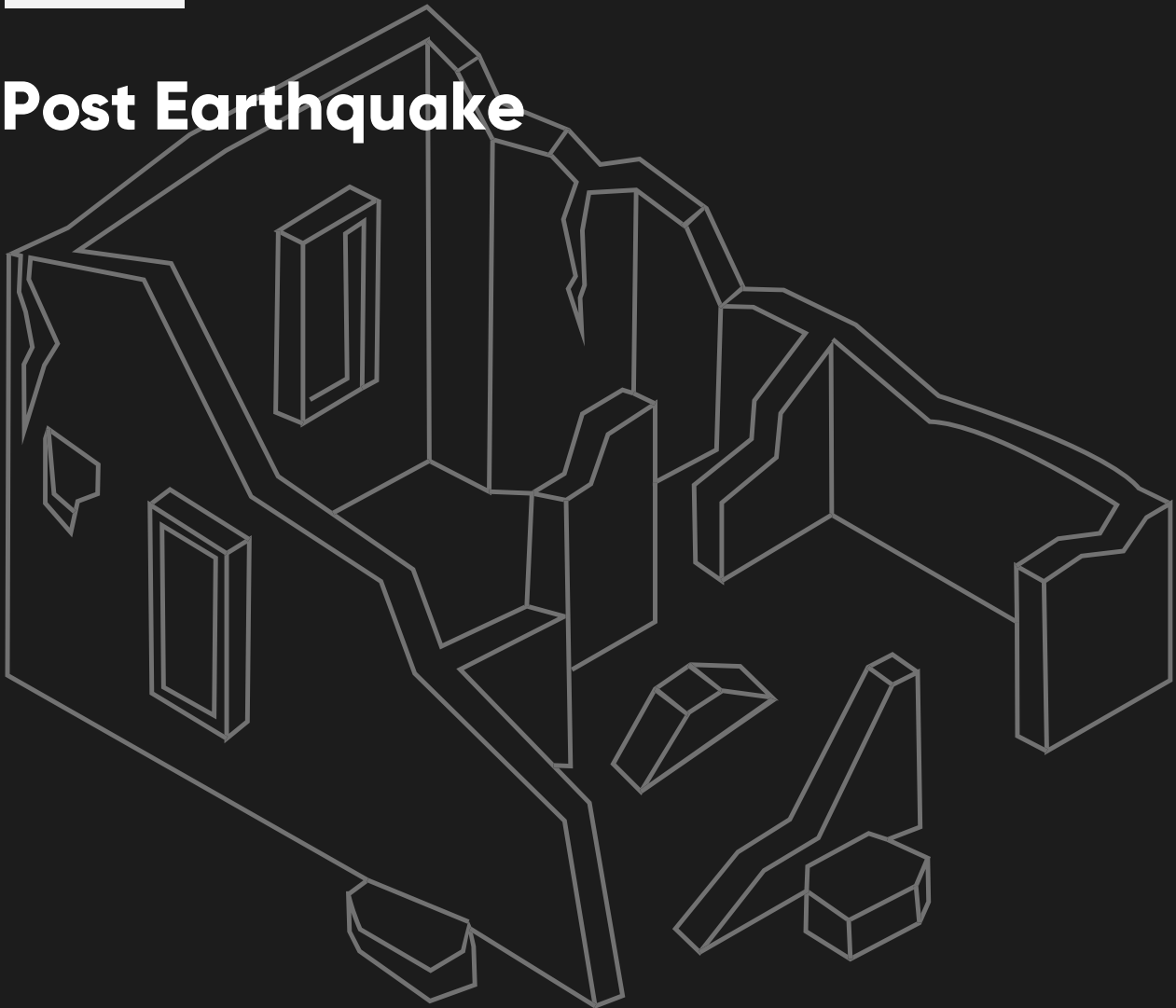


Economic Recovery **In Motion Programme**

Post Earthquake



This project was supported by
UNDP's "In Motion Programme".

September, 2020
Albania





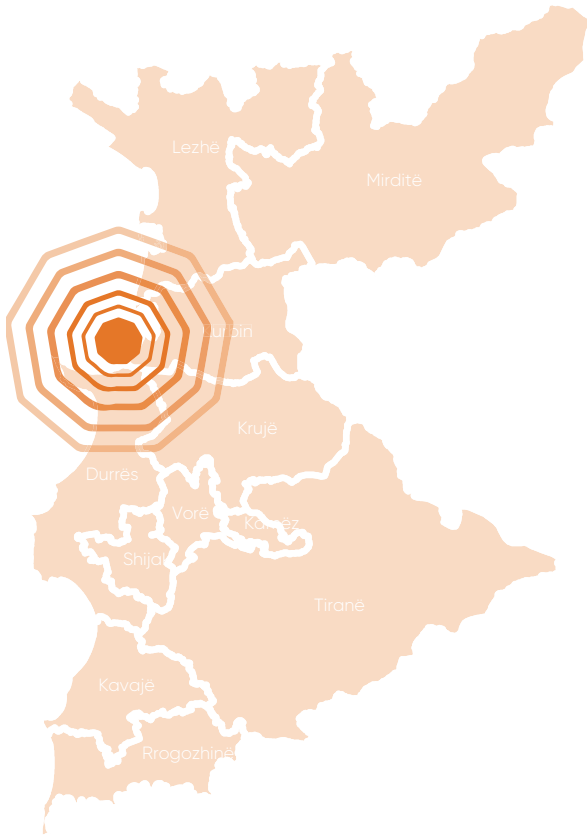
Durrës, Albania

Project Background

On **26 November 2019** a **6.4 magnitude** quake struck just before 4 a.m., 34 kilometers northwest of Tirana, Albania's capital. Consequently, **51 people** were killed, and government sources indicate about **2,000 injured**. There are reports of severe damage to social infrastructure, and several buildings have collapsed in Thumane and Durrës, the two towns highly affected by the earthquake and the numerous daily aftershocks since then, with several people trapped inside in the immediate aftermath.

While main efforts of the government and other actors are concentrated to respond to the livelihood crisis (housing, reconstruction of damaged / destroyed households) the **"In Motion Programme"** has as its main objective to provide business attention to micro and small businesses to improve their conditions through innovation in their traditional business model and the improvement of traditional trade practices by innovation in design and image of business, commercial attention and customer service, allowing to expand its market and improve its productive capacity.

The "In Motion methodology" represents a useful tool to stabilize the economic conditions of the affected business, through the strengthening of business capacities, increasing their competitiveness and improving business infrastructure.





1

Census

Gather socio-economic information from micro and small businesses.

- Digitalized process that uses geo-referenced information.
- Easy for processing information.

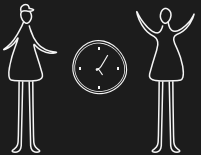


2

Diagnosis

Detailed information about the actual situation of the business and the entrepreneur.

- Business background.
- Assessment areas (market, operations, finances, family, legal matters).
- Actions to make improvement.



3

Personalized Technical Assistance

Provided by a specialized consultant who has been accredited in the "In Motion" methodology.

- Quality group training in accounting, marketing, and administration.
- On-site technical assistance to follow up on training.



4

Improved Commercial Image

The business is updated through:

- Brand development
- Basic equipment
- Advertising
- Infrastructure and/or inventory

The main objective of the **United Nations Development Program** (UNDP)'s "In Motion Program" is to update business models for micro and small businesses that require comprehensive enterprising attention to improve their production capacity and their relationship with the market.

It is a program that fosters entrepreneurship through:



Strengthening

trade practices, production capacity, and market.



Innovation

of their business model.



Updating

businesses' commercial image and equipment.

The "In Motion Program" has been implemented in Mexico, Haiti and Ecuador benefitting more than 10,000 micro and small businesses. The program arrived in Albania in 2020, in Durrës, where it has benefitted 15 business.

Following an adaptation process, the methodology's results have been very positive in the post-emergency scenario (following the Nov 26 earthquake), particularly in terms of livelihood recovery and economic reactivation.



Socio-Demographic Information

Gender

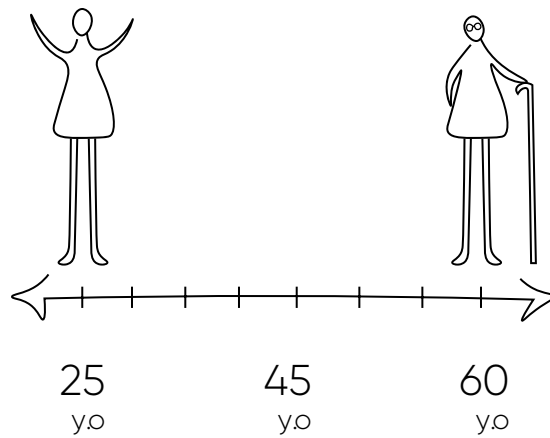


47%
female

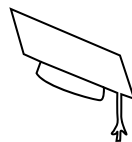


53%
male

Age



Schooling



None	7%
Elementary Education	21%
High School	44%
Vocational Training	28%
University Degree	0%



IN
MOT
ION
BOOSTING YOU

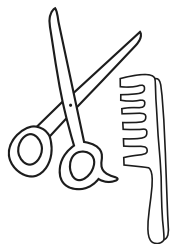
PÄÄTÖKSET
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Information about the businesses

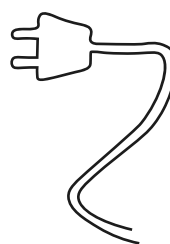
Economic Sector



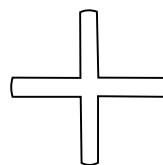
40%
Hair stylists



33%
Sale of prepared food



20%
Electrical repairs

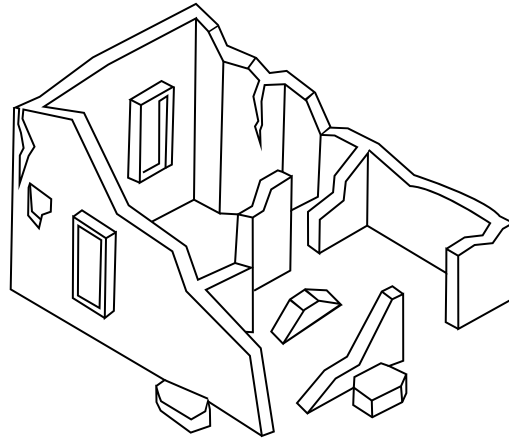


7%
Others



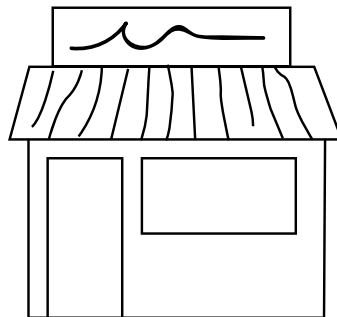


Damages suffered from the earthquake



Physic Structure	47%
Equipment	80%
Merchandise	100%

Total Assets



\$22,500
Assets of the supported business

parukeri
estetike
marli

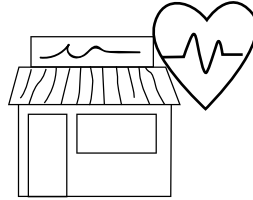


maniky
pedik
depilim fyty
me fiye.

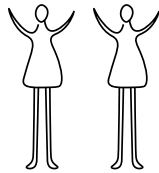




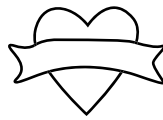
Impact Indicators



15 Businesses recovered and strengthened



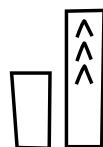
2 Direct jobs



15 Businesses have an improved commercial image



53% with defined inventory

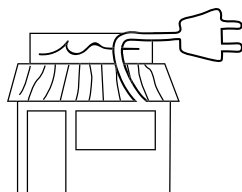


10% Increase of profits



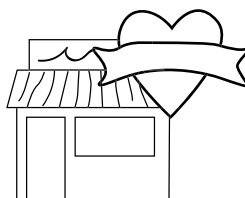


Investment in each business



\$1200

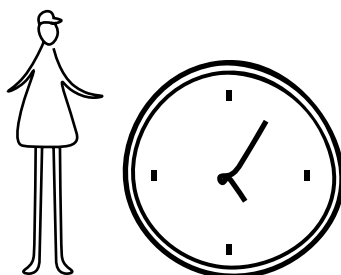
Equipments



\$300

Commercial image

Management Indicators



15

Hours of group training

300

Hours of technical assistance



Stories of Change





Businesses:

Star Elektrik

Parukeri Florida

Byrektore Hasi

Mish I Fresket Gici

Forever Young

Marli Parukeri

Berber Nazi

Rrobaqepesi Ana

Market Xhulio & Bora

Riparime Elektronike

Parukeri Alba

Xhemali Saldime

Byrek Speciale

Te Aldo

Daisy Nails

STAR ELEKTRIK

Owner: **Bardhok Hyseni**
Time in Business: **4 months**
Line of Business: **Electric Product Shop**



BRIEF DESCRIPTION OF THE BUSINESS

Bardhi is the sole income provider for his family. He has been working as an electrician abroad and decided to return and start his own business. His shop was equipped with electrical materials and lights. On November 26th, the shop was seriously damaged from the earthquake and the whole building has been classified as highly damaged. Bardhi was advised to look for another shop, as all his merchandise was stored at his house. On February 26th he found a new place to rent, not far from the previous one and within one week he started his activity.

Through the In Motion Plans, their commercial image was designed and some of their key equipment were renewed.

IN MOTION PLANS

- Creating simple selling procedures to be applied in all channels which will increase productivity and improve the business image.
- Defining roles and/or procedures that are more frequent.
- Using clear communication about the offers/promotions in all channels.
- Using the online channels for selling (especially until opening the new store) with the aim of reminding the presence of the business and keeping it going.
- Analysing sales based on time, days and products sold will improve decision making on sales, purchases and promotion actions.
- Communicating and displaying the service of electrical works will attract more clients and increase sales from both, products and service.

RESULTS



Defined
Inventory



Increase
of Profits



Online
Presence



Commercial
Image

BEFORE



AFTER



Owner: **Anila Kreku**

Time in Business: **20 years**

Line of Business: **Hairstylist**

BRIEF DESCRIPTION OF THE BUSINESS

Established 20 years ago, Florida Hairstyle has a good reputation, but there has been no investment in the last years. The damage caused by the earthquake put them in a more precarious position compared to their competitors. Their situation is a bit different, but both are the main provider in their families. The owner is living with her husband and Anila, the representative of the saloon, is married and has two little children.

Through the In Motion Plans, their commercial image was designed and some of their key equipment were renewed.

IN MOTION PLANS

- Adoption of promotions of package services which will encourage the existing clients to buy more services.
- Reaching out activities and meetings with the big hotels nearby which will increase awareness and in turn sales.
- Defining and writing simple procedures or regulations which would increase the trust of the clients and serve also as a marketing tool.
- Improvement of the waiting area.
- Keep records of sales and establish a culture of sales analysis monthly.
- Keep records of inventory.

RESULTS



Defined
Inventory



Increase
of Profits



Online
Presence



Commercial
Image

BEFORE



AFTER



BYREKTORE HASI



Owner: **Fejzulla Cenaj**
Time in Business: **11 years**
Line of Business: **Burek Store**

BRIEF DESCRIPTION OF THE BUSINESS

Established 13 years ago, owned by two brothers, Byrektore Hasi provides the sole income for their family of 13 members. The shop has enough space to prepare the pies and have some tables inside. They have a big tree inside that makes the shop very attractive. They live far from the shop and need to take at least two different transport vehicles to reach the shop. They seem to have good potential given the quality of their product and the way the shop is organized.

Through the In Motion Plans, they have designed their commercial image and renewed some of their key equipment, damaged due to the November 26th, earthquake.

IN MOTION PLANS

- Clear definition of the roles of the two brothers to save time and to increase productivity.
- Entering into agreements with big hotels that are close by or other businesses.
- Improving the internal part of the shop, by using the front space for customers.
- Writing a procedure for operating with the preparation of products.
- Writing a procedure for products conservation and a cleaning protocol.
- Developing a monthly plan purchases and sales.
- Keeping daily records about sales and purchases.

RESULTS



Defined
Inventory



Increase
of Profits



Commercial
Image

BEFORE



AFTER



MISH I FRESKËT GICI



Owner: **Martin Marku**

Time in Business: **10 years**

Line of Business: **Meat Shop**

BRIEF DESCRIPTION OF THE BUSINESS

The couple that administers the meat shop is in this business since 10 years. The shop was seriously damaged from the earthquake and the whole building has been classified as highly damaged. They rented another shop nearby but in a quieter street and they lost a lot of customers because of that. Most of their customers are regular customers. The business has some possibilities to change and improve by introducing some additional products related to the pork meet. Through the In Motion Plans, they have designed their commercial image and renewed some of their key equipment, damaged due to the November 26th, earthquake.

IN MOTION PLANS

- Activities definition and roles division.
- Developing the leadership of women.
- Establishing collaboration with restaurants and institutions' canteens to expand the market.
- Introducing new products and promotions to increase customer interest and sales (weekly promotion on skewers and half cooked products).
- Definition of rules and procedures for handling the products to increase the quality and the trust of customers.
- Using additional tools to increase food safety and security.
- Keeping records of sales to have the opportunity to compare different periods and taking decisions on investing and planning.

RESULTS



Defined
Inventory



Increase
of Profits



Commercial
Image

BEFORE



AFTER



FOREVER YOUNG

Owner: **Miriam Veruari**
Time in Business: **13 years**
Line of Business: **Barber Shop**



BRIEF DESCRIPTION OF THE BUSINESS

Miriam has already done some renovation works after the earthquake. His shop is located near the hotels that were demolished after the earthquake. He is well equipped with signs but has lost some working tools. Also, the main furnitures (seats, sink) are old and donated by some relatives to substitute the previous ones.

Through the In Motion Plans, they have designed their commercial image and renewed some of their key equipment, damaged due to the November 26th, earthquake.

IN MOTION PLANS

- Introducing times of presence for the assistant/nephew to help the organization of the work and improve skills.
- Having a clear commercial image that communicates one unique name.
- Having a dedicated online profile for the shop.
- Having shelves clearly dedicated to products and not mixed with tools or other stuff.
- Doing simple analysis of sales and purchases.

RESULTS



Defined
Inventory



Increase
of Profits



Commercial
Image

BEFORE



AFTER



MARLI PARUKERI ESTETIKE



Owner: **Marinela Kazanxhiu**
Time in Business: **2 years**
Line of Business: **Hairstylist**

BRIEF DESCRIPTION OF THE BUSINESS

Marinela is part of Roma community and has been supported 2 years ago on skills developing, professional esthetics training. The program supported also with the establishment of the business. She is 20 years old and operates the shop together with her mother. They are the sole provider for the family of five members. Due to earthquake they lost their main products and small equipment. Through the In Motion Plans, they have designed their commercial image and renewed some of their key equipment, damaged due to the November 26th, earthquake.

IN MOTION PLANS

- Using the online presence for building awareness, communicating promotions and expanding the market to increase sales and income.
- Displaying work procedures (especially the ones related to hygiene) to improve the quality and image of the business.
- Keeping records about sales, purchases and operations.
- Planning purchases based on sales to strengthen liquidity and the buying process.

RESULTS



Defined
Inventory



Increase
of Profits



Online
Presence



Commercial
Image

BEFORE



AFTER



BERBER NAZI

Owner: **Nazmi Picari**

Time in Business: **38 years**

Line of Business: **Barber Shop**



BRIEF DESCRIPTION OF THE BUSINESS

Nazi has worked as a barber for 38 years and has moved from a village in North Albania to Shkozet. He is the sole income provider for his family of six members. His shop was located in a building that was demolished after the earthquake. He rented a smaller shop nearby and restarted his activity. Through the In Motion Plans, they have designed their commercial image and renewed some of their key equipment, damaged due to the November 26th, earthquake.

IN MOTION PLANS

- Involving the daughter in recording and analysing purchases and sales.
- Writing and putting in place an hygienization protocol to increase the quality of services and to manage the times.
- Improving business visibility through the introduction of a new business sign and leaflets.
- Establishing relation with the nearby institutions to increase business awareness, trust and thus customers.
- Keeping records of sales regularly to have a better view of the profits and the areas to focus the efforts.

RESULTS



Defined
Inventory



Increase
of Profits



Commercial
Image

BEFORE



AFTER



RROBAQEPËSI ANA



Owner: **Engjëllushe Cenollari**
Time in Business: **13 years**
Line of Business: **Tailor - Sewing Shop**

BRIEF DESCRIPTION OF THE BUSINESS

Engjëllushe has been working as a tailor for several years. She had a shop in the same building where she lived, where she was working alone but the earthquake destroyed her shop and her apartment. The whole building is classified as unusable. She lost some equipment and merchandise. She has rented a smaller shop where she continues her business activity.

Through the In Motion Plans, they have designed their commercial image and renewed some of their key equipment, damaged due to the November 26th, earthquake.

IN MOTION PLANS

- Creating a procedure for the high season family help to improve peak management.
- Creation and management of the online presence by her sons.
- Expanding the offer to the big hotels to increase the demand and consolidate some products (bed sheets and tablecloths production).
- Creating promotional packages composed by the products that are sold less.
- Creating an online profile to promote and communicate with clients.
- Rearranging the shop in order to create two separated areas, one for production and one for selling.
- Having a clear idea of the stock.
- Making a simple budget for sales and purchases based on historical data.

RESULTS



Defined
Inventory



Increase
of Profits



Online
Presence



Commercial
Image

BEFORE



AFTER



MARKET XHULIO & BORA



Owner: **Anilda Kostreni**
Time in Business: **4 years**
Line of Business: **Market Shop**

BRIEF DESCRIPTION OF THE BUSINESS

The lady who is directly in charge for the shop has lost her husband in November 2019 and now is living with her parents in law, daughter, son's family. The shop is located in an area where there are other markets nearby. The shelves are organized randomly and not according to the customer behaviour. They are paying rent and a loan as well.

Through the In Motion Plans, they have designed their commercial image and renewed some of their key equipment, damaged due to the November 26th, earthquake.

IN MOTION PLANS

- Encouraging the support of the daughter who is neither employed nor going to school, will increase the quality of the service to customers.
- Appointing clear roles of family members from the business will benefit the management of time and quality of the service.
- Underscoring the sales on the local products (olives, milk, eggs from local farmers) for differentiating the supply from the competition.
- Applying promotions on these local products with the aim of increasing sales and attracting new customers.
- Organizing shelves according to customer behaviour and basic needs products.
- Making specific products more visible, will increase impulsive sales at the cash desk.
- Recording sales based on products classification will give a better idea of the profit.
- Putting in place a pricing policy.

RESULTS



Defined
Inventory



Increase
of Profits



Commercial
Image

BEFORE



AFTER



RIPARIME TË NDRYSHME ELEKTRONIKE



Owner: **Rodion Rrapi**
Time in Business: **6 years**
Line of Business: **Electronic Service Store**

BRIEF DESCRIPTION OF THE BUSINESS

Rodion is running an electronic repair shop since a few years in Durres. He is living with his parents, that help him to run the business. His shop is located in one of the building that were damaged the most. He lost some products and his most important equipments (Reballing Machine and the Microscop). Through the In Motion Plans, they have designed their commercial image and renewed some of their key equipment, damaged due to the November 26th, earthquake.

IN MOTION PLANS

- Defining and writing clearly tasks and procedures.
- Having a clear and distinctive business image.
- Creating a simple protocol for receiving and giving back products for repairing.
- Following the 5S philosophy, cleaning the shop and making order for the various parts, products and tools.
- Analysing products/services that are most required, allows further specialisation.
- Being present online, where most of the users of business potential product/service are.
- Having a clear view on the inventory to manage exact information about business worth and flow of stock (products and spare parts).

RESULTS



Defined
Inventory



Increase
of Profits



Commercial
Image

BEFORE



AFTER



PARUKERI ALBA



Owner: **Alba Xheladini**
Time in Business: **8 months**
Line of Business: **Hairstylist**

BRIEF DESCRIPTION OF THE BUSINESS

Alba is part of Roma community. She has been supported by a local NGO to acquire skills on hair dressing and esthetics. She has three children and lives with her husband and his parents. Her husband doesn't have a full-time job. Her shop is located on the ground floor of her house but lacks any kind of signage. She is also not promoting it in any of the online platforms. The earthquake damaged most of her equipments.

Through the In Motion Plans, they have designed their commercial image and renewed some of their key equipment, damaged due to the November 26th, earthquake.

IN MOTION PLANS

- Combining services to create promotional campaign which will increase sales and change mentality/traditions of the community towards beauty services.
- Using other channels of presence (online media) to build awareness and to attract new customers.
- Setting the waiting area and the working station in front of products that are for sale.
- Keeping inventory of all the products to improve purchasing procedures and stock levels.
- Keeping records of sales to improve the decision-making process on services provided/customer needs, promotions and profits.

RESULTS



Defined
Inventory



Increase
of Profits



Online
Presence



Commercial
Image

BEFORE



AFTER



XHEMALI SALDIME

Owner: **Xhemal Avdi**
Time in Business: **19 years**
Line of Business: **Welder**



BRIEF DESCRIPTION OF THE BUSINESS

Xhemal is part of Roma community and started working as a welder in Greece where he gained most of his experience. His workshop is in the ground floor of his damaged house and now lacks a lot of equipments and tools.

Through the In Motion Plans, they have designed their commercial image and renewed some of their key equipment, damaged due to the November 26th, earthquake.

IN MOTION PLANS

- Identifying businesses to collaborate with and establishing a business relation with to increase demand and thus sales.
- Building awareness activities (leaflets distribution, SMS reminders, etc.) to increase the demand.
- Applying the 5S Philosophy to have a clear and ordained workplace.
- Keeping records of sales and materials invested in products to adopt an accurate pricing procedure.
- Keeping record of needed basic materials to improve purchasing process and increase liquidity.

RESULTS



Defined
Inventory



Increase
of Profits



Commercial
Image

BEFORE



AFTER



BYREK SPECIALË



Owner: **Paulin Nikolli**

Time in Business: **10 years**

Line of Business: **Burek Store**

BRIEF DESCRIPTION OF THE BUSINESS

Paulin has a long experience in preparing pie and also serves coffee at his shop/bar. He works there with his wife and his two children that help him sometimes. This is the only income provider for the family. His shop doesn't have visible damages but the main equipments to run the business have been damaged. Through the In Motion Plans, they have designed their commercial image and renewed some of their key equipment, damaged due to the November 26th, earthquake.

IN MOTION PLANS

- Introducing written tasks for the activities that family members perform.
- Diversifying the offer with similar products and innovative ones to increase the market share.
- Introducing new equipment to have more production capacity and time efficiency.
- Adopting simple procedures written and showing safety signs, especially in the kitchen.
- Adapting the seats and tables for a fast food place to reduce the time that customers spend seated.
- Analysing and comparing data of sales and purchases to have a clear view on how the business is going and what to improve.
- Budgeting sales and purchases based on their analysis will give the exact performance of the business.

RESULTS



Defined
Inventory



Increase
of Profits



Commercial
Image

BEFORE



AFTER



TE ALDO

Owner: **Suela Driza**

Time in Business: **12 years**

Line of Business: **Bar Restaurant**



BRIEF DESCRIPTION OF THE BUSINESS

Suela has a diner where she serves breakfast and lunch. Her shop is in the ground floor of a damaged building which is unlivable for the moment. Suela is very diligent and has already started to clean the space from ruins and dirt. She is looking forward to restart her business but for the moment she has to wait for the building to reconstruct. Suela lives in Xhafzotaj and her shop is in the beach area. This is the only income for her family of four.

Through the In Motion Plans, they have designed their commercial image and renewed some of their key equipment, damaged due to the November 26th, earthquake.

IN MOTION PLANS

- Having the roles and task of all the family members who contribute to the business.
- Having a limited menu to improve the quality of business activities, products and service, management of stock and create a personal profile of business.
- Creating a commercial image to give the opportunity to the business to be more competitive and present in the market.
- Communicating periodically with the regular customers about their demand.
- Having plans for ad-hoc offers (or even give-aways) will reduce costs and improve the image of the business in the community.
- Having records of stock flow and sales to increase the storing quality and standards.
- Having clear data on what is sold more easily or preferred by customers to increase efficiency of work and sales.

RESULTS



Defined
Inventory



Increase
of Profits



Commercial
Image

BEFORE



AFTER



DAISY NAILS



Owner: **Desilda Gjoka**

Time in Business: -

Line of Business: **Nails Salon**

BRIEF DESCRIPTION OF THE BUSINESS

Dila is a middle aged women living with her daughter (25) and her son (18). She has health issues after a car accident that happened some years ago. Their house is completely ruined and classified as highly damaged, therefore they have rented an apartment in the beach area. As the health of Dila got worse due to the earthquake consequences, their expenses rose up which lead to her daughter taking a course on nails care and make-up skills so she could start a business as a source of income. She is now looking for a shop nearby the new place that they live and until she finds it, she will provide her esthetics service remotely.

Through the In Motion Plans, they have designed their commercial image and renewed some of their key equipment, damaged due to the November 26th, earthquake.

IN MOTION PLANS

- Scheduling Desilda's time with a clear division between caring for the mother/house and business.
- Elaborating and applying an aggressive communication/marketing campaign at the beginning with the aim of raising the awareness of the business and attracting customers.
- Using various communication channels (flyers, business cards, online media and reviews).
- Applying promotions of both services for the first month to attract customers.
- Applying rigorously all the elements of 5S Philosophy to create a good image of the business.
- Introducing an expected budget of sales and purchases to check the market and correct the operations quickly.
- Keeping records of sales and analysing them to have a clear idea of how business is going at any time.

RESULTS



Commercial
Image

BEFORE



AFTER



Gallery



IN
MOT
ION
BOOSTING YOUR
BUSINESS!



#BuildForwardBetter