

**WEC**

Women Entrepreneurship Centre

# DIGITAL BOOST FOR SMES

FREE Workshop series  
Sep - Nov 2021  
Round 2 Report



Prepared by Laavanya Dinesh  
Project Coordinator



# ABOUT DIGITAL BOOST

The main objective of the project was to promote knowledge sharing and training on how different types of Ethnic SMEs can seize the benefits of digitalisation and creating networks and support system for their SME digitalisation.

Under community resilience and recovery, we aimed to provide support and advice to small ethnic businesses by providing knowledge and training on how digitalising can help their businesses during this pandemic time period. Our project included training and raising awareness about digitalization benefits and share information among ethnic small businesses about the possibilities and networks that are necessary for implementation.

## OUR TEAM



### **Dr SANGEETA KARMOKAR**

Sangeeta champions a number of educational, research and community engagement initiatives. Her academic research focusses on where Design meets entrepreneurship. Sangeeta's expertise includes design thinking, digital innovation, entrepreneurial strategy, women entrepreneurship and working with the community. She has a special interest in social and women entrepreneurship.



### **ANKITA DEY**

Ankita is the Asia-Pacific President of Innovitas, an international consulting concern. She is a Business Development Manager by profession, and is a strong admirer of self-grown businesses. A travel enthusiast by nature, she has traversed 16 countries so far in her bid to travel the world. Ankita brings quiet experience to many of the sessions, sharing her own journey of discovery with the participants.



### **PABLO DUNOVITS**

Pablo specialises in advanced Human Centered design principles. He exists at the leading edge of digital disruption and innovation, both designing and implementing customised solutions. His rich experience spans a variety of projects, and is deeply driven by successful delivery, and making a difference. He is a globally successful senior professional that specialised in all aspects of Creative Digital solutions.

# OUR SESSIONS



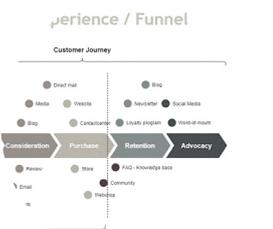
## SESSION 1: Introduction & digital maturity

Session 1 was all about what digital transformation is and what it means for your business and everyone as individuals. During the session, business owners identified digital transformation stages as well as a quick activity using Miro board.

## SESSION 2: Digital strategy canvas

Session 2 focused more on setting success goals and preparing a practical plan of action. The digital strategy canvas was used to find the right digital strategy for business as it is viewed as a means of transforming business, streamline processes and to make use of technologies to interact with external customers as well as internal team members.

AND quick activity using Trello board  
Introducing Google Snapseed & Flaticon



## SESSION 3: Customer journey digital transformation / Marketing funnel

Session 3 focused more on understanding marketing funnel and customer experience by breaking down the customer journey all the way from the “awareness” stage to the “purchase” stage and more success stories!

## SESSION 4: Digital marketing & channels

Digital tools have undoubtedly enabled many small companies to adapt their business operations to increase accessibility, information availability, and customer connection. Online ordering, online marketing, mobile payments, and contactless transactions are now the norm.

In this session we looked into social media platforms and digital tools available for small businesses. Participants were given a checklist for digital tools and step by step guidance on how to implement/develop the digital tools.





### **SESSION 5: Customer relationship management**

Segment 1: Discussion: Participants were asked to present their business, what they have achieved so far and provide an intro to a digital tool that they have started to use.

Segment 2: Activity time: More about multi-channel marketing, ad campaigns Facebook/Instagram etc.



### **SESSION 6: Financial Planning**

Segment 1: Discussion: Participants were asked to present their business, what they have achieved so far and provide an intro to a digital tool that they have started to use.

Segment 2: Financial planning and forecasting: Participants were provided with a monthly financial plan template and sample to help them draft their own monthly plan which will be showcased in the next session.

Segment 3: more colourful success stories to inspire and encourage participants. Strategy is important, but Execution are everything!



### **SESSION 7:**

Segment 1: Business productivity and related tools like Grammarly.

Segment 2: Customer visibility & relationship management - Google My Business, Video messaging & marketing, Mailchimp.



### **SESSION 8:**

Digital marketing roadmap and competitor marketing strategy analysis. The digital marketing road map is the base for all online marketing campaigns. Having a clear plan based on the business goal provides a solid foundation for all your online marketing efforts. Participants were provided with a template and sample to help them draft their own roadmap.

# “ FEW TESTIMONIALS ”

I would like to thank WEC for running the Digital Boost program, it has exceeded my expectations. I have learnt a lot during the program and thanks to the information provided I have been able to implement new processes and improve my Business. It has been an amazing journey, the workshops are interactive, fun and hands-on which means that you accomplish something in every workshop.

-Monica - BelleMax

I have got all the encouragement & support from WEC amazing Team throughout the journey ,starting from Zaichiniz my Instagram art page to my new business venture SCHOLARS TUTORING. They truly deserve a 5 Stars rating. If you are stuck with your new business and need ideas for digitally boosting it on social media apps, logo or branding, website ,banking or IRD tax payments, they can guide to make you succeed, bonus : you end up making fab friends too.

-Zaimah Saiyad - CEO Founder@Scholars Tutoring /Artist@ Zaichiniz Chinese ink painting

Digital Boost for SME Systematic digital business training organised to motivate budding entrepreneurs by compassionate and dedicated leadership.

-Shaheena - Supersha Health

A well thought course, packed with practical information! Each week on its own could be a half a day workshop. I found it very useful, and will definitely recommend it to others. The tutors were very well organised and used up to date materials and information and tools.

-Ensiyeh-New Old Ways

I am writing to thank you for letting me participate in the Digital boost 8 weeks program. It has been an opportunity for me to learn about new technologies that are in use. A special thanks to WEC Team, who patiently helped me with the practical aspects on my mobile phone, in spite of me not having a computer.

It has been fast-paced and exciting.

-Rizvana -Raz Food

# OUR PARTICIPANTS



Food catering services for all celebrations. At soul, you'll find a wide range of delicious menu items suitable for birthdays, anniversaries, weddings and other celebrations you may wish to host. We love making it quick and easy for you to plan your events so that its affordable and has generous quantity.

<https://www.facebook.com/soul.its.your.soul>



Cravings by AK provides you a quick and great way to homemade recipes. You can find the recipes in detail and easy steps to follow while creating your own food experiences. Each recipe can give you a great level of flexibility for ingredients according to you and the taste of your loved ones. Easy to prepare with clear instructions, you will love the magic you going to make for every meal prepared.

<https://www.youtube.com/c/CRAVINGSByAK>

<https://www.facebook.com/cravings.ak>



Amna is an experienced Freelance Graphic Designer with a demonstrated history of working in the design industry. Expertise in Logo Design, Typography, Adobe InDesign, Graphic Design, and Page Layout. Currently, working as a freelancer and managing her own YouTube channel.

<https://www.behance.net/AmnaTariq4>



Scholars Tutions started with a goal to give our young teenagers students aged 13 to 18 yrs, currently in intermediate and high school, a good learning support to achieve their desired grades with the guidance from our scholar tutors.

<https://scholarstutions.co.nz/>



Welcome to BelleMax. We are an Auckland based artisan skincare brand. Our passion is to deliver handmade beauty products using natural ingredients from plants, flowers, herbs, nuts and seeds to nourish your skin. We produce items in small batches using natural ingredients from NZ based suppliers. Less is more!

<https://www.bellemax.co.nz/>

# OUR PARTICIPANTS



SuperShaHealth are skilled coaches who provides flexible customised programs to gain healthy living through food and exercise. Our focus on control of weight, diabetes and insulin resistance. We coach individuals and do group coaching face to face and online according to selected package.

[https://www.facebook.com/SuperShaHealth/?ref=page\\_internal](https://www.facebook.com/SuperShaHealth/?ref=page_internal)



We teach the art of Muay Thai (Thai Boxing) from our gyms in downtown Auckland and Wellington City. With over 40 classes a week over seven days, we try to make this beautiful sport accessible to everyone, regardless of whether their goal is to compete, develop self-defence skills, or just have a fun workout.

<https://www.jaithaiboxing.com/>



RazfoodsNZ is an NZ local food business that caters to different cuisines and tastes. Raz foods is Authentic, Healthy and home made.

<https://razfoods.godaddysites.com/>



BestWest Driving School is offering driving lessons in West Auckland. I provide quality driver education and training with a commitment to respect, empowerment and excellence.

<https://www.facebook.com/www.bestwestdriving.co.nz>



We're empowering food entrepreneurs while providing people with a local, sustainable alternative to takeaway that makes them feel more connected to others. We bring our experience offline too – with community events.

<https://newoldways.com/>

# SUPPORT



**Website and social media support**  
Few participants were offered website and social media packages to help them take the next step.

# OUTCOMES

What we have achieved

## COMMUNITY BENEFITS

Our analysis is based on the feedback that we obtained from the few of the ethnic small businesses started via Live your dream Business startup project. They deal with many barriers and challenges during this period of time, which includes low awareness, unfavourable mind set towards digitalization, lack of resources and competence needed to digitise.

### Benefits for SMEs

- Knowledge of the benefits of digitalisation
- Knowledge about the resource and tools available
- Networking with other similar SMEs
- Reshape their business to create value, gain a competitive advantage, meet their customers' expectations
- Help small businesses make successful decisions
- Get the satisfaction of knowing they have done a great job

### Benefits for Community

When SMEs are willing to adapt to digitalization from the traditional method during this pandemic time, it creates benefits for community as well.

- Ease and convenience:
- Consumes less time and cost
- Products and services will be available around the clock
- Contact the business via social media tools and other digital communication methods

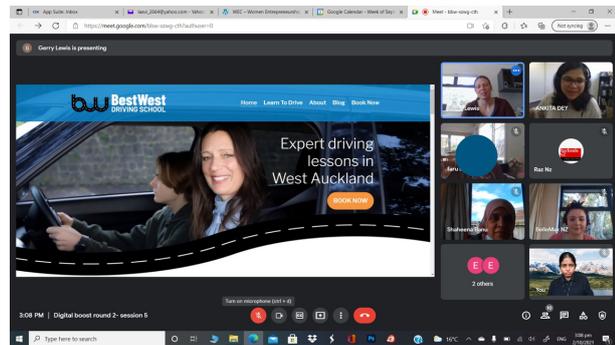
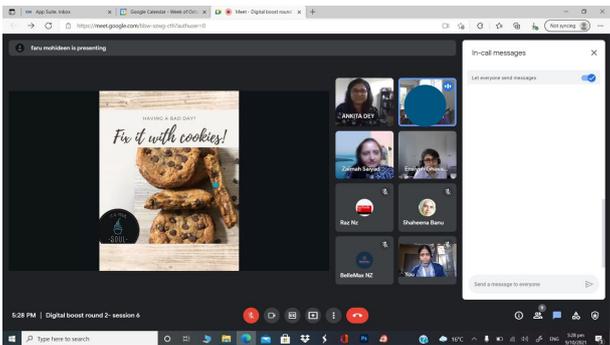
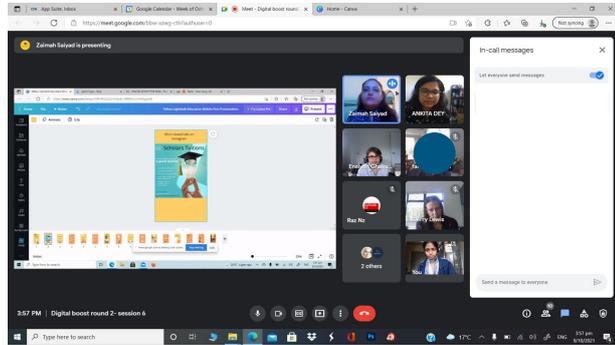
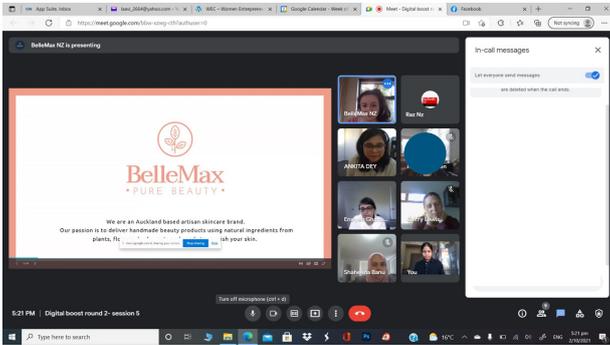


Overall creating digital markets and adapting to digitization can gain significant economic benefits and lead to substantial social benefits to local communities.

# PARTICIPANTS INPUT



Participants were asked to present their business, what they have achieved so far and provide an intro to a digital tool that they have started to use.



# CONCLUSION

We believe that at this current situation awareness and information about why and how to digitise are seen as the most crucial factor in getting productive output for SMEs and supporting local communities.

It's time for us all to help our local businesses to get back on their feet and sustain for the future changing environment.

*Thank you*