

**Market Assessment**

(Aden, Yemen)

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## Executive Summary

This paper presents the results of the market assessment in the districts of Crater, Mualla, and Tawahi in the city of Aden. This assessment aimed to determine the market gaps and the opportunities available for emerging microenterprises by women and youth, in addition to the most important challenges and threats that face small and micro-enterprises. The study also listed 25 innovative products and services that are most in demand and are not being provided by the market now, and represent opportunities for youth and women.

The study was carried out during the period from May to June 2017. In order to achieve the goals of the assessment, a common quantitative and qualitative approach was used, in addition to a participatory methodology, in order to get data and information. Thirty-one interviews were carried out with a wide range of individuals, including people from the local authorities, the local councils, influencers in the local communities, civil society organizations and international and local NGOs, training services providers, and other concerned parties. In addition to that, 9 discussions were organized for focus groups that were attended by 98 participants (41% female and 59% male). There were also three quantitative surveys that were carried out, and they are: survey of the demand of consumers, which surveyed 131 consumers (51% female and 49% male), a survey of market opportunities, which surveyed 127 businesses and service providers (39% female, 61% male), and, finally, a survey of youth and women, which covered 158 youth and women in the targeted districts (52% female and 48% male). In addition to that, 9 field observation visits were carried out to local institutions and markets, as well as the most important transportation and business centers in these districts.

The methodology used is the pre-selection of the sample, based on certain determinants, like geographic scope and a sample based on the income of the focal group and a random sample, taking into account the defined weaknesses and gender in these groups. The actual sample exceeded what was planned for in all tools. With regards to the process of collecting information, it was carried out during June 2017 by three teams (a team for each district).

## Conclusions

The city of Aden went through a war from the end of March and until the middle of July 2015, and all types of weapons were used during this war, causing a lot of damage to the city. This damage was mainly concentrated in urban areas. Before and after this war, the city of Aden suffered from instability and violence from extremist groups or from of the clashes with government forces. Because of this, and directly after the end of the violence, a number of the districts in the city of Aden suffered from

severe economic shocks, disruption of income, a severe shortage of public services, and similar effects on livelihoods and the production of the people. In addition to that, unemployment rates that were already high before these events went up. Despite the implementation of limited reconstruction programs, the living conditions and job opportunities for women and youth are still limited.

Many studies and projects have stated that vocational training in the field of entrepreneurship is an effective way to support at-risk youth and women, and that it is an effective method to enable them to earn a sustainable income and help them establish their own businesses, which can provide them with an income and help develop their communities.

This study covered three urban districts that were chosen in the city of Aden. The people of these districts practice a diverse range of activities, like holding jobs in the public and private sectors, fishing, commerce, and providing services. In March 2016, Aden was officially announced as the temporary capital of Yemen. The 2017 Comprehensive Review of Humanitarian Needs states that 77% of the people of Aden need humanitarian aid in one form or another to meet their basic needs<sup>1</sup>.

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<sup>1</sup> Office for the Coordination of Humanitarian Affairs (2017), Comprehensive Review of Humanitarian Needs.

### **1.1. Demand for Services and Consumer Goods**

The assessment concluded that food goods, clothes, shoes, handicrafts, electronics, fishing equipment, restaurants, cafes, sewing workshops, maintenance work, hair dressers, transportation, and medical services are the most demanded in the targeted districts. The assessment also found that the services and goods that are available in the targeted districts do not live up to the level of satisfaction demanded by the consumers. This is for a number of reasons, including high prices, low quality, and bad customer service.

These factors, together, lead to the consumers not being satisfied with the services and goods that are available for sale, and so the weaknesses in current businesses can be taken advantage of and turned into opportunities through training in technical skills and entrepreneurship. The graduates of these training programs can be made more competitive in the job market, especially with regards to the preparation of projects, marketing, customer service, and gaining customer satisfaction. The results also show that there is an opportunity to develop or improve the quality of most of the products that are available on the market to make them income-generating project opportunities for youth and women.

New and innovative products that meet the needs and desires of the consumer can also be provided. These services, that are either unavailable or not good enough, include interior design, photography services, short film production services, business services, different maintenance services, products and services in the technology sector, in addition to small industries, like making jewelry and gift boxes, decorating shoes and reselling them, drawing on glass, making accessories for mobile phones and cars, the food industry, and others.

### **1.2. Supply and Markets**

The results of the study showed that the local economies inside the targeted districts depends on official sectors, because these districts are urban districts, but unofficial sectors make up an important part, like small- and micro-enterprises. The current composition of the markets in the targeted districts is mostly made up of medium-, small-, and micro-enterprises, and they are mainly in the commercial, service, and handicraft sectors.

The assessment concluded that there is a shortage in the supplied goods and services in the market, including financial services, maintenance of solar power systems, business services, recreational services, packing and marketing services, in addition to innovative goods and services, like graphics design, interior design, short film production, photography, web design, as well as industries like

making accessories for mobile phones, making toys, jewels, or gifts, decorating shoes and reselling them, drawing on glass, making foreign and non-traditional sweets, and recycling.

The study shows that the most important strengths for the current projects and professions is the good experience and knowledge of the market, as well as the availability of human resources. There is not enough capital, the marketing is weak, and there is a weakness in the skills, especially in the highly technical skills and the project management skills. There is a weak presence for a number of goods, and weakness in the innovative and creative abilities and the skills to develop goods and services. Operational expenses are high, and there is a lack of diversity in the goods and services that are being provided. Another weakness is that consumers are not satisfied with the goods and services that are being provided. These are the most prominent weaknesses. The city being designated as the temporary capital, the relative improvement in the economic and security situation in Aden, the expansion in reconstruction activities, the good relations that some businesses have with their customers, and the changing taste of consumers towards modern and innovative goods and services all represent real opportunities for youth projects. The study also listed a number of current and possible threats that could affect the youth projects, and the most important threats are the security situation, the weak basic services, especially electricity, exchange rates and inflation, the weak purchasing power of the people, and the increased competition, especially in traditional projects.

Most entrepreneurs have not had enough training in the technical skills that they need, especially in the theories, in addition to entrepreneurial skills. Women, for example, face a number of factors that limit their participation in entrepreneurship, like: their movement being limited, and not being able to get to business support services (financial services, marketing services, or consulting services). Cultural and social factors also led to limiting and stereotyping gender roles, not to mention the lack of a number of important skills, like business development and marketing skills, financial and accounting literacy, and lack of knowledge and skills. Similarly, with regards to the youth who started their own businesses to generate income, their lack of necessary technical and entrepreneurial skills, as well as the lack of capital, are the biggest causes that limit the development and abilities of the small and micro-enterprise sector, especially innovative projects.

### **1.3. Women and Youth**

Unemployment rates among women and youth in the targeted districts in the governorate of Aden are very high, and only 35% of the youth and women interviewed were employed. The rates of people that are involved in income-generating businesses, especially entrepreneurship, were very low.

Most of the women and youth that were included in the study expressed their readiness to start their own businesses because this provides them with sustainable incomes, especially at the current time. They are not able to do this for a number of reasons, including: not having the right financing, high

risks of financing, economic obstacles and security and political instability, inability to get training in the skills that they need, not getting support from their families, communities, and society, and the absence of support services or the basic infrastructure, like electricity. In addition to that, the educational system in Yemen does not give women and youth the necessary technical skills that they need to start their own businesses, and the chances that they get to get the knowledge and skills that they need are very limited.

Most of the youth projects in the targeted districts were commercial or service projects, in addition to some projects in handicrafts. The most important fields that are preferred or in demand by youth and women in the targeted districts are services: computer repair, maintenance, and tech support, printing and design, interior design, short film production, photography, repairing computers, web design, and installing and maintaining solar power systems, etc. As for the commercial projects, they include ice cream shops, stationery shops and bookstores, selling shoes, bags, and accessories, selling clothes, selling and raising birds and fish as pets, selling cosmetics, sweet shops, shops to sell spare parts, and shops that sell incense and perfumes, etc. With regards to industry and handicrafts, the projects include: making mobile phone accessories, making jewelry and gift boxes, decorating shoes and reselling them, drawing on glass, making sweets, traditional handwoven textiles, recycling, making local incense and perfumes, making women's handbags, etc.

We recommend encouraging women and youth to diversify their projects to meet more of the needs of the market and cater to different tastes. It is clear that giving women and youth the technical and professional knowledge and skills, in addition to the business skills, and helping them start their own businesses in different sectors, including the commercial, service, industrial, handicraft, and social entrepreneurship sectors, will have a large social and economic effect on the local communities. It will also help provide sustainable opportunities for income. The increase of small enterprises will have a positive effect on local economic growth, and it will also decrease the rates of poverty and unemployment. This can be a tool to strengthen social integration and ties in the areas that are at risk, and will help keep youth away from terrorist organizations and armed militias.

Similarly, small women's enterprises will provide a number of benefits for women, including flexible work hours. It will also be more flexible for them, allowing them to work from home or nearby. This will make it easier for them to go into the business sector. Women believe that being able to work near their homes makes it easier for them to work and be more independent. It makes them less reliant on others and allows them to rely less on social support. Entrepreneurship is a method to improve the lives of individuals, families, and communities, and it can also help provide a healthy economy and work environment.

A number of challenges that are faced by new small enterprises in the targeted districts were determined, and they are:

1. Inability to get suitable financing.
2. Economic obstacles, like rising poverty rates among the residents of the targeted districts, and the rising inflation.
3. Fluctuating markets, and increasing competition in traditional activities.
4. Absence of support from families and local communities.
5. Weak infrastructure, like electricity
6. Security situation

## Recommendations

Based on the results of the assessment, we have come up with the following recommendations and suggestions:

1. Creating and implementing a complete program that includes that following activities:
  - a. Implementing a number of training that is made up of life skills, technical skills, and entrepreneurship, and this training must focus on the creative and innovative professions and projects that are recommended in this study.
  - b. Strengthening an environment that enables entrepreneurship and strengthening the ties between youth entrepreneurs and related entities, as well as creating networks for youth entrepreneurs in the targeted districts.
  - c. Support services: Linking the targeted women and youth with microfinancing, supervising, and mentorship service providers, and providing seed funding in the form of small grants.
  - d. More integration with business networks and markets, and getting financing, in addition to providing business development services through strategic partnerships with business associations, local authorities, and service providers, as well as business support centers wherever they are found, especially in Aden.
  - e. The program should include, after the theoretical training, professional apprenticeship with established businesses.
2. Creating strict selection procedures, and ensuring that the weakest groups, like unemployed women and youth, are given the most attention for entrepreneurship. This includes establishing an independent selection committee.
3. Including government entities, local councils, social leaders, and the private sector, and building on whatever possible for those entities in order to help the project team and implementation partners while coordinating with them.

4. In order to ensure the sustainability of the intervention for the women and youth, creating a suitable environment for entrepreneurship in the targeted local communities. This might include linking the intervention between the women and youth entrepreneurs with stakeholders, and establishing women and youth entrepreneur networks in the targeted districts. These networks will be like local groups and networks that could unofficially teach skills and provide group effort to get to new markets. For this, the project might focus on developing local groups and networks for women and youth in the targeted communities. The truth is that creating these kinds of groups to benefit from is not just an opportunity to expand their businesses by benefitting from economies of scale, it will also strengthen their ability for collective bargaining.
  
5. Developing the system of professional apprenticeship and building ties between the private sector and the women and youth so that they can practice their skills in the actual market, and strengthening professional trust and competitive ability for businesses.

## Introduction

Yemen is one of the least developed countries, and it is one of the poorest countries in the world. It suffers from high poverty rates and a bad infrastructure. Before the intensification of the conflict, Yemen was ranked 154<sup>th</sup> out of 177 countries in the Human Development Index. Yemen suffers from the highest rates of poverty and unemployment and low security among Arab countries, and it has a population of around 26 million people, with a yearly growth rate of around 3%. Yemen has a youthful population, with 75% of the population under the age of 30. Urban centers are distributed over a vast geographic scope, and 75% of the population live in rural areas.

Yemen has faced a number of challenges and problems, like population growth, faltering economic development, depletion of water, and low levels of health and educational services. There is widespread poverty, mismanagement, and lack of security, and these things have only gotten worse with the continuing war and lack of political stability. The continuing crisis has had a negative effect not only on the livelihood of the affected people, it has also affected the national economy and the labor market at all levels.

The long conflict has seen a lot of violence, extremism, and poverty, which has not allowed the continuation of human development, and destroyed the infrastructure, which was very weak in the first place. The conflict has also opened up many opportunities for armed groups, and increased the disparity between the genders. It has weakened the rule of law and made it difficult to reach basic services. The expanding conflict in Yemen has been going on for more than two years, and it has led to a number of consequences, including the destruction of the basic infrastructure, loss of livelihood, stoppage in social services, and the near collapse of the social and economic conditions in the country.

According to the World Bank (2014), more than half of the population of Yemen live under the poverty line. During the past two years, the war has left 14 million Yemenis suffering from lack of food security and in need of urgent aid. Around 2.8 million people have been displaced from their homes. In addition to that, 82% of the people need humanitarian aid to meet their basic needs. Violence has changed social and economic structures, and has increased poverty and the mechanisms of social support and cooperation between local communities.

The current crisis also has a large effect on the Yemeni economy. Inflation has gone up, and there is no economic stability. There is uncertainty. The Yemeni riyal has become very weak, and the GDP has shrunk. Civil servant salaries are not being paid, in addition to there being limited opportunities for credit and financial services. According to the Ministry of Planning and International Cooperation, the

GDP of Yemen has shrunk by around 35% in 2015, and this is due to a decrease of 75% in revenue from oil and gas, which covered more than 75% of the total general budget of the government. The foreign currency reserves of the Central Bank of Yemen have also gone down to worrying levels, and the value of the Yemeni riyal has also gone down. The riyal has lost 46% of its value, and inflation went up to 36% in 2015, which led to an increase in the price of food and a decrease in the purchasing power of families, making it harder for them to get food.

Many investments and benefits of development have gone in the recent past, and, due to the crisis, economic activity on the ground has come to an almost complete stop. It has been negatively affected because of the lack of fuel, food, and basic goods, as well as the siege imposed on exports. The large-scale destruction of the social and economic infrastructure, and increasing effect of the conflict on the lives and livelihoods of the people, have dire consequences on development in the long-term.

In addition to that, small- and medium-sized enterprises were the most affected, and they were affected directly by the conflict. According to the quick business survey of the United Nations and the SMEPS (2015), more than 26% of all types of enterprises have been closed since March 2015. The survey showed that 35% of medium-sized enterprises, 27% of small enterprises, and 24% of microenterprises have closed, compared to 17% of large enterprises. According to the damage and needs assessment for Yemen that was carried out by the International Labour Organization in 2016, employment went down by 11.6%, and this is caused by the current crisis. While the number of working women went down by 30% since 2014.

Yemen is suffering from rising unemployment rates. Unemployment was recorded at 40% in 2014 (World Bank, 2014). It is estimated that unemployment reached 60% among the youth, and it is expected to reach 65% in 2016 as a result of stopped investment projects and the laying off of a large number of workers in the private sector. Unemployment remains a large problem that faces development in Yemen because it effects society, security, and the economy. This has only increased the feeling of hopelessness and despair among the youth, and has put them under the dangerous influence of armed extremist groups and terror organizations.

Entrepreneurship training is a way to support youth and women that are at risk and are looking for sustainable business opportunities because the educational system in Yemen has not prepared youth and women to become entrepreneurs and work for themselves. In addition to that, getting the necessary knowledge and skills to develop businesses is very limited in Yemen, and it is unavailable in all of the targeted districts.

This study presents the results of the market assessment to determine the opportunities in enabling women and youth in three districts in the city of Aden. These districts are Crater, Mualla, and Tawahi.

The main goals of this assessment are to determine the market gaps and opportunities for new businesses, in addition to determining the most important challenges and threats that are faced by small and micro-enterprises in the targeted districts. The study focused specifically on women and youth projects. In addition to that, there are the specific goals of the assessment, including:

- Shedding a light on the economic situation in the targeted districts, including financial assets, financial and human resources, and others.
- Determining 25 innovative and creative products and services that are most in demand and are not being provided by the market now, and are opportunities for youth and women. The capital required for these should be around 800 USD.
- Determining opportunities for microenterprises that enable women, especially social projects.
- Running SWOT analysis (strengths, weaknesses, opportunities, and threats) for 25 innovative and creative products or services, and at least half of them must be suitable and possible for female entrepreneurs.
- Specifying 10 subjects for vocational training as a priority that is in line with the market assessment and SWOT analysis.
- Preparing a list of the vocational training institutes that provide theoretical and practical training.

The study was carried out during the period from May to June 2017. In order to achieve the goals of the assessment, a joint qualitative and quantitative methodology was used, in addition to a participatory methodology. This was done to get data and information from the point of view of women and youth, as well as business owners, consumers, the market, the local authorities, the private sector, training service providers, local civil society organizations, and international organizations. This methodology included a number of tools, including interviews, focus group discussions, in addition to three different surveys/questionnaires (consumer demand survey, market opportunity survey, and women and youth survey). There were also field observations.

The study sample was chosen using preselected groups according to specific criteria. For example, they were chosen geographically, and the method of taking cluster samples side by side and random samples. Criteria for vulnerable communities and gender were taken into account. The actual samples exceeded the different planned tools for the study.

### **1.1. General Introduction to the City of Aden and the Targeted Districts**

The governorate of Aden is in the southwest of the country, and it overlooks the Gulf of Aden in the south. It has an area 518.5 km<sup>2</sup>, and is 363 kilometers from the capital, Sana'a. It has a population of 966,424 people, and its population makes up 3% of the total population of the country. The governorate of Aden is made up of 8 districts. In March 2015 Aden was declared the temporary capital of Yemen.

The people of Aden are employed in a number of industrial, fishing, commercial, and service professions. Among the most important components in the industrial sector is the refining of petroleum, which has been carried out in the city since the 1950s. Fishing is also considered one of the most important traditional professions of the people in the coastal area, while farming and raising livestock is not considered one of the main activities. It was declared a free trade zone in 1991.

Aden is a coastal area that overlooks the Gulf of Aden, and it is open to the Arabian Sea and the Indian Ocean. Aden can be divided, geographically, into two parts: coastal Aden, which is made up of two peninsulas, Greater Aden (Crater, Mualla, Tawahi, and Khawr Maksar) and Little Aden (Buraiqah), and land Aden, which is made up of Dar Sa'd, Mansoura, and Sheikh Othman.

Map of the Governorate of Aden



According to the Overview of Humanitarian Needs (2017), 77% of the population of the governorate of Aden need a form of humanitarian aid to meet their basic needs. The governorate also suffers from high unemployment, and, according to the local council, the unemployment rate is around 60%, with most of the unemployed being youth. The low rate of education and lack of professional skills and experience, as well as the lack of employment and opportunities, along with the security problems, are the main challenges that are faced by women and youth in Aden.

Aden is made up of 8 districts. This study covers the districts of Crater, Tawahi, and Mualla (see Table 1, below).

Table 1: Population and Other Indicators for the Governorate of Aden

Indicator	Crater District	Tawahi District	Mualla District
Population	126,799	88,740	81,992
Percentage of Males	50%	50%	50%
Percentage of Females	50%	50%	50%

Area in kilometers squared	13 km <sup>2</sup>	11 km <sup>2</sup>	4 km <sup>2</sup>
Number of families according to 2004 census	12,881	8,566	8,120
Literacy rate among adults of both genders	18.2%	20.1%	19%
Percentage of families that do not have suitable sewage system	2%	1%	3%
Percentage of families that use wood, coal, and kerosene for cooking	3%	1%	3%
Percentage of families that do not have running water in their homes	3%	3%	6%
Percentage of families that do not use electricity for lighting	3%	2%	3%

## References:

- Social Fund for Development, 2016
- National Information Center, 2017

### Crater District

The district of Crater has an official name, and it is the Sirah District, but the people call it Crater. Crater is a peninsula that has an area of 200 km<sup>2</sup>, and it is located on an extinct volcano. The historical port in the Gulf of Sirah is located here, and this port is known for its natural depth. The port is also surrounded by mountains, which made it easier for ships and boats to port easily and safely, and blocked winds. The district is around 9.5 kilometers from Aden International Airport, and it is linked to the rest of the districts of Aden by a modern road network.

Among the most prominent tourist landmarks in the district is the Sirah Castle, the Aden Cisterns, Masjid Aban and Masjid Al Aidarous, Aden Mall, the Abdali Sultan Palace, and Manarat Aden.

The district of Crater includes a number of the major and active markets in the governorate of Aden, and the most important of these markets are: Souq Al Taweel, Al Za'faran, Al Baz, Al Maydan, Al Kadr, Al Jumlah, Central Vegetable Market,... A lot of people in Crater get their income from commerce, services, and government jobs, in addition to fishing and working in the private sector.

### Tawahi District

It is one of the districts of the city of Aden, and it is located in the southeastern part of the city. It overlooks the Gulf of Aden and has an area of around 11 km<sup>2</sup>. Tawahi is considered the center of the district, and it includes a number of neighborhoods: June 7<sup>th</sup>, June 22<sup>nd</sup>, October 14<sup>th</sup>, Tawahi Al Thawrah, Salem Omar, and Qaloo'ah.

The most beautiful beaches in Aden are located in Tawahi, and they are: Gold Mohr (Golden Coast), Arosat Al Bahr Coast, Elephant Coast, and others. For this reason, tourism is active in the district, especially internal tourism. The district also includes a number of landmarks, and they are Tawahi Port and Elephant Trunk.

There are a number of markets in Tawahi, the most important of which is: The Central Meat and Vegetable Market. Many of the people in the district of Crater make a living from government jobs, fishing, small or micro-enterprises, and working in the private sector. Fishing is one of the main sources of income for 30% of the people.

### **Mualla District**

The district of Mualla is bordered by the ocean from the west, and it has an area of only around 4 km<sup>2</sup>. Mualla is divided into a number of areas, and they are: Dakat Al Kabsh, Al Raees (Madram), Al Kabsah, Hjaif, Hafoon, Sheikh Ishak, Castro, and Mualla Kashah (Radfan).

There are a number of markets in the district of Mualla, the most important of which is the main street in Mualla and the Central Vegetable Market. Many of the people in the district make a living from government jobs, fishing, small and micro-enterprises, and jobs in the private sector.

## **2. Methodology**

### **2.1. Study Methods and Sample Size**

In order to achieve the goals of the assessment, a common quantitative and qualitative approach was used, in addition to a participatory approach to get data and information from the point of view of women, youth, business owners, consumers, markets, local authorities, the private sector, training service providers, local civil society organizations, and international organizations. This methodology included a number of tools, like desk reviews, key informant interviews, focus group discussions, in addition to the implementation of three surveys (consumer demand survey, market opportunity survey, and women and youth survey), and observations. They are summarized in Table 2, below.

Table 2: Tools and Sources of Data, and Number of Participants

<b>Method</b>	<b>Aden</b>			<b>Total</b>
	<b>Crater</b>	<b>Tawahi</b>	<b>Mualla</b>	
Interviews	10	10	11	31

Focus group discussions		3	3	3	9
Surveys	Consumer Survey	44	44	43	131
	Market Opportunity Survey / Business Owners	44	40	43	127
	Women and Youth Survey	54	54	50	158
Observations		3	3	3	9

Like the table above shows, 31 interviews were carried out with a diverse group of people, including the local authorities, the local councils, influencers in civil society, NGOs, and international organizations, training service providers, and others. In addition to that, 9 focus group discussions were organized, and they were attended by 98 participants (41% female, 59% male). Three quantitative surveys were also carried out, and they were: survey of consumer demand, which included 131 consumers (51% female, 49% male), survey of market opportunities, which included 127 commercial establishments/service providers (39% female, 61% male), and, finally, a survey of women and youth, which covered 158 youth and women in the targeted districts (52% female, 48% male). In addition to that, there were 9 field observation visits that were carried out to local institutions, markets, and the most important transportation and commercial locations in the districts.

The study used a consultative approach, and worked with the UNDP team in Aden during all of the stages of the assessment. The general framework of the study, as well as the tools used for it, were designed after extensive consultations with the UNDP team. The field work to collect the initial data started after the approval of the data collection tools and the field plan. The field activities were also carried out with the support of the UNDP team.

**2.2. The Stages of Development and Implementation of the Assessment**

Planning for the implementation of the assessment took place over 25 days, while some of the activities, specifically the analysis of the data, took more time than was planned for them. The steps of the implementation can be summarized in five steps, as follows:

Preparation Stage (Reviewing literature and secondary information, developing work plan, preparing initial report, creating the final draft of the detailed work plan and assessment tools)



Training assessment team, testing and trying out the assessment tools, and reviewing and putting the final touches on the tools.



Implementing the field assessment and collecting information.



Preparing reports and documenting the results of the field work, and preparing the final draft of the assessment report.



Final report (Putting final touches on the draft report in accordance with the comments of the UNDP, then preparing the final report)



### 3. Results of the Study

#### 3.1. Skills and Livelihood Opportunities

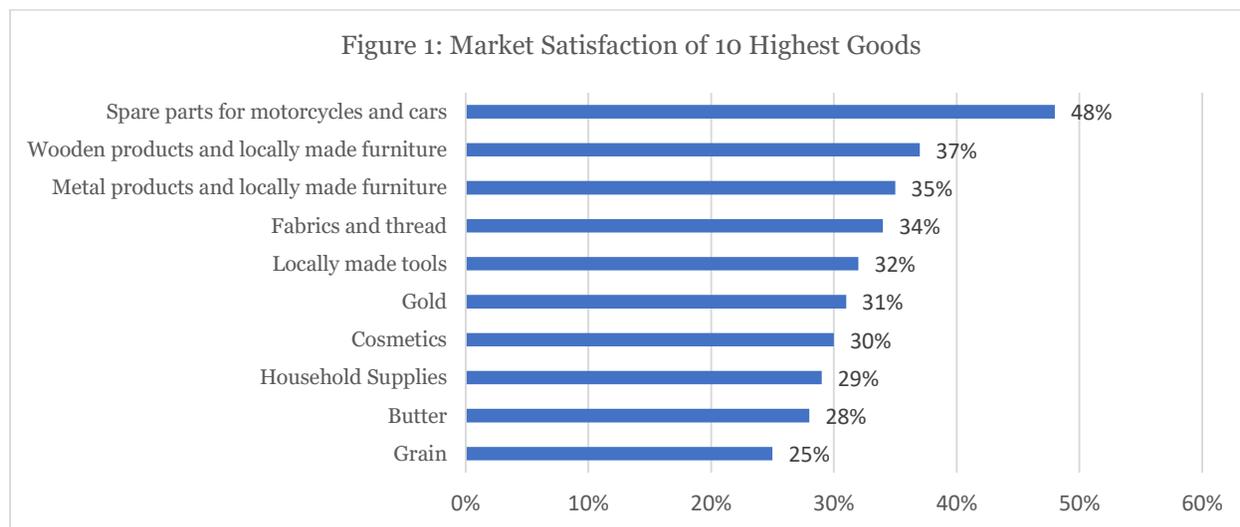
This part presents an analysis based on the evaluation of the demands of consumers and the supply in the market, in addition to livelihood opportunities that are available to women and youth in the targeted districts in the governorate of Aden (Crater, Tawahi, Mualla).

##### 3.1.1. Demand from the Consumers

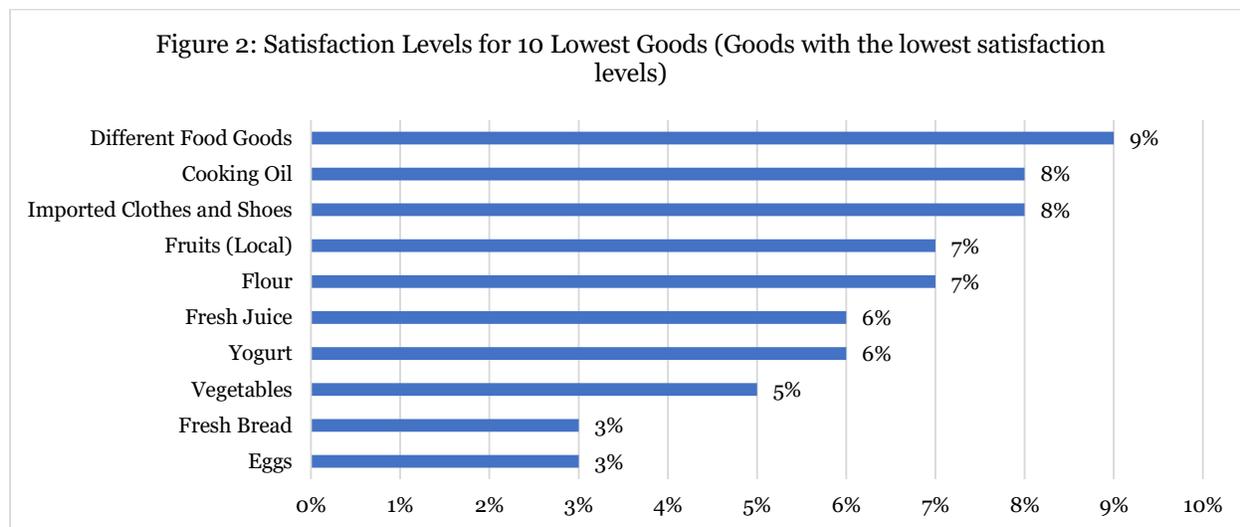
In this part, there will be analysis based on the assessment of the demand from the consumers in the targeted districts in Aden. The first part shows the satisfaction of the consumers, or their dissatisfaction, with the current goods and services in their areas. The later parts will explain the demand that is not met and the gaps in the market with regards to the goods and services. The most important conclusions that the consumer demand survey reached with regards to goods and services were as follows:

##### 3.1.1.1. Demand for Goods

The results of the consumer demand survey showed that most goods do not get consumer satisfaction in the markets, and all of the goods had less than 50% satisfaction. Among the goods that have the highest levels of satisfaction from the consumers are spare parts for cars and motorcycles, with 48% satisfaction, then wood and metal products and locally made furniture, with 37% and 35% respectively. If we compared the results between the targeted districts, we will find that they are very similar (see Figure 1).



From another standpoint, Figure 2 shows that dissatisfaction in the markets (the goods that do not have the minimum satisfaction levels) are mainly food goods, including eggs, fresh bread, vegetables, yogurt, juice, flour, fruits, cooking oil, and other food, in addition to imported clothes and shoes. The results of the assessment show that the goods that have the least satisfaction levels are good opportunities for projects, especially after getting to know why the consumers are not satisfied with these products and solving these problems to meet the needs and demands of the targeted consumers.



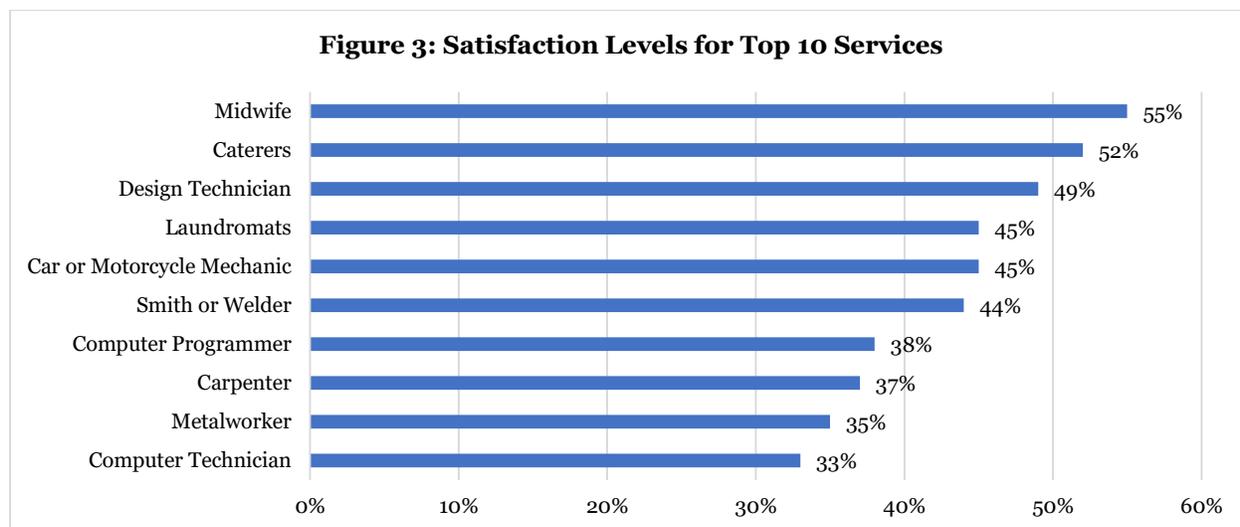
The assessment concluded that rising prices, low quality, and bad customer service are the main reasons for the dissatisfaction with almost all of the main goods. Dissatisfaction with some of the goods, at times, is due to their high prices, and that is the most important reason. This applies to 6 of the 10 main goods that have the lowest consumer satisfaction levels in the survey. Low quality was the main reason for dissatisfaction with food goods, like bread, vegetables, fresh juice, and other food items. In addition to that, bad customer service was the third most important reason for dissatisfaction, while a low supply came in fourth. The observations and interviews have confirmed this conclusion.

According to the demand survey of the consumers, these factors, together, caused dissatisfaction with the supplied goods, and these shortcomings can be avoided through training in technical, entrepreneurial, and customer service skills. The graduates of this training can be made more competitive in the job market, especially with regards to preparing projects, marketing skills, customer service, and achieving customer satisfaction. The results also show that there are opportunities for the improvement or development of the quality of most of the goods that are available in the market so that they can become income generating projects for youth and women. They can also be helped

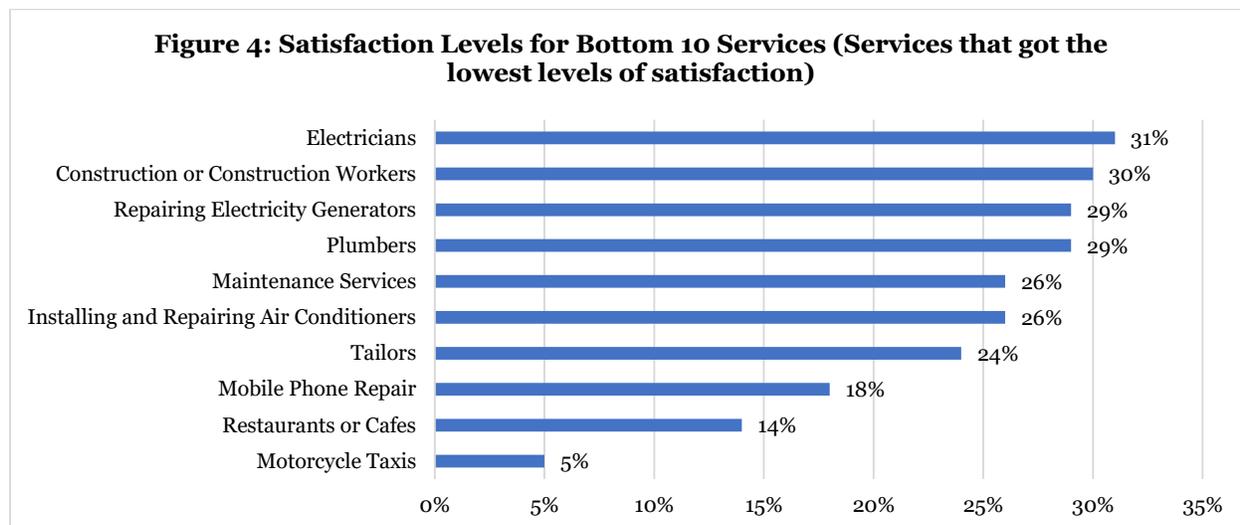
present innovative and creative goods that are modern and meet the needs and demands of the consumers. They will improve the economic and social standing of their societies.

*3.1.1.2. Demand for Services*

Just like the consumer demand survey, there are low levels of satisfaction with most of the services provided in the targeted districts. There are only two services that have higher than 50% satisfaction, and they are midwives and caterers, with 55% and 52% respectively. Design technicians come third, with 49% satisfaction, then come laundromats, with 45% satisfaction (see Figure 3). By comparing the results between the targeted districts, we find some small differences with some of the services, like in Crater, for example, where smiths and welders have low satisfaction levels (25%) and design technicians (38%).



From another aspect, the market’s dissatisfaction (the services that have the lowest satisfaction levels) are focused on transportation, maintenance, and restaurants and cafes. This includes transportation on motorcycles, the services provided in restaurants and cafes, phone repair services, tailor services, the installation and repair of air conditioners, and electrician services (see Figure 4). When comparing the results between the targeted districts, we find that there are some differences with regards to the satisfaction levels for some services, specifically in Crater, where the consumers were more satisfied with the services provided at restaurants and cafes, as well as tailor services.



The study reached the conclusion that the low quality and bad customer service are the main reasons for the dissatisfaction with the basic goods and services. Bad quality was mentioned as the first or second reason for dissatisfaction with the services provided at restaurants and cafes, repair services, including mobile phone repair and the installation and repair of air conditioners, and electrician services. The survey also included the problem of bad customer service many times as one of the main reasons for dissatisfaction, and bad customer service was the first or second reason. Examples of this include tailor services, plumbers, or construction services.

These factors, together, lead to the consumers not being satisfied with the services that are available for sale, and so the weaknesses in current businesses can be taken advantage of and turned into opportunities through training in technical skills and entrepreneurship. The graduates can be made more competitive in the job market, especially with regards to the preparation of projects, marketing, customer service, and gaining customer satisfaction. The results also show that there is an opportunity to develop or improve the quality of most of the products that are available on the market to provide these services better so that they can become successful project opportunities for youth and women.

### 3.1.2. The Most In-Demand Goods and Services

The results of the assessment showed that food goods (vegetables, fish, grain and flour, chicken and meat, rice and sugar, fruits, and cooking oil), in addition to clothes, shoes, and electronics, are the goods that are most in demand. Tailors, restaurants, business services, maintenance shops, hair dressers and beauty salons, as well as the goods and services relating to modern technology, like computer maintenance and technical support, design and graphics, short film production, and professional photography, are the services that are most in demand in the targeted districts.

In addition to that, the study reached the conclusion that some goods and services are almost nonexistent in the market, and these include financial services, solar panel installation and repair, locally made foodstuffs, business and computer services, handicraft exhibitions, recreational services, marketing and packing services, in addition to modern goods and services that depend on technology.



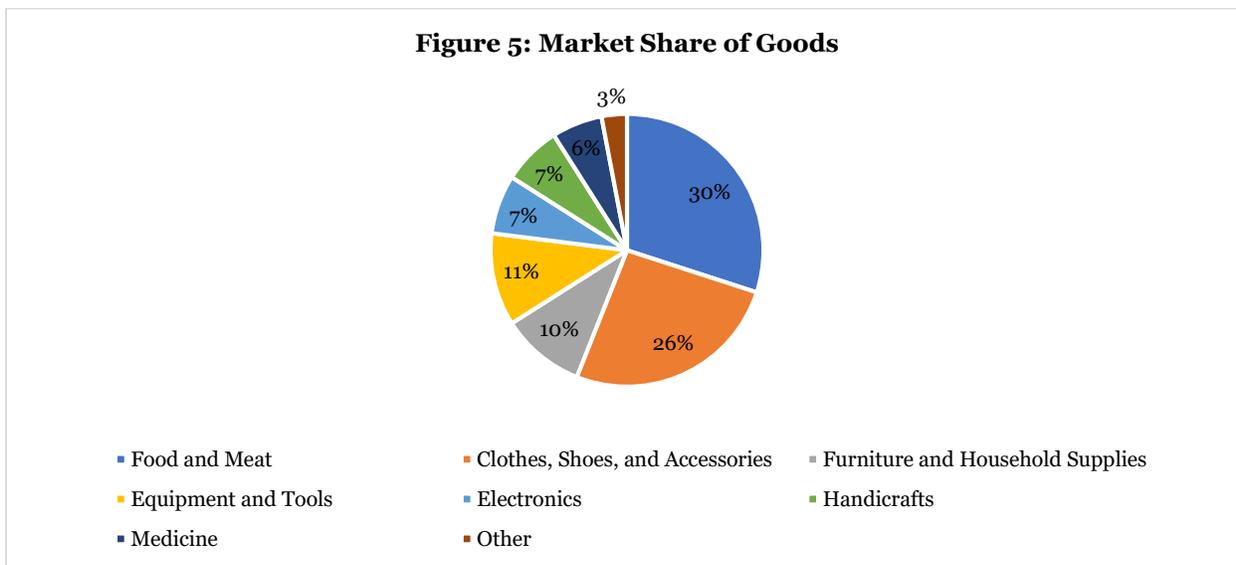
### **3.2. Supply and Markets**

This part presents analysis based on the evaluation of market opportunities in the targeted districts. In the first part, the main characteristics of the current markets in the chosen areas are presented, while the next part shows market gaps and available opportunities.

#### **3.2.1. Understanding the Market**

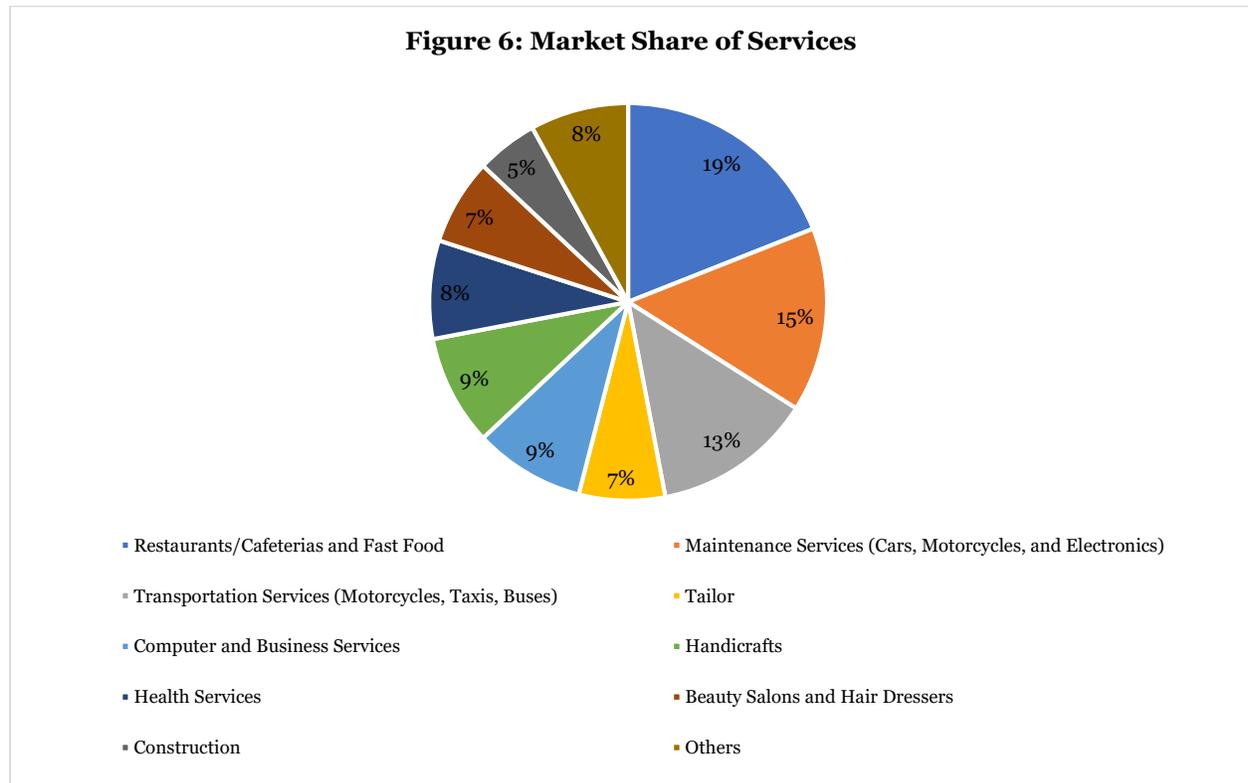
The results of the study showed that the local economy in the targeted districts, which are urban districts, depends on the official sectors, but unofficial sectors represent an important share. The unofficial sector includes small and micro-enterprises. The current makeup of the markets in the targeted districts is made up of mostly medium, small, and micro-enterprises, mainly in the commercial, services, and handicrafts sectors. The results of the survey show that 60% of the projects that were included in the survey have commercial activities (shops selling food, vegetables, fruits, clothes, electronics, and others), while 31% have service activities (restaurants, cafes, computer services, tailors, hair dressers, beauty salons, and others), and only 9% are handicraft shops or artisans. In the commercial sector, the results were as follows: food and meat 30%, clothes, shoes, and

accessories 26%, furniture and household supplies 10%, equipment and supplies 11%, electronics 7%, handicrafts 7%, medicine around 6%, while the rest make up 3% (see Figure 5).



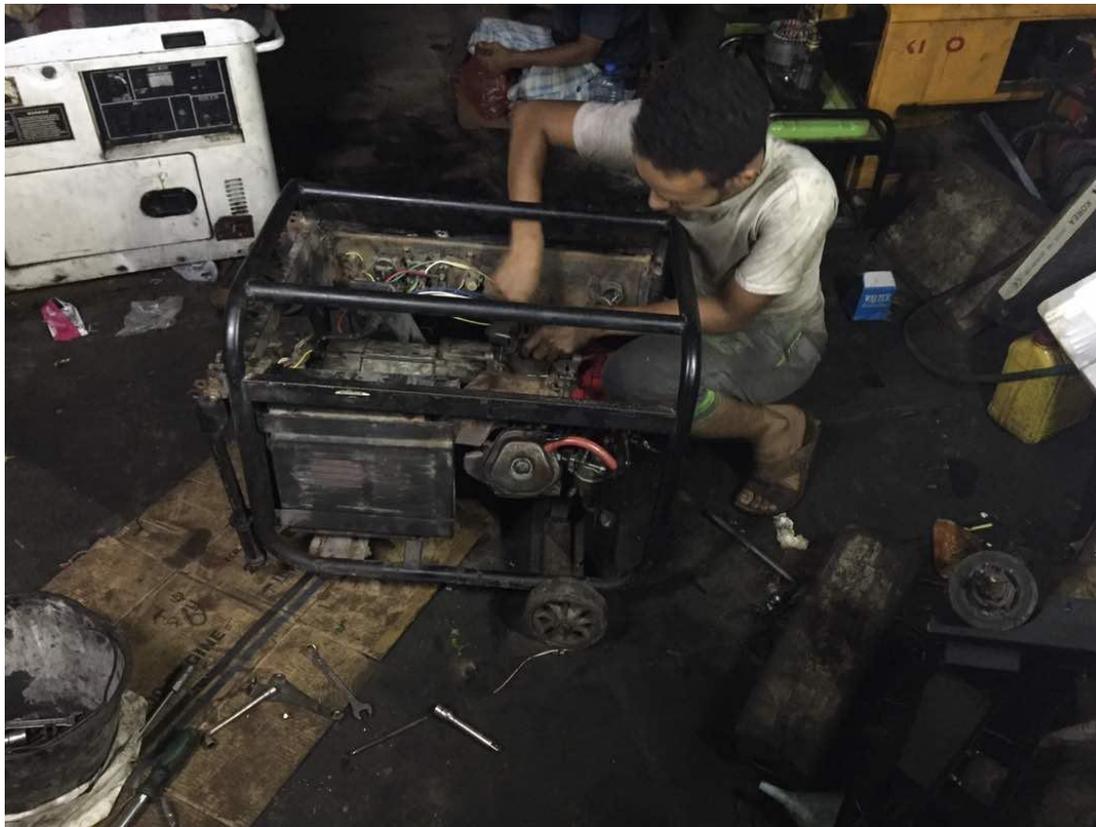
With regards to the service sector, the results were as follows: restaurants/cafeterias and fast food with 19% of the services in the market, maintenance services (cars, motorcycles, and different electronics) with 15%, while transportation, which includes buses, taxis, and motorcycle taxis, made up 13%. Tailor services make up 7% (70% female and 30% male), handicrafts make up 9%, computer and business services make up 9%, medical services, like clinics and nurses, make up 8%, hair dressers and beauty salons make up 7%, construction workers make up 5%, while the rest of the services make up around 8% (see Figure 6).

**Figure 6: Market Share of Services**



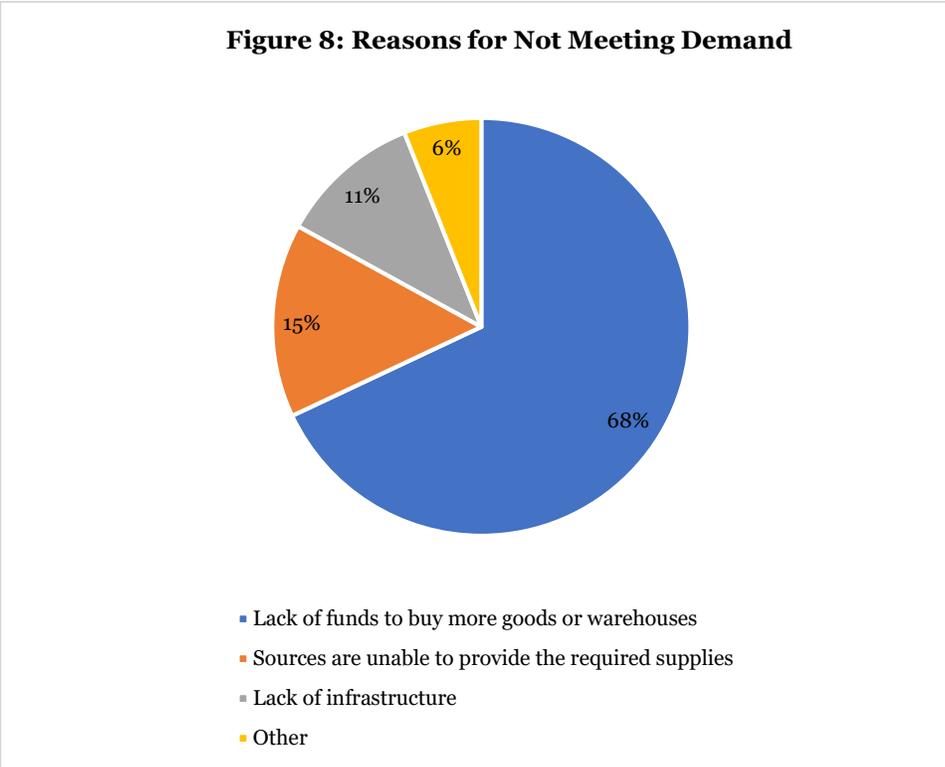
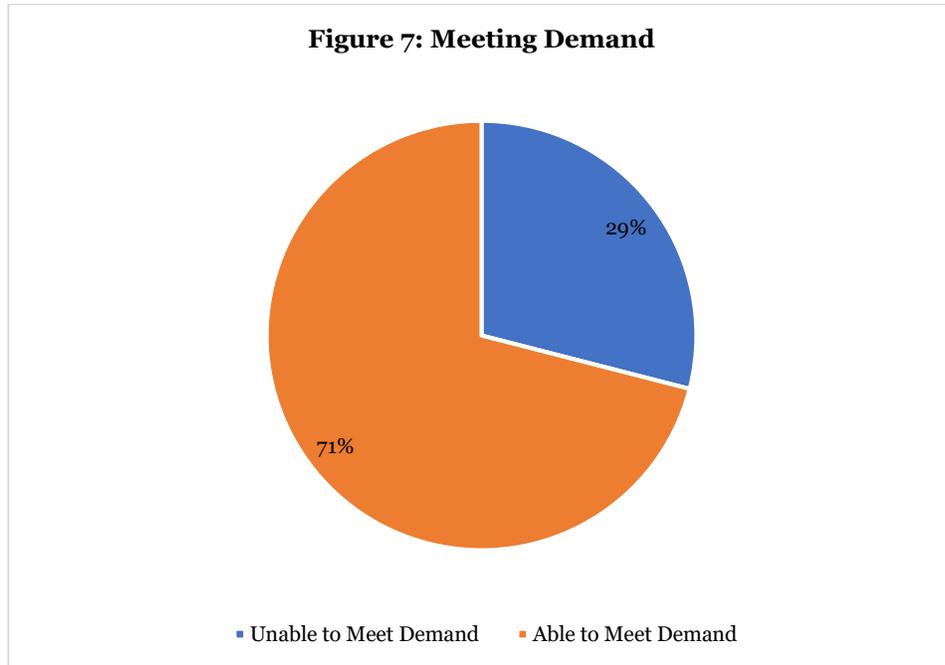
The results of the market assessment showed that most of the fields that women work in were in the industrial and household services sector, or work in the unofficial sector, which makes up around 14% of the markets, specifically in Crater.

It became clear that most of the respondents who were in commerce sold their goods directly to the consumer (90%), while 10% sell their goods to retailers or other middlemen. This shows that most commercial activities in the targeted districts focuses on the customer. The study showed that 85% of the businesses buy goods and raw materials from the same markets in the district or neighboring districts, while 15% of them get them from larger markets in other governorates, like Taiz or Sana'a.



### 3.2.2. Meeting Demands

The results of the study showed that 29% of the respondents in the sellers/traders category feel that they are sometimes unable to meet the current demands of the consumers (see Figure 7). The sellers/businesses said that there were different reasons for their inability to meet the demands, including: insufficient funds/resources to buy more goods or warehouses (68%), their sources are unable to supply them with the required quantities (15%), lack of infrastructure, like electricity, fuel, and water (11%), in addition to other reasons, like lack of security and lack of liquidity (6%). These results were confirmed from the interviews and discussions. This supports the conclusion of the study that there are opportunities in the markets, but the lack of financial services is a big obstacle to meeting the demands and expanding business.

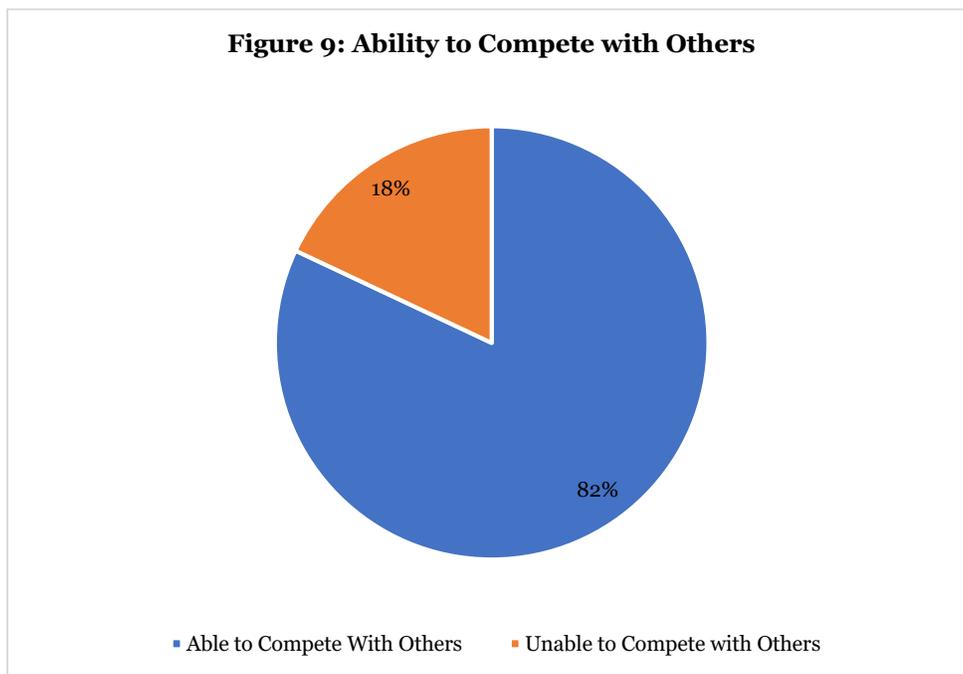


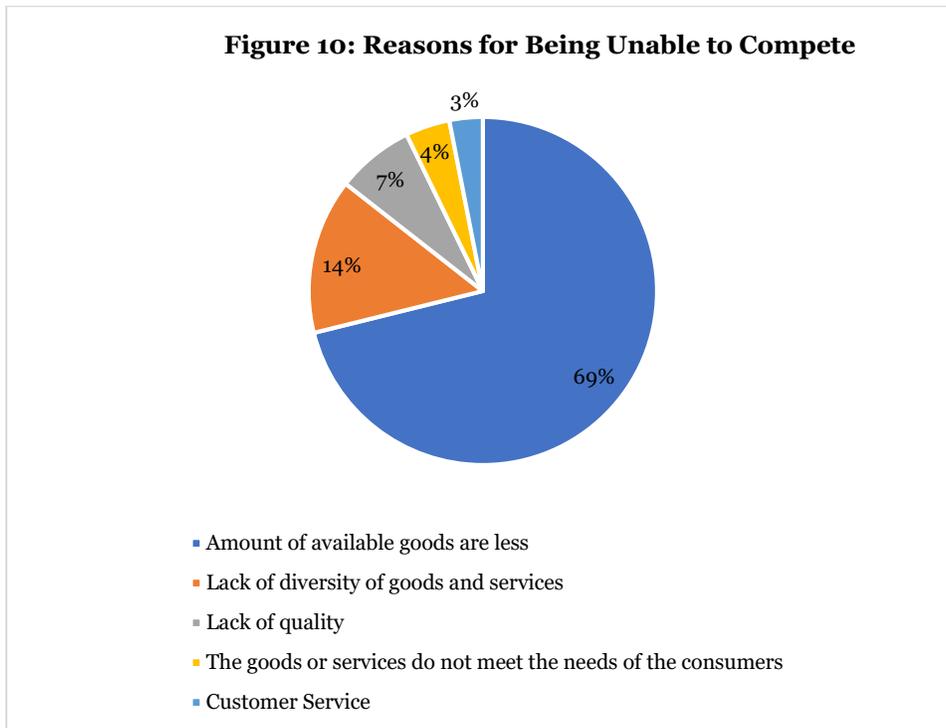
### 3.2.3. Business Environment

The results of the study show that the business sector faces many challenges, including not being enabled, lack of credit service, lack of information, lack of skilled labor, and security problems.

**Registration:** Most businesses are operating unofficially, without permits or registering. According to the market opportunities survey, only 25% of the respondents said that they had official registered their businesses, and most of them are in Crater.

**Competition:** 17%, or more, of the sellers/businesses said that they are unable to compete the rest of the businesses that sell similar goods or provide the same services. This is due to a number of reasons, including: lack of available goods (69%), lack of diversity in goods and services (14%), bad quality of provided goods and services (7%), the goods or services not fulfilling the needs of the customers (4%), bad customer service (3%), and other reasons, like rising operational costs (3%) (Figure 10). So, these are considered opportunities for new small enterprises because the market is not saturated yet. In addition to that, the presence of training programs in some professional and entrepreneurial skills will be a real competitive edge for women and youth that want to start their own small enterprises. Training will increase their knowledge and skills and enable them to overcome the challenges listed above. This was confirmed by 37% of the interviewed merchants, who said that getting training in entrepreneurship, as well as marketing skills, will make them more able to compete.





**The Future:** The small and micro-enterprise owners that were interviewed were asked if they were planning to expand their work in the coming few years to know the situation of the market and their plans because they are more knowledgeable of and in touch with the market. Most of them said that they will (90%), and this is an indicator that there are opportunities in an expanding market for new enterprises, whether these projects are the same as traditional ones that are already there or new innovative projects. The results of the interviews showed that there were a number of reasons for wanting to expand projects during the coming few years, and they are: to meet the needs of the customers and keep up with the expanding market, increase revenue and market share, create new jobs for family members, and being better able to compete and benefit from market opportunities.

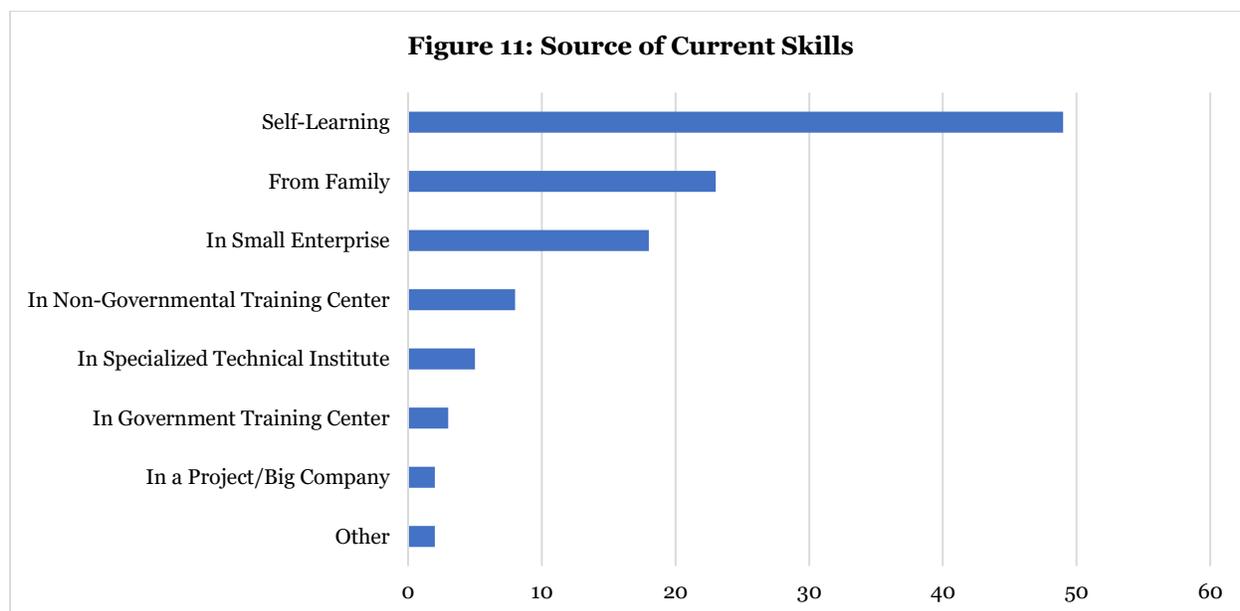


### 3.2.4. Entrepreneurs and Getting Training

According to the market opportunities survey, 74% of entrepreneurs that were interviewed said that they do not get any training in technical or entrepreneurial skills (36% females and 64% male).

With regards to the women, there are a number of factors that limit their ability to get training, and these factors include their lack of mobility, the lack of business support services (financial services, marketing services, and consulting services), not to mention the social and cultural factors that stereotype gender roles. In addition to that, they said that they do not have the set of skills that they need, like business development skills, technical skills, marketing skills, and financial knowledge.

With regards to those that got training, 49% of them said that they got the knowledge and information themselves, while 23% said that they got the skills from their parents, 18% said that they got the skills from their work experience in small enterprises, and 8% said that they got their skills from non-governmental organizations. Only 5% said that they got their skills in specialized technical institutes, and 3% got them from government training centers. 97% believe that the training was beneficial for their current enterprises.



### 3.2.5. SWOT Analysis of the Most Important Productive or Service Enterprises

A SWOT analysis was carried out, and this includes analyzing the strengths and weaknesses of the enterprises, which represent the internal environment of these enterprises, as well as the opportunities and threats, which represent the external environment of the enterprise. This analysis was carried out for more than 25 innovative and traditional goods and services, and we will present the details in Appendix ... The results of different productive and service projects showed the following:

<p><b>Most Important Strengths:</b></p> <ul style="list-style-type: none"> <li>• Good knowledge of the market</li> <li>• Good location of the project</li> <li>• Availability of human resources</li> </ul>	<p><b>Most Important Weaknesses:</b></p> <ul style="list-style-type: none"> <li>• Not having enough capital</li> <li>• Weak marketing</li> <li>• Weak skills, especially highly technical skills, and business management skills</li> <li>• Bad quality of a number of goods and services</li> <li>• Weak abilities and skills, as well as lack of innovation and creativity in developing the goods and services</li> <li>• Rising operational costs as a result of rising prices, and rising cost of services and fuel</li> <li>• Lack of diversity in the goods and services</li> <li>• Low levels of customer satisfaction</li> </ul>
<p><b>Most Important Opportunities:</b></p> <ul style="list-style-type: none"> <li>• Aden is a temporary capital</li> <li>• The relative improvement in the economic situation in Aden</li> <li>• Expansion of reconstruction activities</li> <li>• Good relations with customers (customer loyalty)</li> <li>• Lack of competition, especially in projects that depend on specialized technology skills</li> <li>• Getting facilitation from wholesalers for some commercial activities</li> <li>• Changing tastes of the people, who want modern and innovative goods and services</li> </ul>	<p><b>Most Important Threats:</b></p> <ul style="list-style-type: none"> <li>• Security problems from time to time</li> <li>• Weak basic services, like electricity and water</li> <li>• Exchange rates</li> <li>• Inflation</li> <li>• Lack of purchasing power among the people</li> <li>• Increased competition, specifically for traditional enterprises.</li> </ul>

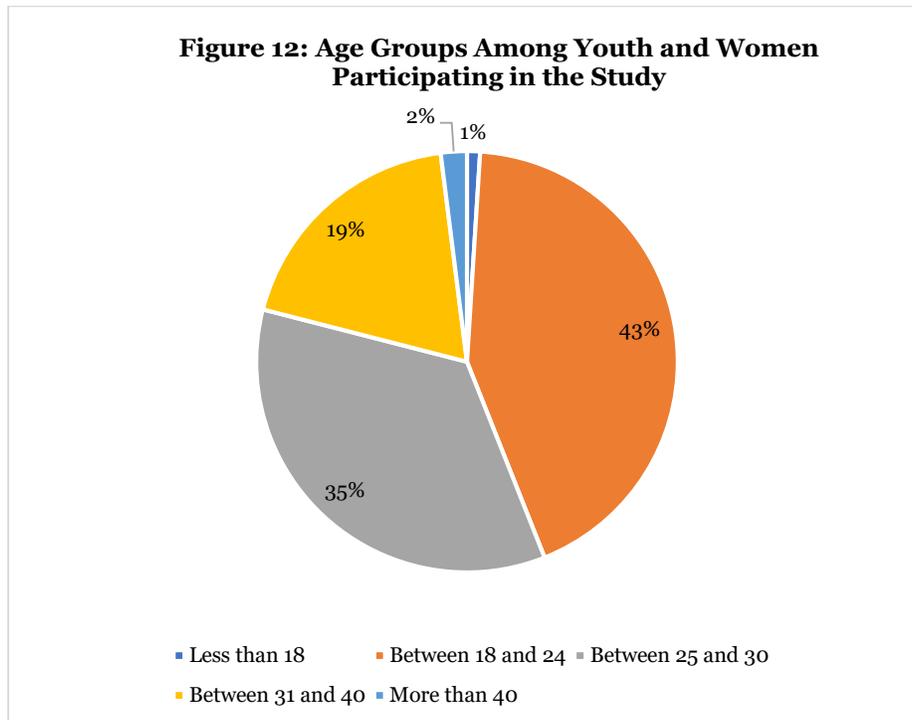


### 3.3. Women and Youth

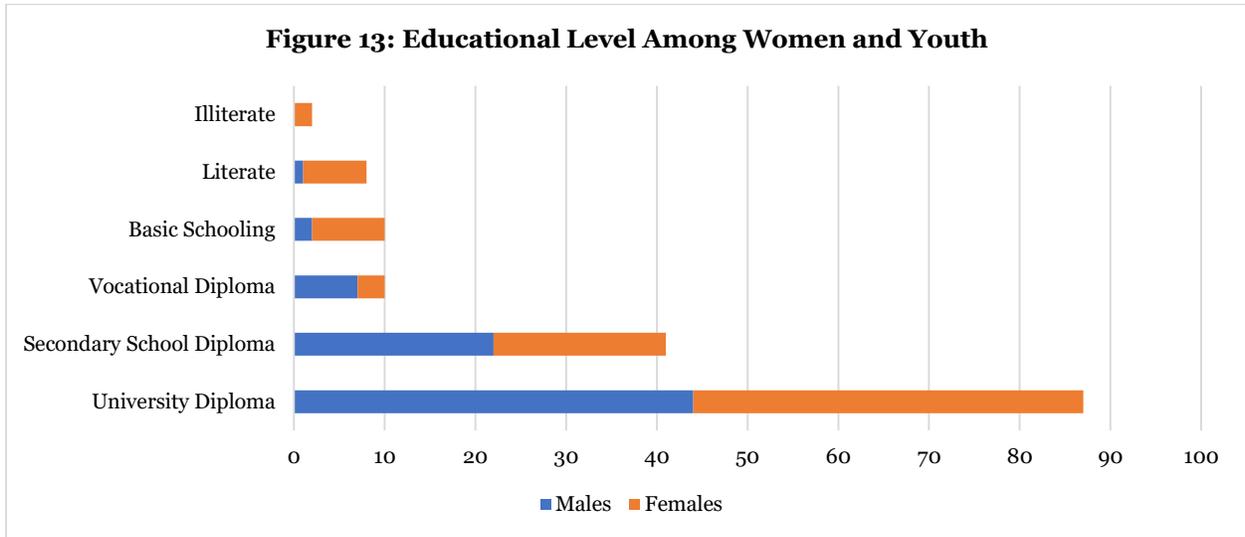
#### 3.3.1. Sample Demographics

**Gender:** Females make up 52% of the sample, while males make up 48%. The ratio is similar in the different districts that were targeted.

**Age:** As is clarified in Figure 12, 1% of the sample was under 18 years old, 43% were between 18 and 24, 35% were between 25 and 30, 19% between 31 and 40, and only 2% were older than 40. With regards to marital status of the youth and women, 72% were not married (43% females, 57% males), while 27% were married (74% females, 26% males). 1% were divorced, and 1% were widowed.

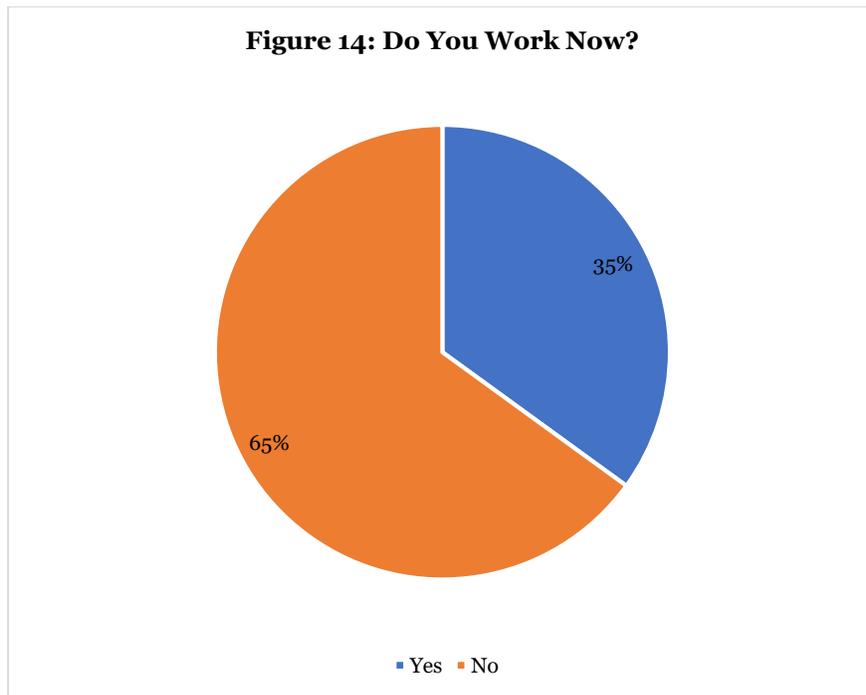


**Education:** With regards to educational level, which is one of the variables that determines economic performance and making a livelihood, the study found that 55% of those surveyed had college degrees (49% females and 51% males), 26% had secondary school diplomas (46% females and 54% males), while 6% had a vocational diploma (30% females and 70% males). 6% had only a basic education, and 5% could only read and write. 1% were illiterate (See figure 13). The results show the educational level in Yemen and its expansion in the previous three decades, and they show that the age groups that were covered in the study had a better chance of getting education than the older age groups, especially in Aden, where people care more about education. The results also show that the educational level of the females is less than that of their male counterparts.

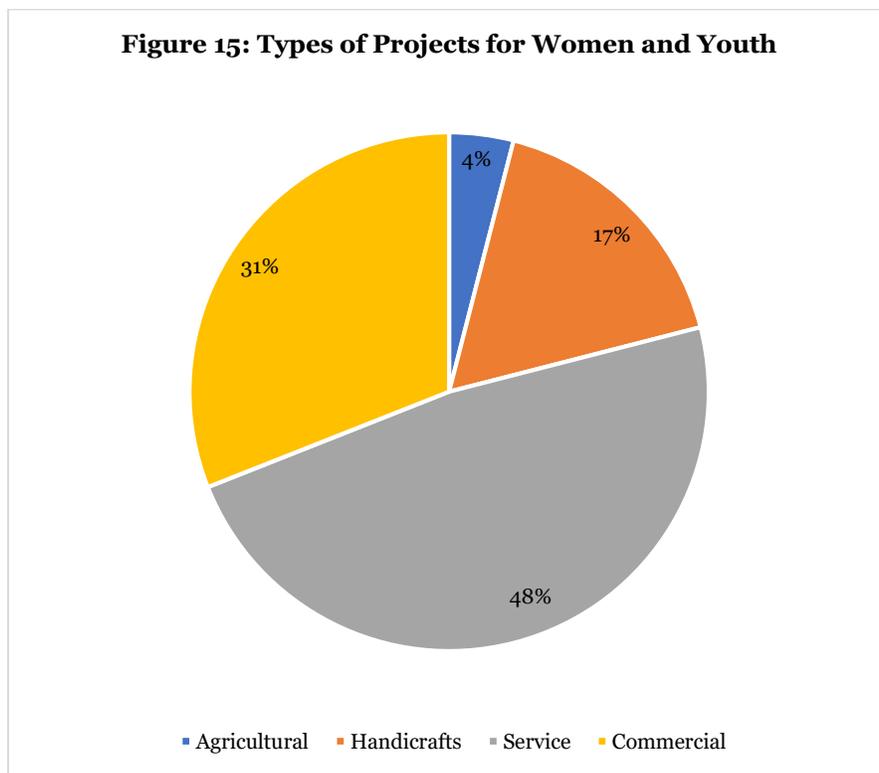


### 3.3.2. Entrepreneurship for Women and Youth

The results of the study found that 35% of the women and youth that participated are currently working (41% females and 59% males) (See Figure 14). Among the participating women and youth that were working, 41% have their own businesses (35% females and 65% males) (48% in Crater, 30% in Tawahi, and 22% in Mualla), while 30% are full-time employees, whether in the private or public sectors. 25% are part-time employees, and around 4% help their families.

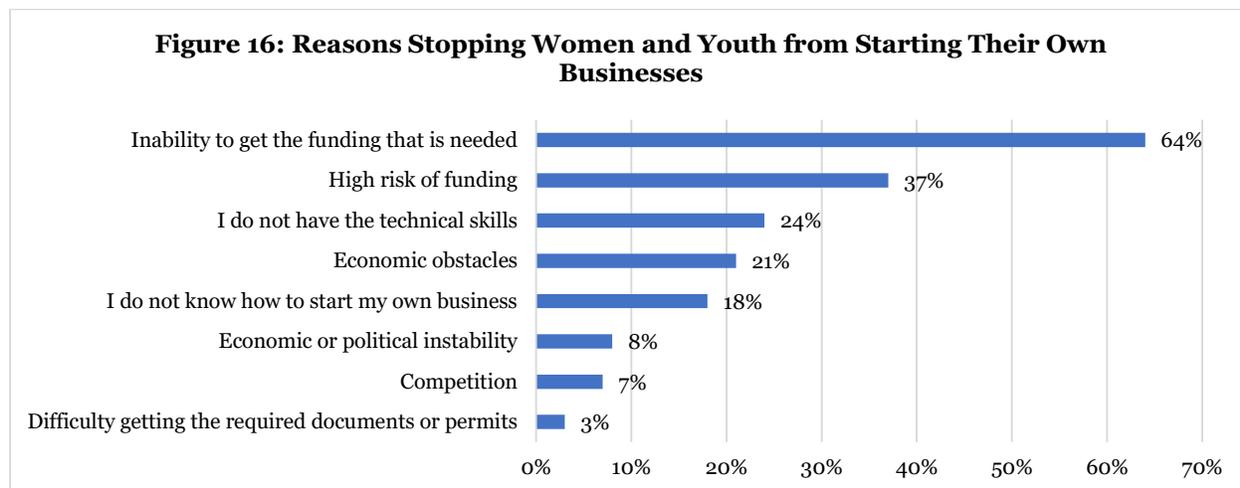


In addition to that, most of the enterprises of the women and youth are service businesses. 48% of the projects provide services, like maintenance and repair workshops, business services (printing and design), transportation, and hair dressers and beauty salons for women. Around 31% of the projects are commercial, like grocery stores, fruit and vegetable shops, clothes shops, electronics and mobile phone shops, and shops that sell local incense and perfume. Around 17% of the women and youth businesses are handicraft businesses, like tailors and incense and perfume makers, while agricultural businesses make up around 4% of the total businesses by women and youth (See Figure 15).

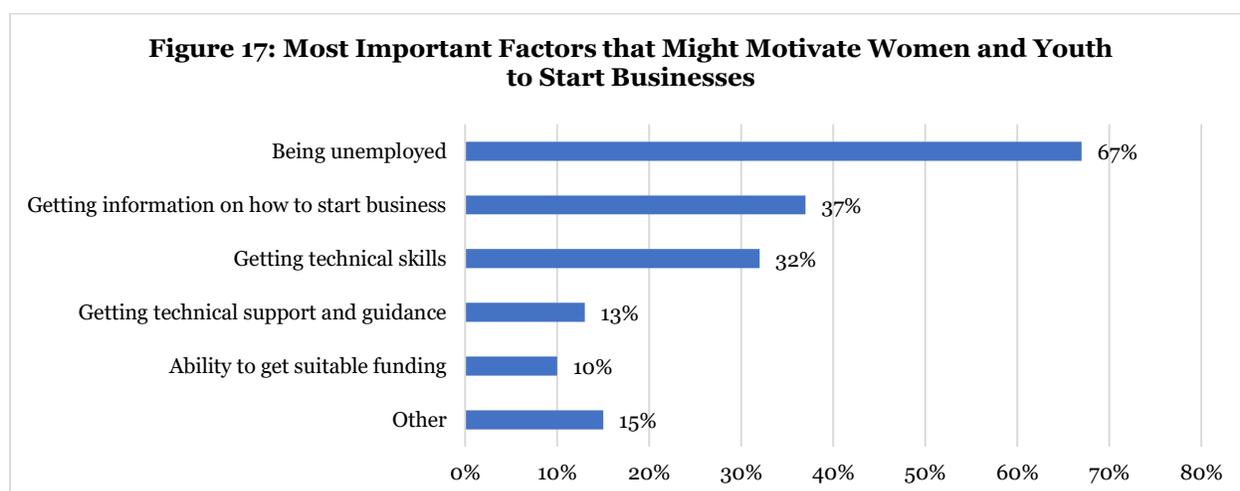


### 3.3.3. The Obstacles that Women and Youth Face When Starting Their Own Businesses

The study shows that there is a rise in unemployment among women and youth, and the unemployment rate reaches 65%. Most of the women and youth in the study said that they want to establish their own enterprises because this provides them with a sustainable opportunity to make money, especially these days. They also said that they have not been able to do this for a number of reasons, the most important of which are: inability to get suitable funding (64%), high risks of financing (37%), lack of suitable technical skills to start their own businesses (24%), economic obstacles (21%), not knowing how to start their businesses (18%), and lack of political and economic stability (8%) (See Figure 16). These results were confirmed during the discussions, and other reasons were mentioned as well, including lack of confidence among women and youth, lack of support from families, friends, and the community, and the weak infrastructure, like electricity.



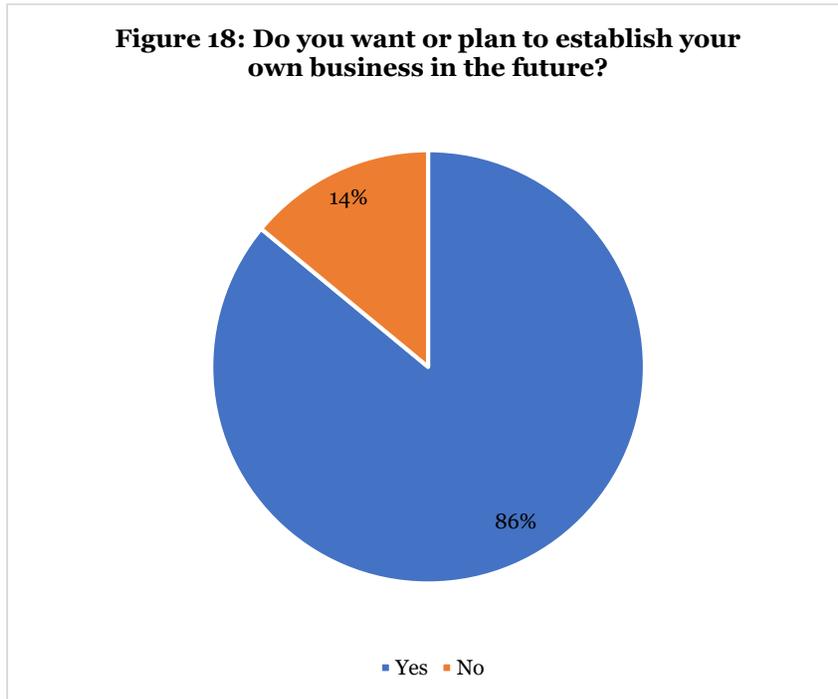
When the women and youth that participated in the survey were asked about the reasons that could motivate them to start their own businesses, their answers were as follows: 68% said that they are unemployed, and this is the biggest motivator for them, while 37% said that they getting enough information about starting their business would motivate them, 32% said that getting the technical skills would motivate them, 13% said that getting technical support and guidance would motivate them, 10% said that they would be motivate if they could get suitable funding, and 15% said other reasons, including getting support from their families, getting a sustainable income, self-realization and self-reliance, and lack of opportunities (See Figure 17).

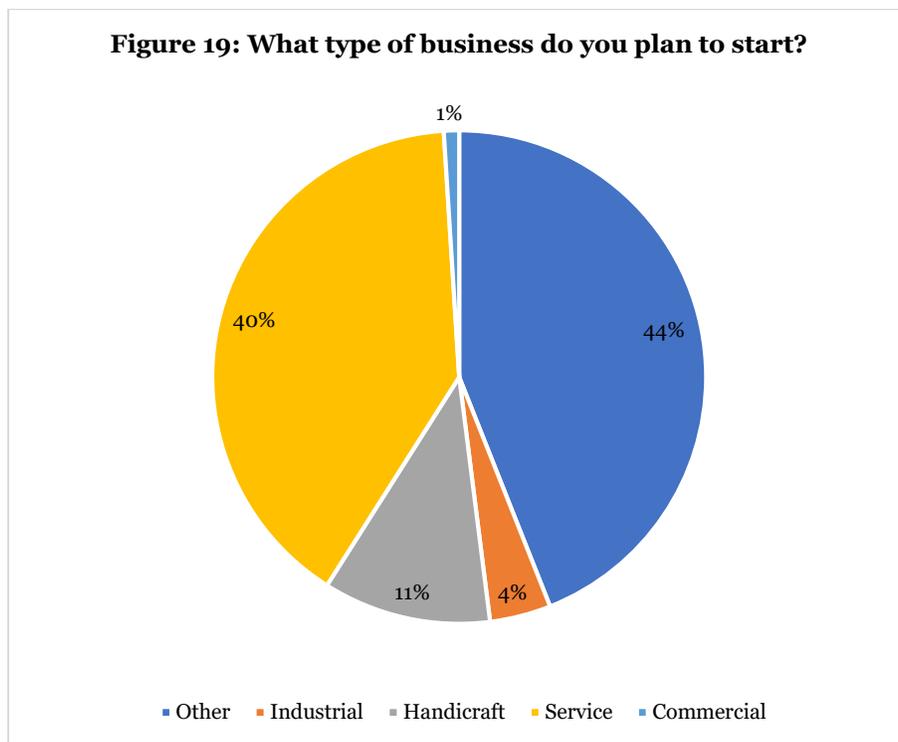


### 3.3.4 Job Opportunities for Women and Youth:

The results of the assessment showed that 86% of the women and youth want/plan to establish their own businesses (49% female, 51% male) (See Figure 18). In addition to that, among the women and

youth who desire to start their own businesses, 44% want to establish commercial businesses, 40% want to establish service businesses, 11% want to establish handicraft enterprises, 4% want to establish industrial enterprises, and 1% want to establish other businesses, like agricultural, fishing, or social enterprises (See Figure 19).





According to the analysis of the quantitative data from the survey of consumer demands, as well as the market opportunity survey and the women and youth survey, in addition to the qualitative data that was collected from the discussion groups, the interviews, and the observations, it can be seen that the most important professions/services/products, which have a lot of demand and are not covered well by the local markets in the targeted areas, and which represent training opportunities and good businesses for women and youth, are as follows:

Table 3: Profession/Services/Product Business Opportunities for Women and Youth

Business Category	Type of Enterprise/Business	
	Males	Females
Service	<ul style="list-style-type: none"> <li>• Mobile phone maintenance and technical support</li> <li>• Printing and design</li> <li>• Interior design</li> <li>• Short film production</li> <li>• Electronics repair</li> <li>• Repairing air conditioners</li> <li>• Car mechanics</li> <li>• Event photography</li> </ul>	<ul style="list-style-type: none"> <li>• Interior design</li> <li>• Mobile cleaning center</li> <li>• Organizing and planning events and special occasions</li> <li>• Web design</li> <li>• Printing and design</li> <li>• Programming mobile phone apps</li> <li>• Nursery and daycare</li> </ul>

Business Category	Type of Enterprise/Business	
	Males	Females
	<ul style="list-style-type: none"> <li>• Installing and repairing solar power systems</li> <li>• Recycling waste</li> <li>• Buses that operate through mobile phone apps</li> <li>• Car decoration</li> <li>• Restaurants</li> <li>• Home catering</li> <li>• Cafeterias</li> <li>• Barbershops</li> <li>• Plumbers</li> <li>• Laundromats</li> <li>• Centers for music, films, computer games, and to download apps</li> <li>• Social sport clubs</li> <li>• Marketing centers</li> <li>• Mobile cleaning center</li> <li>• Mobile or stationery car cleaning center</li> <li>• Organizing and planning events or special occasions</li> <li>• Web design</li> <li>• Programming mobile phone apps and maintaining them</li> </ul>	<ul style="list-style-type: none"> <li>• Photography and short film production</li> <li>• Mobile phone repair shop</li> <li>• Installing and repairing solar power systems</li> <li>• Tailor services for women's clothes</li> <li>• Hair dressers and beauty salons</li> <li>• Henna tattoo parlors</li> <li>• Small clinics</li> <li>• Centers for music, film, computer games, and to download apps</li> <li>• Computer repair shop</li> <li>• Marketing shop</li> <li>• Wedding dress shop</li> <li>• Nursing</li> <li>• Training in henna and hair dressing</li> </ul>
Industrial and Handicrafts	<ul style="list-style-type: none"> <li>• Making mobile phone accessories</li> <li>• Making car accessories</li> <li>• Repairing old goods and selling them</li> <li>• Making pickled foods</li> <li>• Making wooden and metal incense smokers for clothes</li> <li>• Making sweets and cakes</li> <li>• Recycling (plastic and clothes)</li> <li>• Making jam</li> <li>• Making soap</li> </ul>	<ul style="list-style-type: none"> <li>• Making boxes for jewelry or gifts</li> <li>• Decorating shoes and selling them</li> <li>• Drawing on glass</li> <li>• Making picture frames</li> <li>• Decorating clothes</li> <li>• Making sweets and cakes</li> <li>• Making incense and perfume</li> <li>• Recycling (plastic and clothes)</li> <li>• Making jam</li> <li>• Making pickled foods</li> <li>• Making mobile phone accessories</li> <li>• Making wooden and metal incense smokers for clothes</li> </ul>

Business Category	Type of Enterprise/Business	
	Males	Females
		<ul style="list-style-type: none"> <li>• Making women's handbags</li> </ul>
Commercial	<ul style="list-style-type: none"> <li>- Ice cream shop</li> <li>- Book shop and stationery</li> <li>- Selling fishing supplies</li> <li>- Selling children's clothes</li> <li>- Selling and raising fish and birds as pets</li> <li>- Selling cooking gas</li> <li>- Distributing internet cards</li> <li>- Selling electrical supplies</li> <li>- Grocery store</li> <li>- Vegetables and fruit shop</li> <li>- Construction supplies shop</li> <li>- Fish shop</li> <li>- Clothes, shoes, and accessories shops</li> <li>- Mobile phone shop</li> <li>- Electronics shop</li> <li>- Selling cold water and ice</li> <li>- Selling sewing supplies</li> <li>- Selling fabric for women</li> </ul>	<ul style="list-style-type: none"> <li>- Selling shoes, bags, and accessories</li> <li>- Women's clothing boutique</li> <li>- Selling household supplies</li> <li>- Selling incense and perfume</li> <li>- Selling cosmetics</li> <li>- Pharmacy</li> <li>- Selling sweets</li> <li>- Selling household agricultural supplies, garden supplies, and flowers</li> <li>- Gift shop</li> <li>- Selling traditional women's clothes.</li> </ul>

From the analysis above, we recommend encouraging women and youth to diversify their businesses to meet more of the needs of the market and consumers. It is clear that giving women and youth the knowledge and technical skills that they need, in addition to the entrepreneurial knowledge and skills, and helping them start their own businesses in different fields, including commercial, service, industrial, and artisanal ventures, as well as social enterprises, will have a large economic and social effect on the local communities. In addition to that, it will also provide them with sustainable incomes. The increasing number of small enterprises will have a positive effect on local economic growth, and it will help decrease poverty and unemployment. It will be a tool to strengthen social ties in the areas that are most at risk, and will keep youth away from terrorist groups and armed militias.

Small enterprises by women will also have a number of benefits for women, like flexible work hours, allowing them to work from inside or near their homes, and making it easier for them to go into business. Women believe that working near their homes makes it easier for them to work, and makes it easier for them to rely on themselves and not have to rely on social support. Entrepreneurship is a good way to improve the quality of life of individuals, families, and communities, and will also help create a healthy and safe work environment and economy.

Table 3 above shows a number of opportunities for social projects that are most suitable for women and youth, and their communities. Recent evidence shows that social enterprises help contribute to building sustainable societies.

### 3.3.5. The Possible Risks to New Small Enterprises

The results of the study found that 50% of the respondents believe that it will be difficult to start their own businesses, and 28% believe that it will be very difficult. 22% of the women and youth that were surveyed believe that it will be difficult to start their own businesses. According to the results of the discussions, interviews, and observations, a number of challenges were that face new small enterprises in the targeted districts were listed, and they are:

1. Not being able to get suitable funding
2. Economic obstacles, like rising poverty rates among the people of the district, and rising inflation
3. Fluctuating markets, and increasing competition in the traditional businesses.
4. Absence of support from families and local communities.
5. Weak infrastructure, like electricity
6. The security situation

### 3.3.6. Availability of Opportunities to Learn Technical Skills and Entrepreneurship

The results of the study show that around 34% of the people surveyed said that there are opportunities for vocational and entrepreneurial training in their area. Among the most important skills are cosmetology, hair dressing, sewing and embroidery, henna, nursing, electricity and extensions, air conditioning, and computer repair.

This study also concluded that only a few women and youth (20%) have previously attended vocational or entrepreneurial training (83% female, 63% male) (41% Crater, 38% Mualla, and 22% Tawahi). Among those that got training, 41% got training in technical and vocational skills, while 40% got training in entrepreneurship. 19% got training in other fields, like computer, English language skills, and social participation skills.

The analysis of the metadata from the discussions and the interviews show that few women and youth got vocational or entrepreneurial training. This training was implemented by local NGOs and private training centers, as well as a few government training centers.

There are a number of training service providers in the private sector and in NGOs. They provide training programs in computer, accounting, human resource management, and personal skills. There are very few that provide vocational training, like in cosmetology, hair dressing, making incense, repairing mobile phones, air conditioning repair, computer repair, and other fields. In addition to that, some international and local organizations have some interventions in the areas that were surveyed, and these interventions are related to training and enabling women and youth. These programs include those run by the IOM, SMEPS, GIZ, and the UNDP.

Table 4 lists that most important providers of vocational and entrepreneurial training services in the targeted districts and nearby districts, as well as the programs that they provide.

Table 4: Lists some training service providers in the targeted districts or nearby districts.

#	Name	Location	Programs Provided
1	Al Aidarous Academy	Mualla	Training engineers and people that use solar power
2	GIPS Training Institute	Mualla	Computer, English, mobile phone repair, engineering, first aid, human resource development, accounting
3	New Horizons	Mualla	Computers, networks, programming, technical and vocational training, management courses, life skills, accounting, marketing, and others
4	Raseel Development and Media	Mualla	Mobile phone repair, computer repair, networks, business management, computer, English, secretarial skills, and management courses
5	Atlantic Institute	Khawr Maksar	Mobile phone repair, computer repair, programming languages, networks, entrepreneurship, English, interior design, engineering courses, graphics, computer, and others
6	Maharati Institute	Khawr Maksar	Air conditioning, electronics, repairing and installing pumps, welding, solar power, mobile phone repair, electric extensions, computer, administrative skills, and others.
7	Al Zahra'a Center for Quran and Women's Training	Tawahi	Sewing, hair dressing, nursing, and embroidery
8	Al Aidarous Women's Development Foundation	Sirah	Planning, accounting, marketing, hair dressing, nursing, handicrafts, computer

#	Name	Location	Programs Provided
9	Jana Foundation	Sirah	Sewing, hair dressing, cooking, embroidery, incense, computer, graphics, computer repairs
10	Update for Training and Consulting	Sirah	Multiple computer courses, computer repair, business management, graphics, photography, accounting, mobile phone repair, marketing, engineering programs, vocational training (electricity, plumbing, renewable energy), first aid, and others
11	Balfaqih Computer Institute	Sirah	Multiple computer courses, programming and databases, graphics, networks, marketing, accounting, business administration, interior design, secretarial skills, human resource development, English
12	Liajl Al Jamee' Foundation	Khawr Maksar	<b>In cooperation with donors and training, they have provided a number of courses:</b> entrepreneurship, handicrafts, administration, hair dressing and incense, embroidery, agriculture, fishing, life skills, career guidance, computer, and others
13	Suna' Al Nahdhah Organization	Khawr Maksar	<b>In cooperation with donors and training, they have provided a number of courses:</b> entrepreneurship, vocational and artisanal courses, administrative courses, and others.

### 3.3.7. Obstacles to Getting Skills Training

The study found that, among those that have not gotten training, 56% of them did not get training because there are no opportunities for training, while 33% of them said that they did not have information about the opportunities available to them. 23% said that financial obstacles stood in the way of them getting any kind of training, while 21% say that they did not get any training because of the political and security instability.

During the discussions and the interviews, some obstacles to getting training were listed, and they include: weak financial ability of the women and youth, inability to pay for the cost of the training and transportation, lack of encouragement from families and local community because of dominant culture in the area, and the absence of awareness about vocational and entrepreneurial training.

### 3.3.8. Training Needs

According to the results of the study, more than 60% of the women and youth (46% female, 54% male) expressed their desire to get vocational and entrepreneurial training to help them start their own businesses and projects if they get the chance. This percentage increased to around 90% during the discussion groups, during which the participants expressed their great desire to get training

opportunities to increase their knowledge and skills, and to make a living, especially these days, with increasing unemployment and lack of job opportunities.

When the participants in the surveys were asked what kind of training they would need to start their own businesses, they had the freedom to choose from more than one need. Among those that expressed their desire to get training, 76% said that they need vocational training, the most important of which is nursing, printing and design, interior design, computer repair and technical support, cosmetology and hair dressing, short film production, air conditioning, and car repair. 24% said that they need training in entrepreneurial skills, customer service skills, and leadership.

During the discussions and interviews, similar results were found, and most of them were discussed in Table --- above, which shows the opportunities for professions/services/goods/projects for women and youth. These opportunities can be summarized as follows:

- **Vocational skills** (Women: computer repair and technical support, photography and short film production, interior design, sewing and embroidery of women's clothes, installing and repairing solar power systems. Men: Repairing solar power systems, computer repair and technical support, photography and short film production, air conditioner repair, electronics repair, electrical extensions, and recycling.)
- **Life Skills** (Self-confidence, self-awareness, communication skills, time management, self-marketing, leadership, influence, innovation and creativity, social integration, and self-planning.)
- **Entrepreneurial Skills** (Introduction to entrepreneurship, marketing and using social media tools, financial skills, and planning skills).

### 3.3.9. Support Services that Enable Entrepreneurship

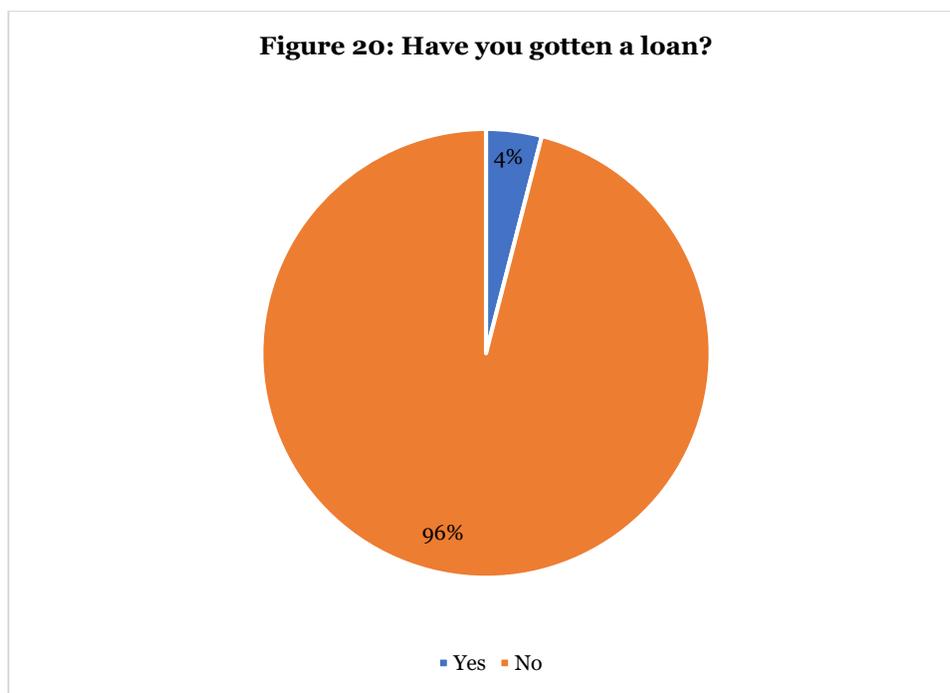
Support services for entrepreneurs are very limited in Yemen. There have been some attempts by some local and international organizations and local agencies to provide support services for entrepreneurs, but they are still being provided in a very narrow scope. The assessment found that there are support services for women and youth entrepreneurs, but they are very limited, like some limited interventions provided by SMEPS, some interventions by local and international organizations or youth initiatives, in addition to some microfinancing organizations, like the Aden Microfinance Foundation, Amal Bank, and the Tadhamon Microfinance Program. In order to implement complete interventions, they must be made to include support services, like linking the different targeted groups of women and youth

with microfinance organizations and consulting services and guidance providers, in addition to establishing a center for women and youth. Women and youth cannot establish their own businesses or develop them without there being a suitable and supporting environment created by the government, microfinance organizations, and the business sector.

### 3.3.10. Getting Financing

The results of the study show that only 6% of the women and youth respondents had accounts in microfinancing banks and foundations (33% female and 56% male). This result shows that most women and youth do not have dealings with the financial sector.

Getting a loan: According to the results of the study, only 4% of the respondents have gotten loans (33% female and 67% male) (See Figure 20). In addition to that, among the women and youth that have gotten loans, most got them from their parents, relatives, or friends, and only one person got a loan from a bank.



The figures above reflect the state of the financial sector in Yemen, as most people do not use the official financial sector.

**Savings:** The study shows that 21% of the youth and women that participated in the study have savings (70% female, 30% male). During the discussions and interviews, the participants said that the most important reasons behind the decreasing amount of savings is that there is no income,

unemployment has gone up, increased inflation, decreased purchasing power, and the deterioration of the national currency. In addition to that, they have had an increasing number of needs, especially last year, as a result of the deterioration of the security situation and the difficult conditions that they went through.

The study also shows that around 93% of the respondents prefer to save their money at home (15% female and 85% male), while 7% prefer to save their money with their friends or with a relative. Through the discussions and interviews, it was seen that youth prefer to save their money at home, and many of them avoid saving money in banks or in microfinance institutions because they of the lack of financial knowledge and lack of trust in banks, especially recently, because people are having a hard time making withdrawals from their accounts in banks.

### 3.3.11. Policies and an Environment that Support Entrepreneurship

Based on the interviews with the members of the local council and local authorities, and the discussion of the role of the government in supporting youth and women, most of the participants believe that the role of the government is very limited, and might be nonexistent. With that, some of the representatives of the government mentioned the national plan to employ youth 2014-2016, a plan that was prepared in 2013 and is still in effect. One of the goals of this plan is to strengthen a culture of entrepreneurship among youth. In addition to that, the plan focuses on small- and medium-sized enterprises in the selected sectors (agriculture, fishing, construction, food industry, mining, etc.) and providing institutional support and negotiation skills. The plan strives to increase the opportunities for getting financing and business development services, which have been affected by the current conflict.

## 4. Conclusion and Recommendations

Based on the results of the assessment, we have come up with the following recommendations and suggestions:

1. Creating and implementing a complete program that includes the following activities:
  - a. Implementing a set of training programs that are made up of training in life skills, vocational skills, and entrepreneurial skills. The program should focus on the innovative and creative professions and enterprises that are recommended in this study.
  - b. Strengthening the environment to enable entrepreneurship, strengthening the ties between youth entrepreneurs and related entities, and creating networks for youth entrepreneurs in the targeted districts.
  - c. Support services: Linking targeted women and youth with microfinancing, supervising and guiding service providers, and providing seed funding in the form of small grants.
  - d. More integration with business and market networks in order to get financing, in addition to business development skills through strategic partnerships with business associations, local authorities, and service providers, and to business support centers wherever they are found, especially in Aden.
  - e. The program should include, after the end of the theoretical training, professional apprenticeship with current businesses.
2. According to the results of the assessment, women in the age group from 20 to 50 years old, and youth from 20 to 30 years old, are the ones with the greatest desire and most prepared to start their own businesses, and they need training to do this. They want to start their own enterprises because the options that they have are less than those available to those younger than them. This is why we recommend that this age group be focused on.
3. Putting in place strict selection criteria, and ensuring that the groups that are most in need, like unemployed women and youth, and those that are most concerned with entrepreneurship, are the ones that are chosen. This includes establishing an independent selection committee.

4. Including government entities, local councils, social leaders, and the private sector, and building upon what is available from these entities in order to help the project team and implementation partners, and coordinate with them.
5. When designing and implementing the training programs and providing support services, the sensitivity of the situation with regards to the females should be taken into account, especially with regards to the location of the training and the length of the training program.
6. In order to ensure the sustainability of the intervention for the women and youth, and to find a suitable environment for entrepreneurship in the targeted local communities, the interventions might have to be linked between the women and youth entrepreneurs and stakeholders. This might require the establishment of a women and youth entrepreneur network in the targeted districts in the form of local groups and networks that could lead to unofficial learning of the skills that are needed, as well as helping them use their energy as a group to get to new markets. The project could focus on developing local groups and networks for women and youth in the targeted communities. The truth is that creating these kinds of benefit groups is not just an opportunity to expand their work by benefiting from economies of scale, but also strengthens their ability for collective bargaining.
7. When implementing the capacity building program, sensitivity between the two genders must be taken into account. Females are part and parcel of the targeted groups, and it is very important to develop the skills of the project team, the trainers, the mentors, and the implementing partners in the differences between the genders when getting into entrepreneurship or private enterprise. For example, women's enterprises are usually at home, and they grow slower than men's enterprises. Women might require more training in marketing and entrepreneurship skills when compared to males because they might not have any previous experience.
8. Developing a professional apprenticeship program and building links between the private sector and the women and youth so that they can practice their skills in real markets, and strengthening their professional confidence and competitive ability.
9. Preparing a mechanism for peer education. This mechanism should encourage the women and youth who benefitted from the training and support services to share their knowledge, skills, and experiences with the rest of the women and youth in their area.

10. Professional training has to be added to the entrepreneurship training on how to market projects using internet websites and social media applications.

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## 5. Appendices

### SWOT Analysis of Products and Services

#	Project/Products/Services	Strengths	Weaknesses	Opportunities	Threats
1	Repairing computers and providing technical support	<ul style="list-style-type: none"> <li>- Depends mainly on qualified human resources</li> <li>- The service can be provided from the location of the customer</li> </ul>	<ul style="list-style-type: none"> <li>- Weak quality of customer service</li> <li>- Weak marketing and depending on store or reputation</li> </ul>	<ul style="list-style-type: none"> <li>- Large expansion in the use of computers, and growing demand for computer repair and technical support services</li> </ul>	<ul style="list-style-type: none"> <li>- Constant electricity outages</li> <li>- Security situation</li> </ul>
2	Printing and design	<ul style="list-style-type: none"> <li>- Depends mainly qualified human resources</li> <li>- Can be done in a short time</li> </ul>		<ul style="list-style-type: none"> <li>- Rising demand for this service, whether from individuals or businesses</li> </ul>	<ul style="list-style-type: none"> <li>- Constant electricity outages</li> <li>- Security situation</li> </ul>
3	Interior design	<ul style="list-style-type: none"> <li>- More than one person can work in more than one position</li> <li>- Does not need a lot of capital, and some suppliers can be relied on, or the project can go into partnership to implement projects from different professions</li> <li>- Weak marketing</li> <li>- Weak innovation and creativity in the current projects</li> </ul>	<ul style="list-style-type: none"> <li>- Weak marketing</li> <li>- Limited choices (designs, colors, etc.) in the current projects</li> <li>- Low quality, especially in the finishing and during implementation.</li> <li>- Relying on teams from diverse professions</li> </ul>	<ul style="list-style-type: none"> <li>- Increased demand for design services</li> <li>- Changing taste among the people, and new trend of relying on design experts</li> </ul>	<ul style="list-style-type: none"> <li>- Security situation</li> <li>- Purchasing power of the people</li> </ul>
4	Short film production	<ul style="list-style-type: none"> <li>- Depends on the creativity and innovation of the person</li> <li>- Can be learned in a short period if there is love for</li> </ul>	<ul style="list-style-type: none"> <li>- Dangers of field work</li> <li>- Lack of marketing and not having a large and effective network</li> </ul>	<ul style="list-style-type: none"> <li>- Increased demand for these services by international and local organizations, and even business owners</li> </ul>	<ul style="list-style-type: none"> <li>- Dangers of field work and getting photography permits</li> <li>- Security situation</li> </ul>

#	Project/Products/Services	Strengths	Weaknesses	Opportunities	Threats
		<ul style="list-style-type: none"> <li>the subject and a desire to learn</li> <li>- There does not have to be a shop or a center, and the work can be done anywhere</li> <li>- Depends mostly on marketing, networking, and the quality of the product</li> </ul>		<ul style="list-style-type: none"> <li>- Companies work with marketing firms and with event planning companies</li> <li>- Small number of competitors</li> </ul>	
5	Photography (event and special occasion photography)	<ul style="list-style-type: none"> <li>- Depends on the creativity and innovation of the person</li> <li>- Can be learned in a short period if there is love for the subject and a desire to learn</li> <li>- There does not have to be a shop or a center, and the work can be done anywhere</li> <li>- Depends mostly on marketing, networking, and the quality of the product</li> <li>- Can go into partnership with photography studios and event planning businesses</li> </ul>	<ul style="list-style-type: none"> <li>- Dangers of field work (especially for women)</li> <li>- Lack of marketing</li> <li>- Lack of innovation and development</li> </ul>	<ul style="list-style-type: none"> <li>- Increased demand for photography services during different occasions (weddings, graduation parties, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>- Security situation</li> <li>- Electricity outages</li> </ul>
6	Installing and repairing solar power systems	<ul style="list-style-type: none"> <li>- Easily turn an electrical engineer and electrician to provide solar power</li> </ul>	<ul style="list-style-type: none"> <li>- Rising prices of providers of this service in current businesses</li> <li>- Lack of marketing</li> </ul>	<ul style="list-style-type: none"> <li>- Constant electricity outages in Aden</li> <li>- Increased demand for solar power</li> </ul>	<ul style="list-style-type: none"> <li>- Security situation</li> <li>- Government electricity coming back, which means</li> </ul>

#	Project/Products/Services	Strengths	Weaknesses	Opportunities	Threats
		<p>services after some training</p> <ul style="list-style-type: none"> <li>- Does not need a location for the project at first, and the services can be provide on behalf of shops that sell solar power systems or through a relations network</li> </ul>		<p>installation and repair services, whether by individuals or businesses</p> <ul style="list-style-type: none"> <li>- Expansion of solar power services to homes and businesses, and even international organizations</li> <li>- Low competition</li> <li>- Expansion of the market outside the city of Aden</li> </ul>	<p>that work opportunities will be outside the city of Aden</p>
7	Web design	<ul style="list-style-type: none"> <li>- Can work from anywhere, at any time</li> </ul>	<ul style="list-style-type: none"> <li>- Lack of marketing</li> <li>- High price of current services</li> </ul>	<ul style="list-style-type: none"> <li>- Increased demand for web design and related services</li> </ul>	<ul style="list-style-type: none"> <li>- The availability of ready software and apps that create required webpages easily and quickly</li> </ul>
8	Programming mobile phone apps	<ul style="list-style-type: none"> <li>- Computer programming graduates can work in this field after getting training</li> <li>- Can work from anywhere, at any time</li> </ul>	<ul style="list-style-type: none"> <li>- Inability to create good marketing and a wide network</li> <li>- The project needs time for the targeted customers to get to know the service being provided</li> </ul>	<ul style="list-style-type: none"> <li>- Large increase in the use of smartphones</li> <li>- There are opportunities to create and use apps for smartphones for a number of businesses, companies, and sectors</li> </ul>	<ul style="list-style-type: none"> <li>- Lack of confidence in local app programmers</li> </ul>
9	Mobile cleaning services	<ul style="list-style-type: none"> <li>- Does not need highly skilled employees</li> <li>- The capital needed for the project is not high</li> </ul>	<ul style="list-style-type: none"> <li>- Most of the current projects need effective marketing</li> <li>- Most of the current projects provide low quality services</li> </ul>	<ul style="list-style-type: none"> <li>- Increased demand for cleaning services, especially during special occasions</li> <li>- Ability to provide this service to companies</li> </ul>	<ul style="list-style-type: none"> <li>- Security situation</li> <li>- High competition</li> <li>- Low purchasing power among the people</li> </ul>

#	Project/Products/Services	Strengths	Weaknesses	Opportunities	Threats
				to save them the burden of hiring	
10	Making mobile phone accessories	<ul style="list-style-type: none"> <li>- Creating added value by making products that are suitable for the targeted customers</li> <li>- More than one person can work on this</li> <li>- Distribution through wide network of shops that sell accessories</li> </ul>	<ul style="list-style-type: none"> <li>- High cost</li> <li>- Lack of marketing</li> </ul>	<ul style="list-style-type: none"> <li>- Large increase in the use of mobile phones, and the need for their accessories</li> <li>- Going into traditional markets in new and innovative ways to meet the needs and desires of the targeted customers</li> </ul>	<ul style="list-style-type: none"> <li>- High competition from cheap imported goods</li> <li>- Security situation</li> </ul>
11	Making boxes for jewelry and gifts	<ul style="list-style-type: none"> <li>- Distribution through a wide network of jewelry and gift shops</li> <li>- Can work from home</li> <li>- More than one person can work on the project</li> <li>- Depends on innovation and creativity</li> </ul>	<ul style="list-style-type: none"> <li>- Lack of quality in the products currently on the market</li> </ul>	<ul style="list-style-type: none"> <li>- Increase in demand for jewels and gifts</li> <li>- Many jewelers and gift shops depend on locally made boxes</li> </ul>	<ul style="list-style-type: none"> <li>- High competition</li> <li>- Security situation</li> </ul>
12	Decorating women's shoes and reselling them	<ul style="list-style-type: none"> <li>- Increasing added value in shoes and presenting them in an innovative and creative way that meets the needs and desires of the targeted customer, who are looking for uniqueness and elegance</li> </ul>	<ul style="list-style-type: none"> <li>- Lack of marketing and bad customer service in women's shoe stores</li> <li>- Low quality of the products that are currently available</li> <li>- Not providing innovative and diverse products that meet the needs and desires of the targeted customers</li> </ul>	<ul style="list-style-type: none"> <li>- Constant change, and women always look for unique and new styles</li> <li>- Going into new markets with innovative and new techniques</li> </ul>	<ul style="list-style-type: none"> <li>- Security situation</li> <li>- Weak purchasing power among the people</li> <li>- Increased competition (and reliance on importing goods, especially from China)</li> <li>- Imitation (when a project starts providing unique</li> </ul>

#	Project/Products/Services	Strengths	Weaknesses	Opportunities	Threats
					goods, everyone else will copy)
13	Decorating clothes and selling them	<ul style="list-style-type: none"> <li>- Modern ideas and depends on the ability of the entrepreneurs to innovate and be creative</li> <li>- The coming of new ideas that meet the needs and desires of the targeted customers, who are looking for unique products</li> <li>- Can be implemented from home</li> </ul>	<ul style="list-style-type: none"> <li>- The project needs to study the needs and desires of the customers that are being targeted and style trends, and provide them with suitable accessories</li> <li>- Weak marketing</li> </ul>	<ul style="list-style-type: none"> <li>- Working through a network of shops as distributors</li> <li>- Customers are looking for unique products, but they cannot find clothes that meet their needs and desires</li> <li>- Ability to work with other projects</li> </ul>	<ul style="list-style-type: none"> <li>- Competition</li> <li>- Lack of competitive accessories to implement ideas</li> <li>- Security situation</li> </ul>
14	Making women's bags	<ul style="list-style-type: none"> <li>- Ability to work anywhere</li> <li>- Availability of raw materials</li> <li>- Ability to gain skills quickly</li> </ul>	<ul style="list-style-type: none"> <li>- Weak marketing</li> <li>- Incomplete product integration and quality</li> </ul>	<ul style="list-style-type: none"> <li>- Improvement of the economic situation in Aden</li> <li>- Working through distributors</li> </ul>	<ul style="list-style-type: none"> <li>- Competition</li> <li>- Security situation</li> <li>- People's purchasing power</li> </ul>
15	Making car accessories	<ul style="list-style-type: none"> <li>- Ability to implement anywhere</li> <li>- Can gain the new skills quickly</li> </ul>	<ul style="list-style-type: none"> <li>- Needs a market study to know what is available and what the market needs are</li> </ul>	<ul style="list-style-type: none"> <li>- There is a market looking for unique, suitable, and beautiful products</li> <li>- Ability to work with other projects, and working through a network of stores as distributors</li> </ul>	<ul style="list-style-type: none"> <li>- Cheap Chinese accessories are invading the market</li> </ul>
16	Making soap locally	<ul style="list-style-type: none"> <li>- A good and unique product that can be sold in the local markets with local scents that are desired by the targeted</li> </ul>	<ul style="list-style-type: none"> <li>- Weak marketing</li> <li>- Not having the necessary technical experience</li> </ul>	<ul style="list-style-type: none"> <li>- New product</li> <li>- Working through a vast network for distribution through stores</li> </ul>	<ul style="list-style-type: none"> <li>- A new product in the market that has many alternatives</li> </ul>

#	Project/Products/Services	Strengths	Weaknesses	Opportunities	Threats
		<ul style="list-style-type: none"> <li>customers and in different forms</li> <li>- Different family members can work in this business</li> </ul>			
17	Making fishing supplies	<ul style="list-style-type: none"> <li>- Quality of the product</li> <li>- Customizing the product as per customer needs</li> </ul>	<ul style="list-style-type: none"> <li>- Poor marketing skills</li> </ul>	<ul style="list-style-type: none"> <li>- There is big and continuous demand</li> <li>- Limited number of competitors</li> </ul>	<ul style="list-style-type: none"> <li>- Imported products are cheaper in comparison to local products</li> </ul>
18	Recycling (plastics, clothes, metal, wood, etc.)	<ul style="list-style-type: none"> <li>- Cheap products in comparison to new products</li> </ul>	<ul style="list-style-type: none"> <li>- Equipment and machines used are not sophisticated</li> <li>- Poor safety and health procedures</li> </ul>	<ul style="list-style-type: none"> <li>- Promising sector</li> <li>- There is an increasing demand for recycled products</li> <li>- Various agencies and organizations support such projects</li> </ul>	<ul style="list-style-type: none"> <li>- Large businessmen and monopolizing this business</li> </ul>
19	Shop selling children's clothes	<ul style="list-style-type: none"> <li>- Directly knowing the preferences of customers</li> <li>- Does not require advanced skills</li> </ul>	<ul style="list-style-type: none"> <li>- Limited products</li> <li>- High prices</li> </ul>	<ul style="list-style-type: none"> <li>- There is existing demand, especially during Eid seasons</li> </ul>	<ul style="list-style-type: none"> <li>- There are several shops with brands in this field</li> <li>- Fluctuating exchange rate</li> </ul>
20	Shop selling children's toys	<ul style="list-style-type: none"> <li>- It is possible to supply different types of toys</li> <li>- Prices vary greatly so every society segment can find something affordable</li> </ul>	<ul style="list-style-type: none"> <li>- Lack of diversified promotion methods</li> </ul>	<ul style="list-style-type: none"> <li>- Continuous demand by children</li> </ul>	<ul style="list-style-type: none"> <li>- Poor quality of toys imported from abroad</li> </ul>
21	Center marketing women's products	<ul style="list-style-type: none"> <li>- Customized and unique products</li> </ul>	<ul style="list-style-type: none"> <li>- Poor relations and networking with donor agencies support women activities</li> </ul>	<ul style="list-style-type: none"> <li>- High demand for women product</li> </ul>	<ul style="list-style-type: none"> <li>- Security situation</li> </ul>
22	Selling traditional women's clothes with a modern twist	<ul style="list-style-type: none"> <li>- Traditional products with unique modern twists</li> </ul>	<ul style="list-style-type: none"> <li>- Weak marketing and supply</li> </ul>	<ul style="list-style-type: none"> <li>- Desire among many women in getting traditional clothes with a modern twist</li> </ul>	<ul style="list-style-type: none"> <li>- People's purchasing power</li> <li>- Security situation</li> </ul>

#	Project/Products/Services	Strengths	Weaknesses	Opportunities	Threats
		- Providing products through artisans and from different areas			
23	Selling and raising birds and fish as pets	- Different types and different prices for most society segments	- Lack of experience on different types, how to process, raise and keep them alive	- Small number of competitors	- Deteriorated economic situation of the society and households. These products are considered as luxury items not essentials
24	Selling household agricultural and garden supplies and flowers	- The availability of different products meeting different tastes of customers	- Poor marketing and promotional aspect	- Great demand can be created in this field	- Deteriorated economic situation of the society and households. These products are considered as luxury items not essentials
25	Children’s salon and nursery	- Meeting a specific need with customers	- Requires capital and relatively high operational costs	- There are no competitors. Most nurseries are within private schools	- It largely depends on residents in the area and their employment conditions
26	Providing home cooked meals	- High quality products	- Inability to cater for big demand	- A new business field	- Customer concerns regarding cleanliness of the production process - Frequent fuel and gas shortages - Presence of specialized restaurants