

# SMALL FIRM DIARIES

## PROJECT SUMMARY

The **Small Firms Diaries** is a ground-breaking global study of small businesses (between 2-20 employees) in emerging economies. The study is being conducted by the Financial Access Initiative at New York University in collaboration with L-IFT and Microfinance Opportunities (MFO). The project will collect Diaries and other data from approximately 100 small firms in each participating country for 12 months (Kenya, Ethiopia, Uganda, Nigeria, Colombia, Indonesia & Fiji). Researchers will use L-IFT's App, Finbit, to collect weekly Diaries data on spending, income, borrowing, lending, savings, and transfers for both personal and business purposes. The researchers will conduct three rounds of qualitative interviews with each entrepreneur, and interview employees, suppliers, and customers of the small firm, as well as collecting background data on value chains and the enabling environment.

## OBJECTIVES

- ✓ Identify the challenges small firms face in growing their profits & productivity, with a particular focus on women-led businesses
- ✓ Identify whether and how small firms can provide steady employment to unskilled and skilled workers
- ✓ Assess different policy options to promote small firm growth including the role of digital financial services in firm's money management practices
- ✓ Contribute to both policy and academic discussion regarding the nature and functioning of small firms in emerging markets and the role they can play in inclusive economic development

## ACTIVITIES

- ✓ Weekly data collection across 12 months + periodic quantitative surveys and qualitative interviews
- ✓ Stakeholder engagement throughout the life-cycle of the project
- ✓ Periodic reports, analyses, public (virtual) events,
- ✓ Quarterly updates of the project's public Data Dashboard

**FUNDERS:** Mastercard Centre for Inclusive Growth; Bill & Melinda Gates Foundation; Agriidius Foundation; ANDE; UNESCAP, FSD Kenya



## KENYA SMALL FIRMS DIARIES

- ✓ **123 Small Firms**
- ✓ **Sites:** Nairobi, Kisumu, Kwale
- ✓ **Sectors:** Agro-Processing Construction/Affordable Housing; Tailoring; Wholesalers/Aggregators
- ✓ **Fieldwork:** October 2021- October 2022