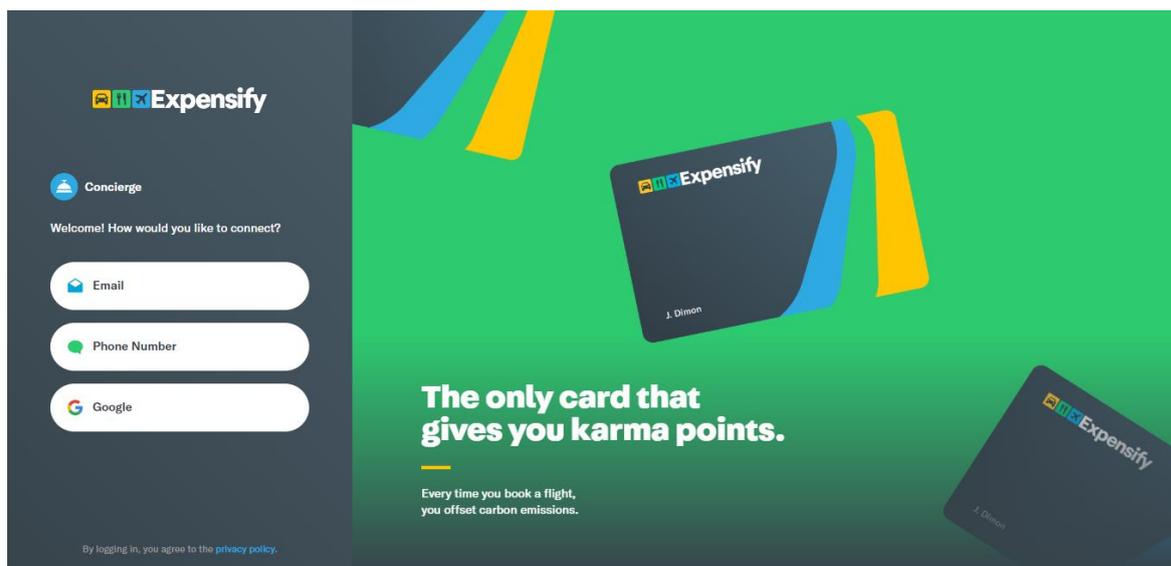
6. Bill.com



Pros

- Free 90-day subscription for new customers impacted by COVID-19.

7. Expensify

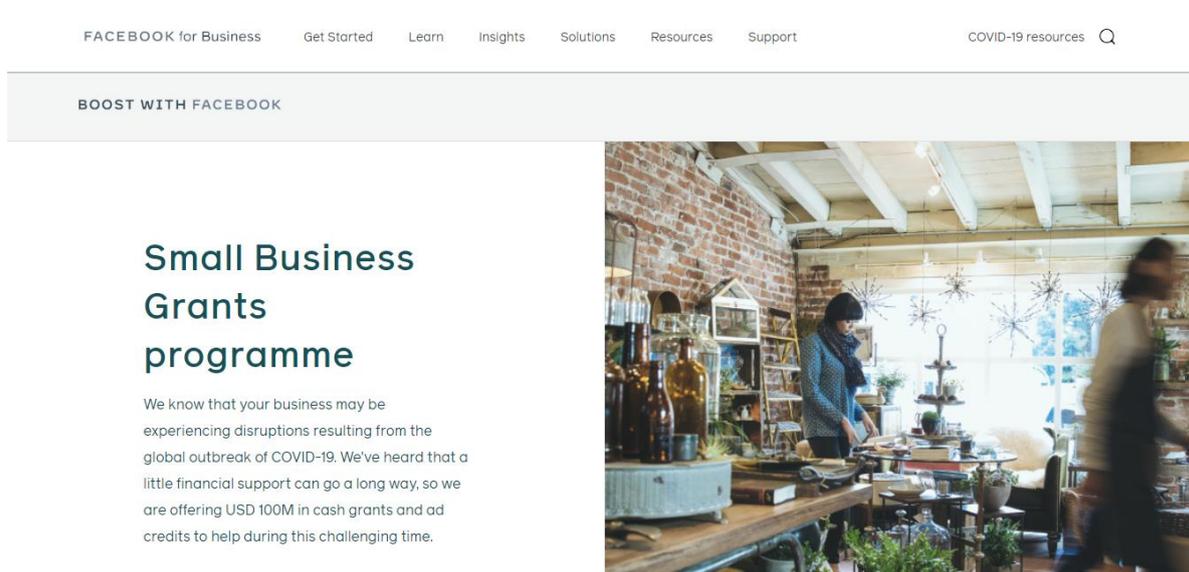


Pros

- Reimburse you up to \$50 for essential goods and groceries purchased on your SNAP card.

MARKETING

1. Facebook



Pro

- Offering \$100M in cash grants and ad credits to help during this challenging time.

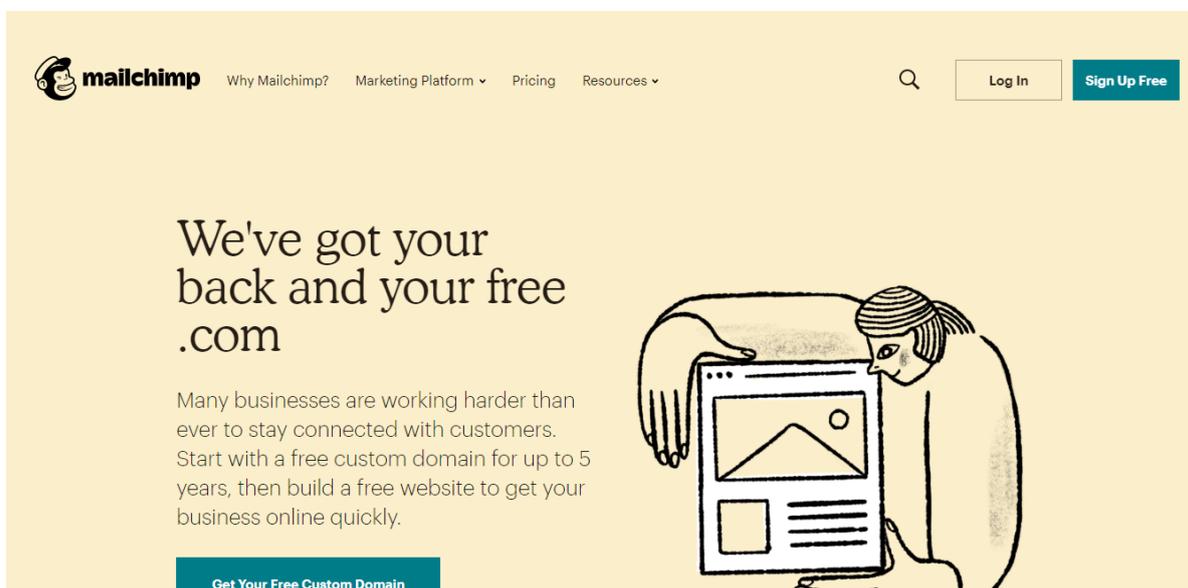
1. Adobe



Pro

- Free home access to Creative Cloud apps is available by request of students and educators until May 31, 2020. Adobe also offers free 90-day access to Adobe Connect for web conferencing until July 1, 2020.

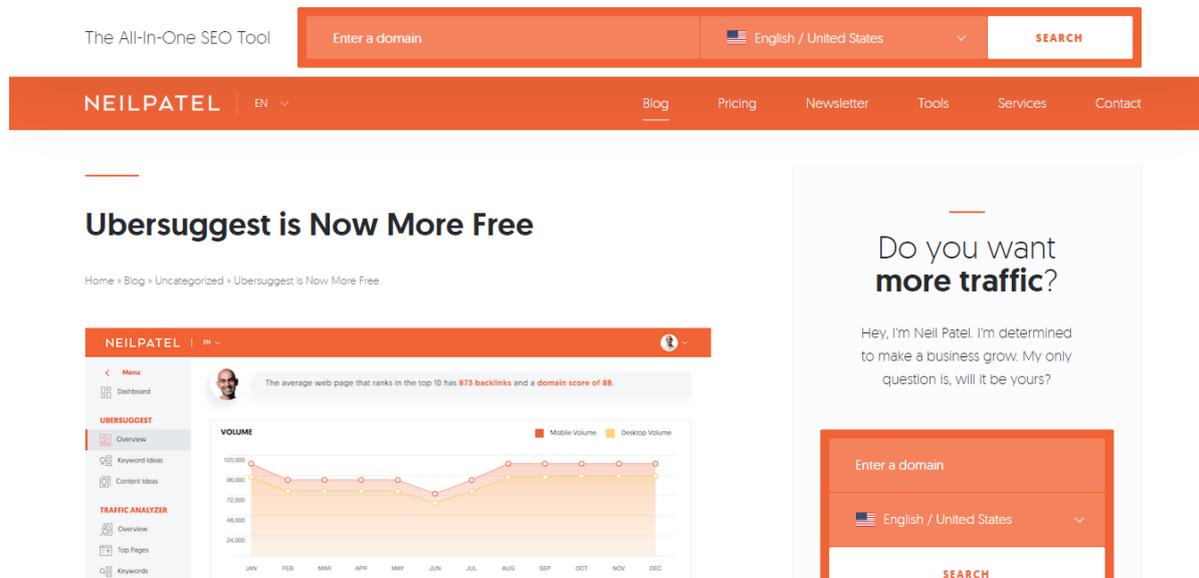
2. Mail chimp



Pro

- Free Standard accounts to eligible groups sending critical public health information about COVID-19 through June 30, 2020.

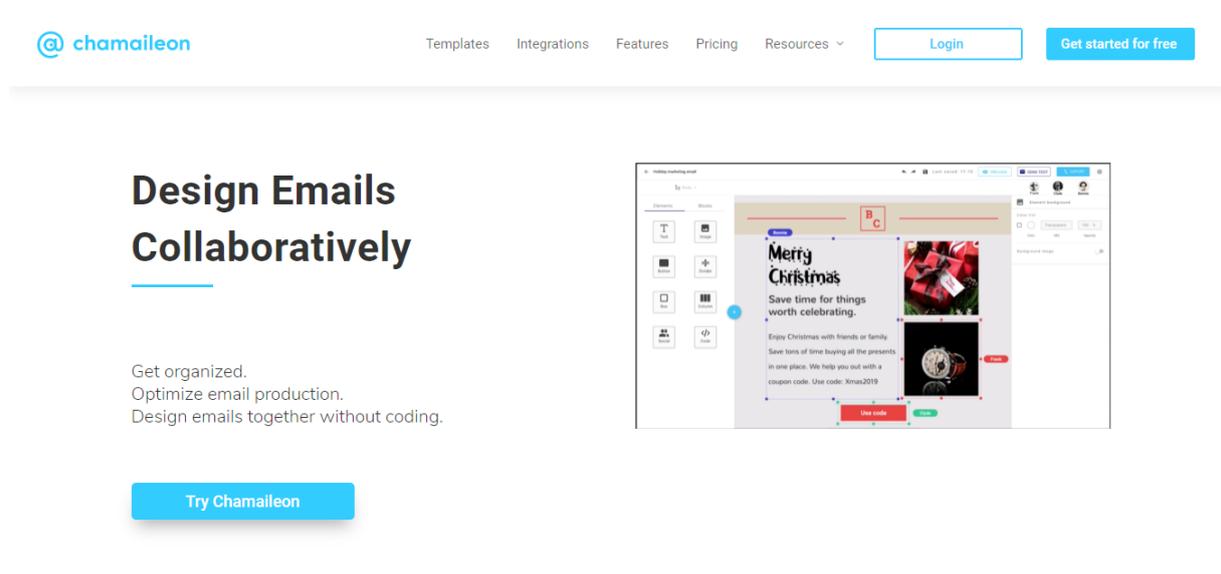
3. Uber Suggest



Pro

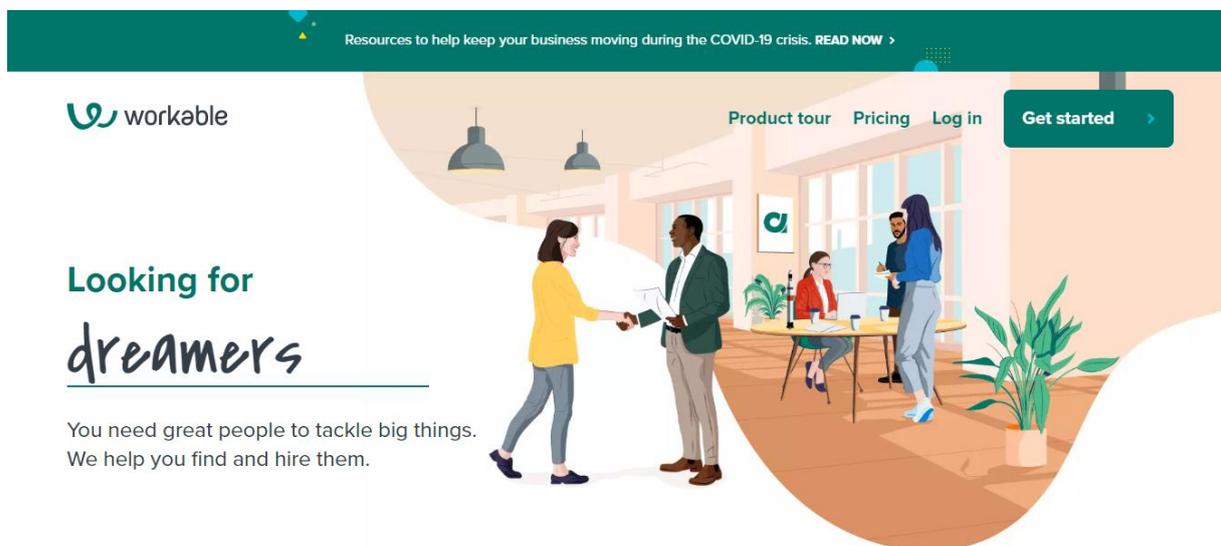
- Free plan for Neil Patel's Uber suggest, which helps you generate keywords for your content marketing strategy and production.

4. Chamaleon



HUMAN RESOURCE

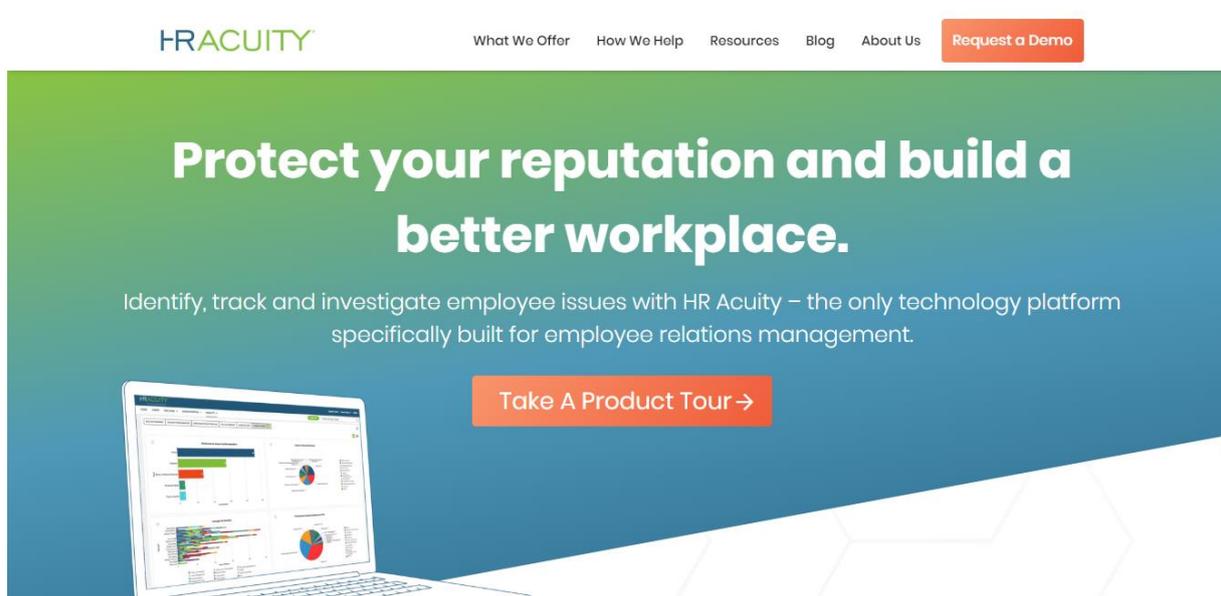
1. Workable



Pros

- Free video interviewing software for all customers, and access to a library of Covid-19 response content for use by HR professionals and business leaders.

2. HR Acuity



Pro

- Free version of its SaaS solution to help businesses manage employee issues related to the Coronavirus (COVID-19) outbreak.

3. Outmatch

Now Offering Video Interviewing Free for 60-Days

We know COVID-19 has put you in crisis mode. If the shift to virtual hiring has become a priority for you, we'd like to help. [Note from the CEO.](#)

START NOW

Virtual hiring + assessment platform makes with, interview, and evaluate

Development While many programs are on hold, self-driven development can continue. We deliver personalized

Intelligence When the world emerges from crisis, employers will need to assess and maximize talent as quickly as

Pro

- Free access to Out Match’s video interviewing platform for 60 days.

4. Lystloc

Real-time location based Attendance, Live Tracking Task Management and API services

A user-friendly location intelligence platform for workforce and vehicles management.

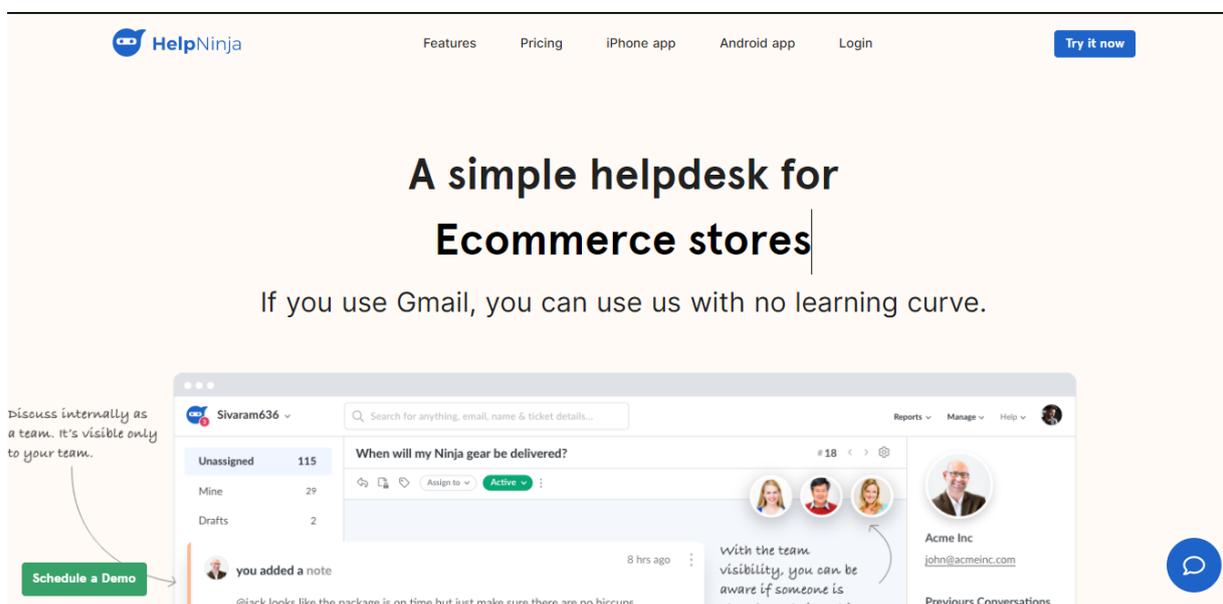
Watch Video

Pro

- Free Lystloc Office (Remote) User & API licenses for organizations fighting COVID-19 till June 1st, 2020.

CUSTOMER SUPPORT

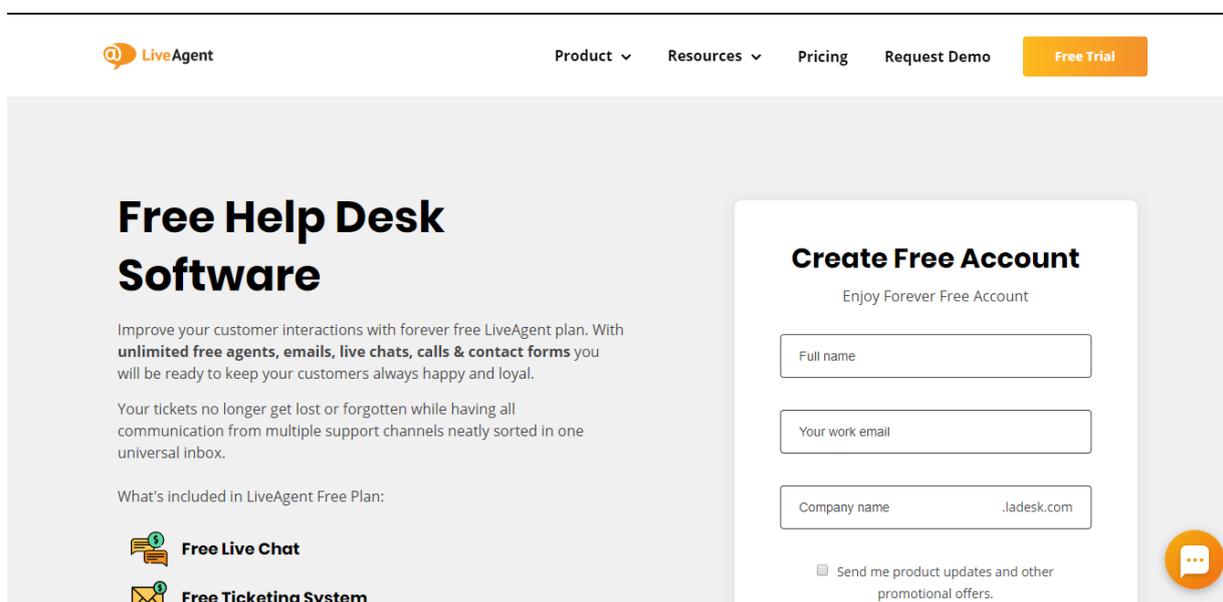
1. Help Ninja



Pro

- Unlimited users per account.

2. Live Agent



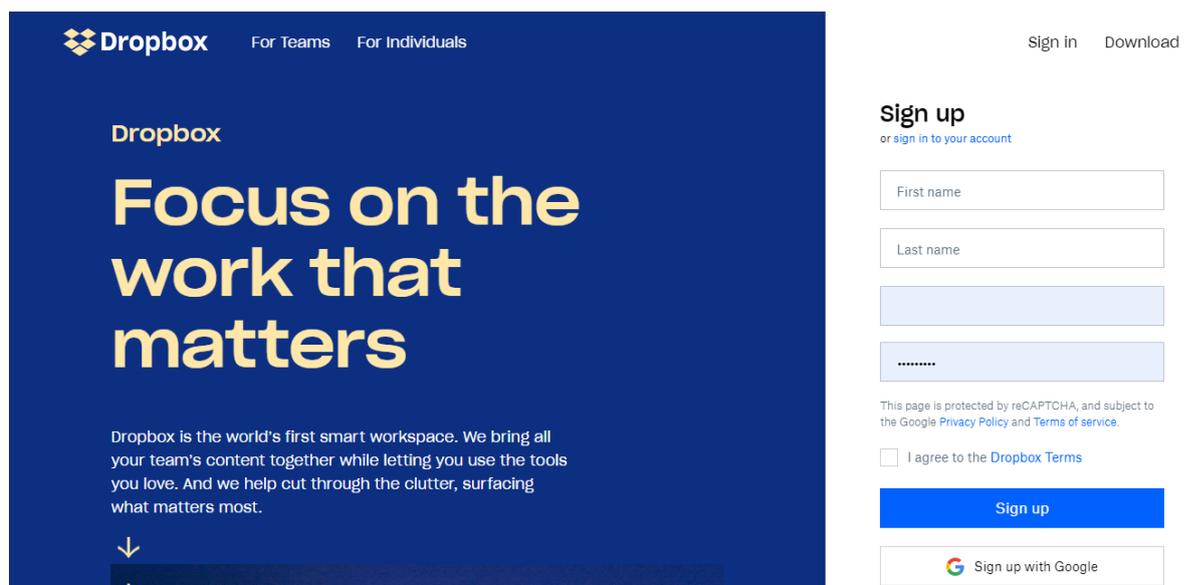
Pro

- Free Help Desk Apps.

FILE SHARING AND STORAGE TOOLS

What happens when vital documents for the business are stolen? What happens when the business computer is stolen? Does it mean that the business has to come to an end? It is essential to store your documents using these resources as they can be accessed anywhere as long as one has a laptop.

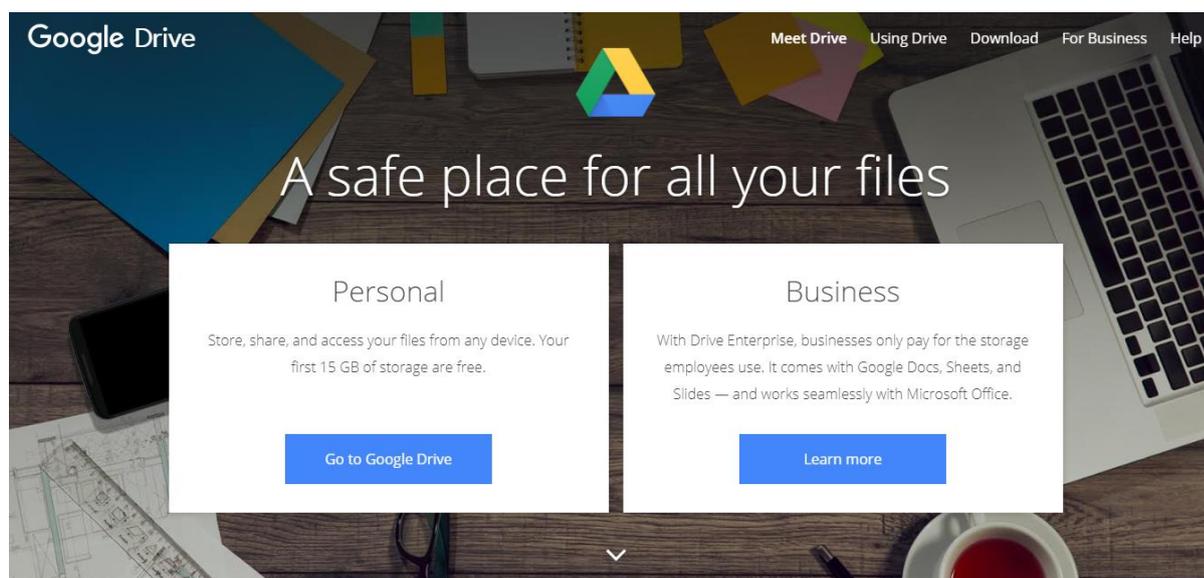
1. Dropbox



Pros

- File Sharing and Storage. 2GB storage space. A user can sign into drop box or sign in using the respective Google Account.

2. Google Drive



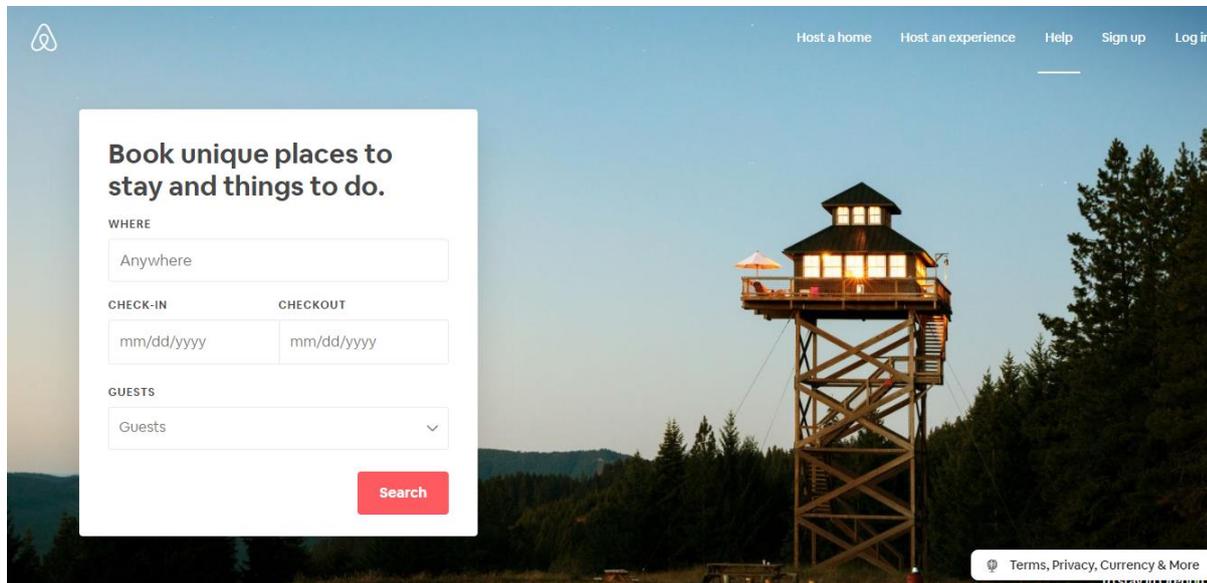
Pros

- Allows real time collaboration on a document such as editing, making spell checks among team members.
- File Sharing and Storage.

- 15GB storage space.

TRAVEL

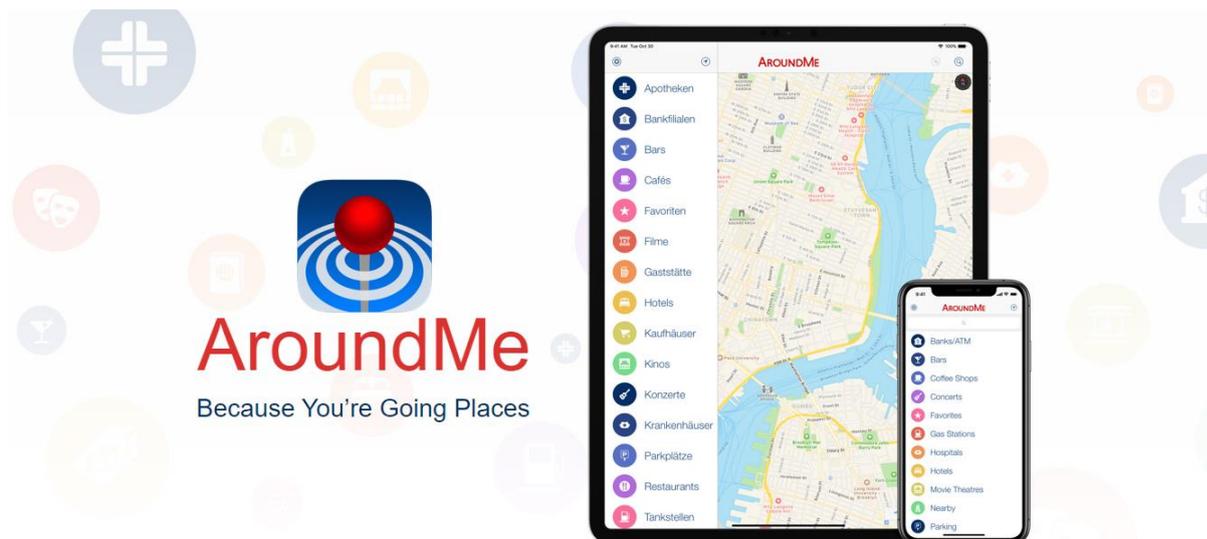
1. Airbnb



Pro

- Individual homeowners are given the chance to rent out their spare bedrooms and couches. This start up is making waves in the hotel industry.

2. AroundMe

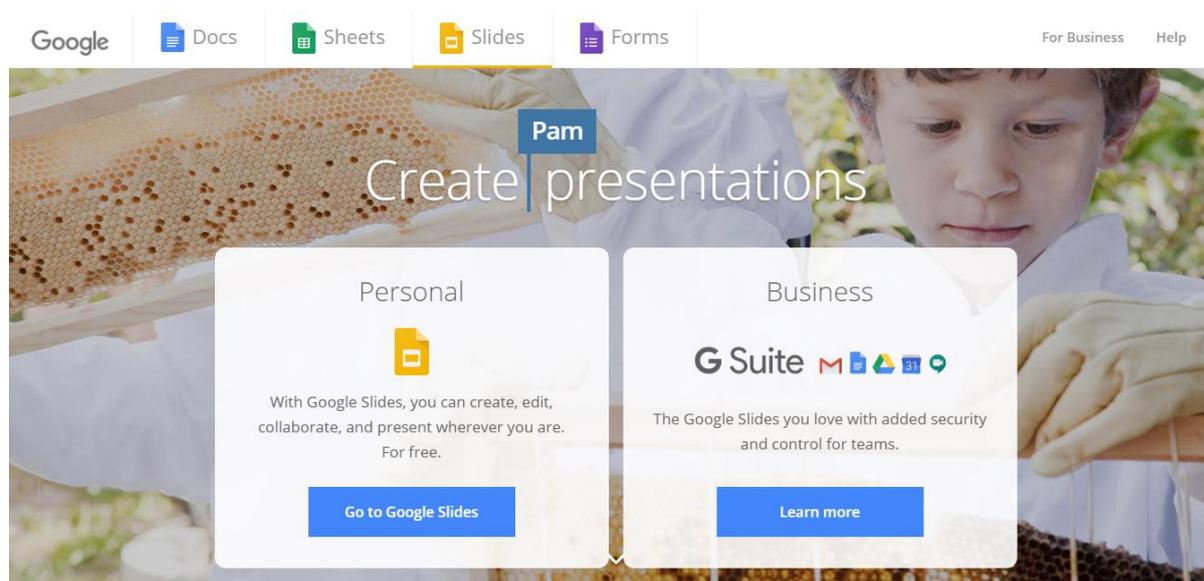


Pro

- The smartphone application helps you discover nearby restaurants, cafes, ATMS and other attractions.

PRESENTATION TOOLS

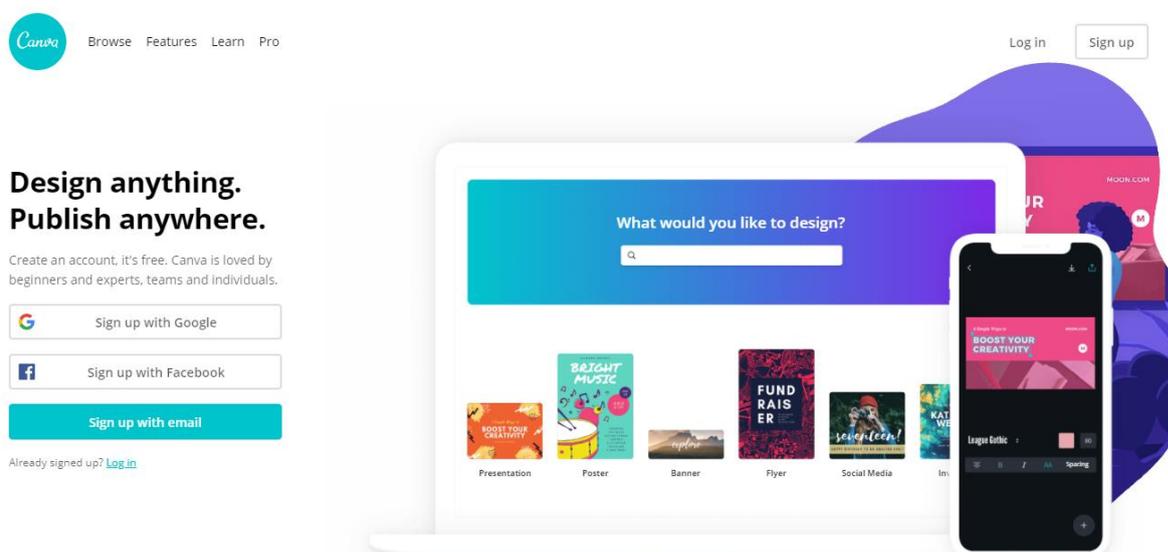
1. Google Slides



Pros

- Low cost solution.
- Easy to use pitch deck solution for creating and sharing.
- Great tool for collaborating with advisors, co-founders.
- Ability to upload and edit Power point files.

2. Canva



Pros

- Easy to use online tool for creating social media adds, images and designing print material.
- Creating pitch-deck style presentations.

Downside

- Unreliable functionality.
- Huge file sizes.
- Features are likely to be moved from free plan to paid or pro plan.

3. Prezi

Pros

- Dynamic and unique presentation tool.
- Great for those serious about story telling.
- Neat zoom in and out features.

Downside

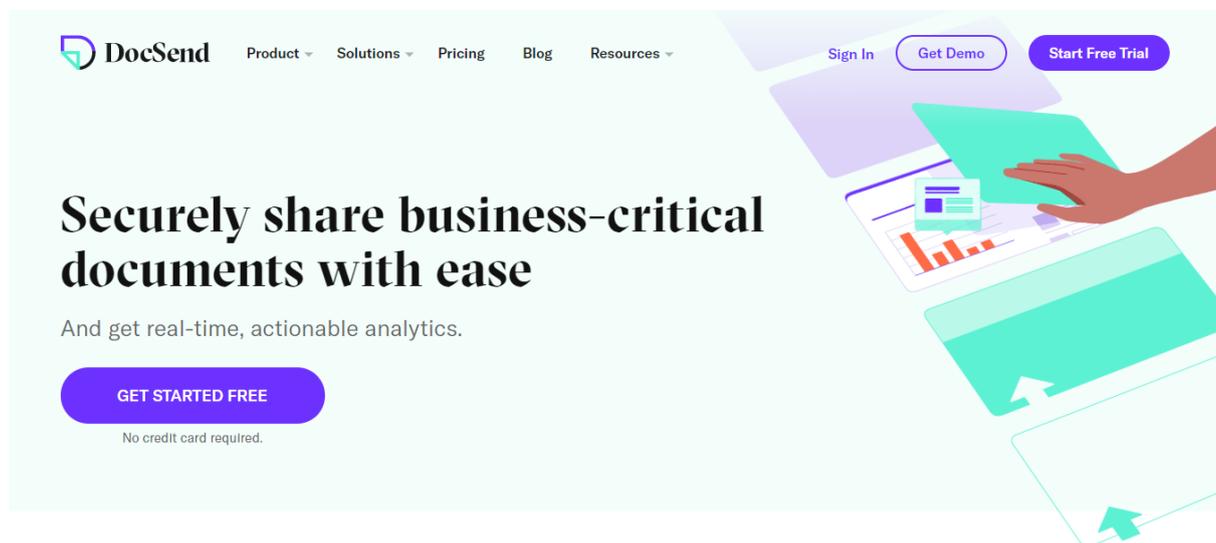
- \$7 a month to use this tool.

4. Sales Handy

Pros

- Get instant notifications when your deck is viewed.
- Track locations of deck viewers.
- Set an expiry date on your sharing links so your deck isn't floating forever.
- Find out how many times an investor opens it, and which slides they spend time on.
- Capture viewer details.
- Split test versions of your deck.
- Know where in your deck you are losing prospective investors.

5. DocSend



Pros

- Gives start-up detailed data on deck viewers like Sales Handy.
- Provides an online viewer.
- Provides an online voice meeting and screen share tools for presenting virtually.

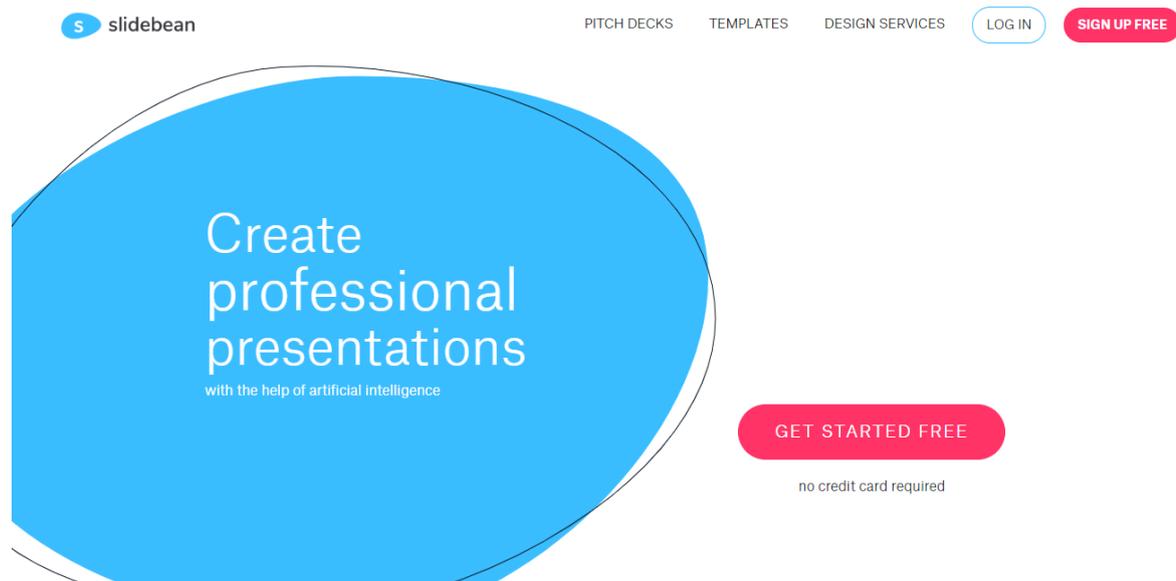
6. Haiku Deck



Pros

- Has a free trial.
- Features include royalty free images, apple app, ability to embed you tube video.
- Ability to add audio narration and record in video for virtually presenting in your sleep.

7. Slide bean

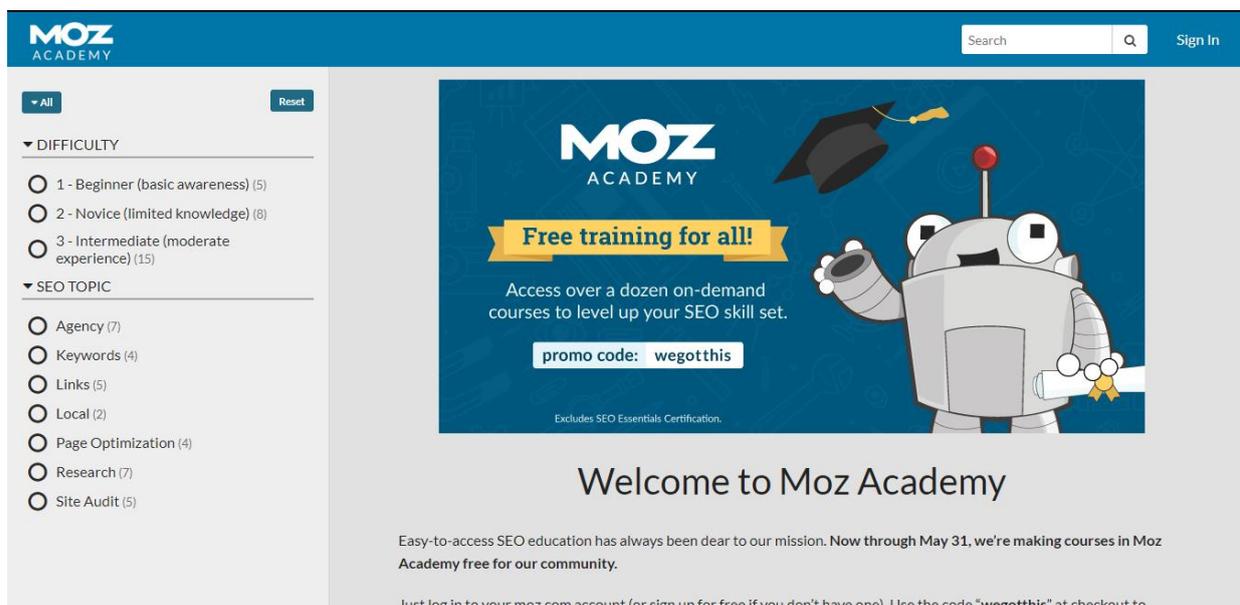


Pros

- Offers great looking out of the box templates.

TRAINING AND SKILLS UPGRADING

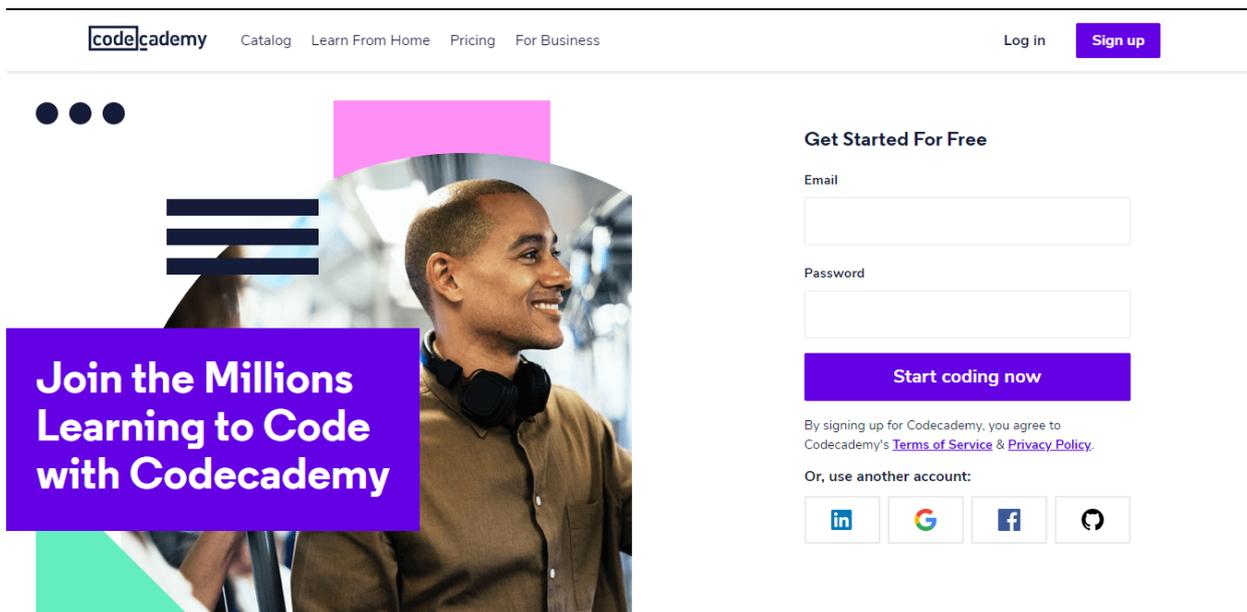
1. Moz Academy



Pro

- SEO courses in Moz Academy are free. Just log in to your moz.com account (or sign up for free if you don't have one). Use the code "wegottthis" at checkout to redeem your training.

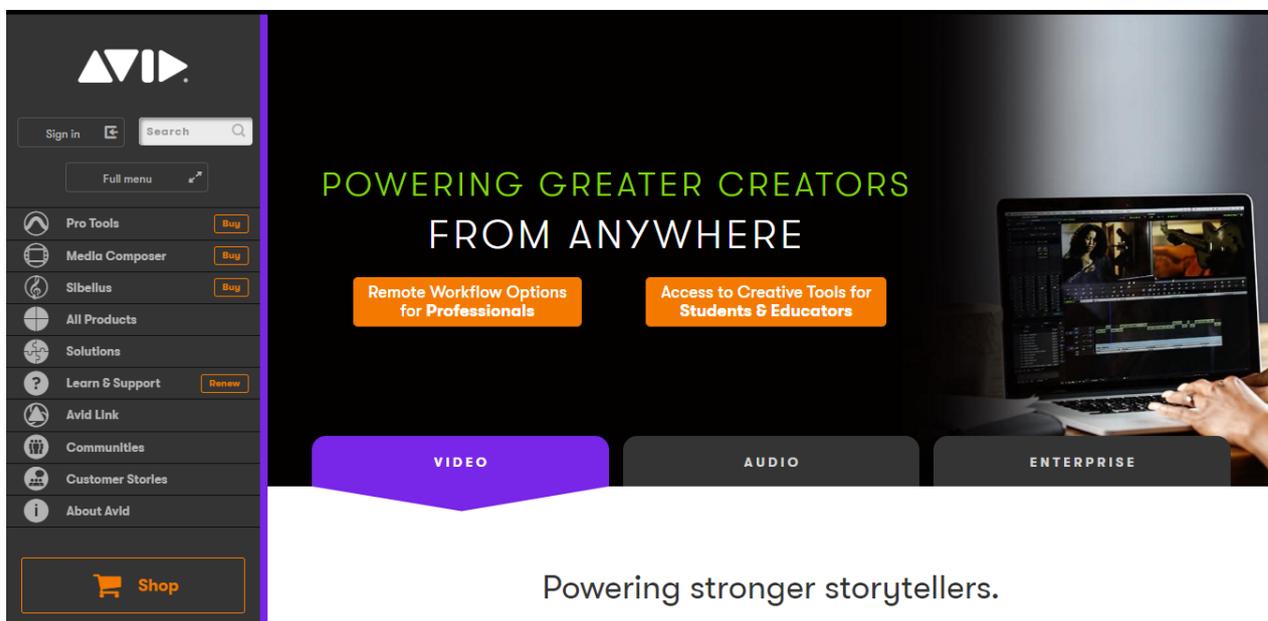
2. Code Academy



Pro

- Free 10,000 scholarships to Code Academy Pro to high school and post-secondary students across the world for the rest of the school year.

3. Avid



Pro

- Free, temporary licenses of creative tools to qualified media enterprise and educational customers.

PHONE APPLICATIONS

PHOTO EDITING

1. Snapseed

Photo editing tool developed by google.

2. InShot

Photo and video editing application designed to improve the final result of any video that you may want to upload on Instagram.

3. VSCO

Photography mobile app for android and IOS users. One also gets to connect with a creative community through this app.

COLLAGES

1. Framatic

Framatic puts the dramatic effects to your picture collage so that it comes out more attractive.

2. Layout

One of Instagram's newest applications that lets you create one of a kind layout for your photos.

CAPTION IDEAS

1. Captionr

Helps you find excellent Instagram captions quickly.

2. Autohash

Are you tired of adding hashtags manually on Instagram? Are you tired of searching for the best hashtags on Instagram? AutoHash will get you all the best hashtags for marketing your business without any effort.

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