

MSMEs

MSMES

DEVELOPING
MSMES
IN NIGERIA

Our Vision



To be Nigeria's primary development finance institution; promoting growth and sustainability.

Our Mission

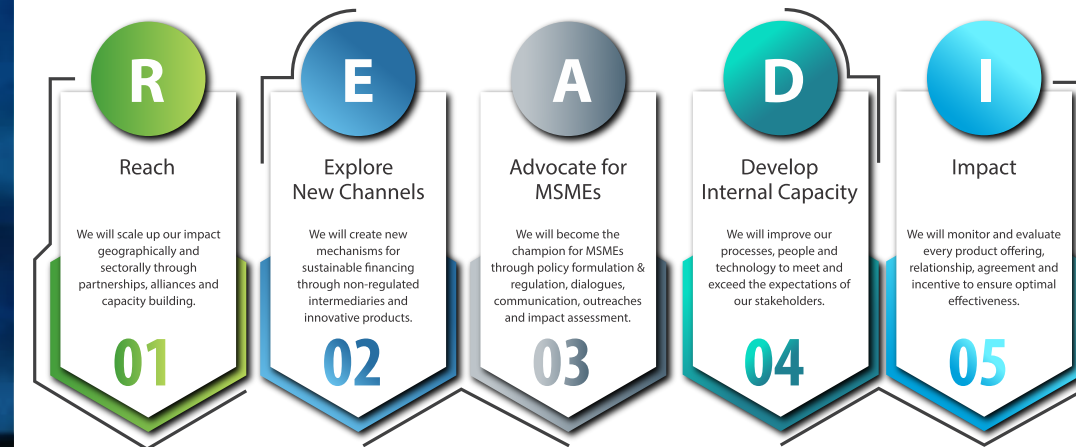


To facilitate sustainable socio-economic development through the provision of finance to Nigeria's underserved MSMEs through eligible financial intermediaries.

Core Values



Our Five-Year Strategic Plan



**MSME BANKABILITY
IS A CHALLENGE.
BIZAID CAN FIX IT.**

**DOWNLOAD THE DBN BiZAid
APPLICATION TO
LevelUp**



DBN
Development
Bank of Nigeria
RC 1215724
...Financing Sustainable Growth

In solving some of the most difficult challenges MSMEs face, DBN has developed BIZAID, an innovative tool to provide business support in areas such as bookkeeping, documentation and preparing business plans. With BIZAID, you're in good hands.

We are Nigeria's primary development financial institution; promoting growth and sustainability.

Available on Apple App Store & Google Play Store



www.devbankng.com

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Outline

01 PRELIMINARY PAGES

- 6 About Us
- 7 DBN's Mandate
- 8 Major Highlights

02 DBN in 2019

- 11 Our Impact on MSMEs
- 17 Our 2019 Entrepreneurship Training Program
- 18 Impact of our 2019 Entrepreneurship Training Program
- 21 Our Annual Lecture series
- 22 Our 2019 MSME Summit

03 DBN MSMEs in View

- 25 Our Impact on PFIs
- 26 Our Impact on MSMEs
- Our MSMEs in view
- 25 How we are solving MSMEs' challenges

04 DBN in 2020

- 36 Our 2020 Entrepreneurship Training Program
- 37 Impact of our 2020 Entrepreneurship Training Program
- 39 Our webinar Series





ABOUT US

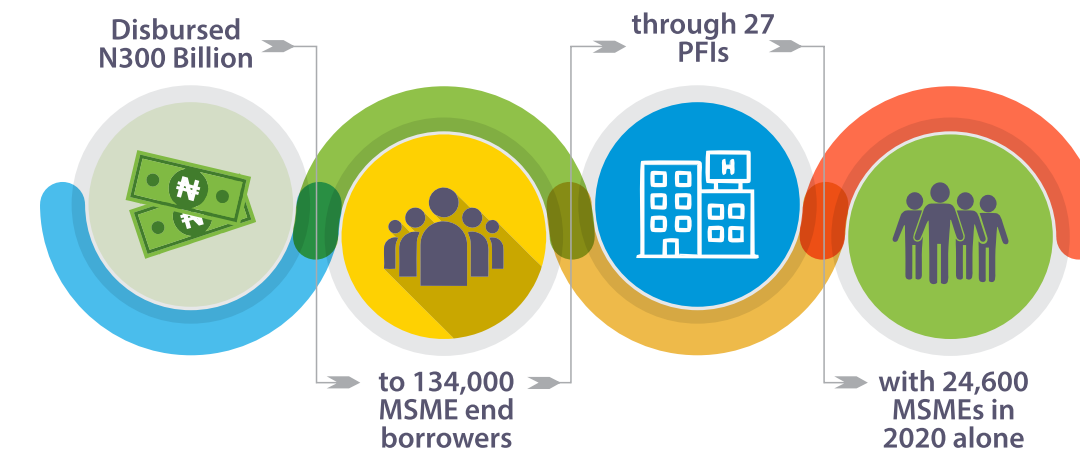
The Development Bank of Nigeria (DBN) was conceived by the Federal Government of Nigeria (FGN) in collaboration with global development partners to address the major financing challenges facing Micro, Small and Medium Scale Enterprises (MSMEs) in Nigeria.

Our objective is to alleviate financing constraints faced by MSMEs and Small Corporates in Nigeria through the provision of financing, capacity building and partial credit guarantees to eligible financial intermediaries on a market-conforming and fully financially sustainable basis.

Our Mandate

- The MSME sector plays a vital role with over 40 million of them operating in all sectors of the Nigerian economy, employing over 60% of the country's workforce and providing a livelihood for most homes.
- Despite their importance, MSMEs face financing constraints which limit their ability to grow. These financing constraints include lack of sufficient long term funding, lack of capacity to access funds and inability of lenders to adequately assess the creditworthiness of MSMEs.
- DBN works to alleviate these financing constraints by providing long term financing and partial credit guarantees to MSMEs through eligible financial intermediaries on a market-conforming and fully financially sustainable basis.
- The Bank also provides capacity building and technical assistance to MSMEs and participating financial institutions to upscale the capacity of the PFIs to lend to MSMEs and build the capacity of MSMEs to access and use debt.

From 2017 to 2020, the Bank ...



MAJOR HIGHLIGHTS



Subsidiary



Our Partners



Financial Institutions

Above 89% of financial institution that works with the Development Bank of Nigeria in facilitating access to finance for MSMEs are satisfied with the Bank and its services.

Ref: Slides 11, Abridged Version of Report



PFIs

All (100%) PFIs attested to the level of respect, courtesy, and professionalism demonstrated by the DBN team in their interactions with PFIs.

Ref: Slides 13, Abridged Version of Report



PFIs

100% of the PFIs attested to the quality and effectiveness of services delivered by DBN's staff. They all recall having had excellent or good service experiences with DBN in the past 6 months.

Ref: Slides 13-14, Abridged Version of Report



Net Promoter Score

As against average global rating of 6% the Development Bank of Nigeria has a Net Promoter Score of 42% with its customers, which implies that the Bank has a significant pool of PFIs who are ready to advocate for the Bank and its services.

Ref: Slides 16, Abridged Version of Report



PFIs

All (100%) PFIs recognize DBN's commitment to promoting environmental sustainability and alleviating social risks.

Ref: Slide 18, Abridged Version of Report

DBN 2019



OUR PERFORMANCE
IN 2019

304,655
JOBS
created/saved

65,293
MSMEs
Funded

N9 BILLION disbursed to
921 first time
borrowers

N8 BILLION disbursed to
17,900
Youths

N14.8 BILLION disbursed to
26,983
women

N101.5 BILLION disbursed through
21 PFIs

Nationwide
Distribution of
LOANS

100 MSMEs
TRAINED

DBN's IMPACT
ON MSMEs

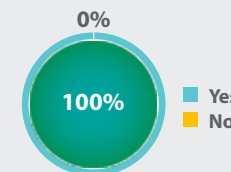


In 2020 we carried out an impact study for 2019 on our PFIs and MSMEs:

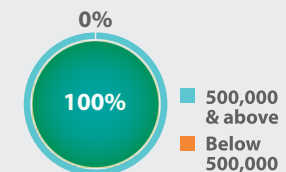
Gender distribution
MSMEs Ownership



Are you the owner/
co-owner of this
business?



Loan Size



32%
of MSME owners
were Youths



Over
411
Businesses
sampled

Representation from
all geographical regions



Representation from
all business sectors



Over
19
PFIs
Sampled

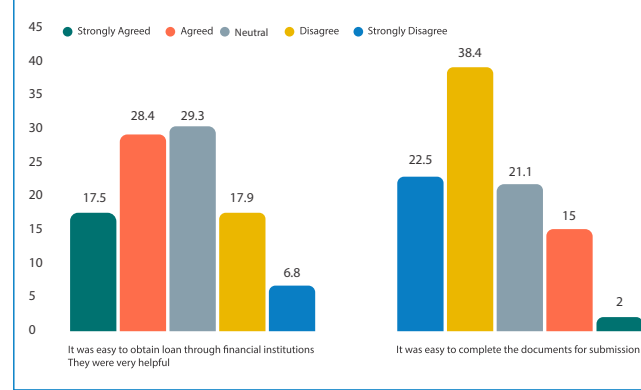
IMPACT ON MSMES: EASY ACCESS TO CREDIT

Half of the MSMEs surveyed found it relatively easy to obtain the DBN loan from their PFI

Mr. Soye Oluremi founded Rem-Bam about 30 years ago, right after his graduation as one of the pioneer students of Lagos State University (LASU). Incorporated in 1997, Rem-Bam is an engineering contractor, haulage, and supply company headquartered in Amuwo Odofin, Lagos State with workshops in Lagos and Ewekoro in Ogun State. The company employs 250 staff of which 220 of the staff are permanent employees.

An interview with Mr. Soye, the MD/CEO, revealed that his business is highly capital intensive; thereby always requiring bank financing.

Mr. Fakolade Oladapo, the Finance and Operations Manager, acknowledged DBN's efforts in 'following the money' as a key element of ensuring that funds are utilized, and national development is achieved. He also commended the staff of



A cross-section of haulage trucks at Rem-Bam Limited's workshop in Ewekoro, Ogun State



Fidelity Bank for introducing the facility to the company and making it possible for Rem-Bam to access a one-year 100M Naira- facility within two months. On the loan utilization, Mr. Soye explained that in his line of business, working capital is a recurring necessity. He added that the DBN facility was used to launch a government project in fulfillment of the requirement that contractors invest a portion of their funds in government projects. According to him, the government requires this financial commitment to reduce incidents of abandoned projects attributable to corrupt contractors that abscond with government funds.

At the time of this interview with Rem-Bam, the company had no due obligations and had 5 months left to fully repay the credit facility. The company indicated interest in accessing more funds once the current loan has been repaid.

ENTREPRENEURSHIP DEVELOPMENT IS A CHALLENGE. DBN CAPACITY BUILDING PROGRAMME IS SOLVING IT.

APPLY NOW TO LevelUP



In collaboration with the Enterprise Development Centre of the Pan Atlantic University, we have developed a Capacity Development programme to help budding entrepreneurs scale optimally.

To learn more, visit: devbankng.com.

We are Nigeria's primary development financial institution; promoting growth and sustainability.



DBN
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RC 1215724
...Financing Sustainable Growth

IMPACT ON MSMEs: CREDIT UTILIZATION



A cross section of students at Danbo International School, Kaduna, Kaduna State



Over the 2018 and 2019 period, DBN disbursed NGN105 Billion with an average disbursement size of NGN4.6 Million.

Of the MSMEs that received DBN loan before April 2019, 88 per cent fully utilised the amount by the end of August 2019. Only three per cent of MSMEs used less than half of the total loan amount received over the period.

Utilization of Credit for Expansion – Danbo International School

Danbo International is a group of schools (nursery, primary and secondary) founded in 1981. It is currently owned and run by Mrs. Abosede Christiana Yusuf-Bello. Since its inception, a few alumni have become notable members of society including a deputy-governor, a member of the House of Representatives, among others.

The school which started with less than a hundred students grew in student, staff and infrastructural strength. At its peak, over one thousand students were enrolled. Unfortunately, the effect of insurgency and the rise in kidnapping in Kaduna State affected the school's growth and the number of students was reduced by half.

With the school's track record as a trusted education provider, Danbo had become a household name; therefore, the proprietress sought to open another branch in Abuja. This development created the need for funds to execute the ambitious project. The school, through Fidelity Bank, was able to access a loan facility.

Following its reputation as a highly competitive institution with enhanced learning facilities, the school gained popularity in Abuja and as a result employed over 200 staff to match the growth. Additionally, the proprietress did not retrench any staff despite the challenges faced.



2019 Entrepreneurship Training Programme



Beneficiary:
Mr. Emmanuel Bala Musa



Location:
Kaduna,
Kaduna State.



Business:
DigiHealth
(Health Consultancy)



Summary:

- After ETP, the firms enhanced their existing business plans.
- With the pitching skills acquired during the ETP, a firm was shortlisted amongst the 10 start-ups at the Nigeria-Canada Investment Summit in Abuja. The firm's health management software will be launched after the COVID-19 Pandemic.

In 2019, 100 MSMEs from different parts of the country, different sectors of the economy and with varying business life cycles were selected to be trained. 50 Micro Enterprises were trained by Wider Perspectives Limited in Abuja and 50 Small and Medium Enterprises were trained by the Enterprise Development Centre of the Lagos Business School.

The Lagos program was carried out for 3 months (August 2019 to October 2019); with 10 days of in-class sessions and 10-days of online sessions.

In Abuja, the program lasted for 2 months with 2 sessions of 3 days in-class trainings for the Micro Businesses.



Impact of DBN's Entrepreneurship Training Program

One year after the capacity building program an impact study was conducted on the beneficiaries.

Most of the respondents reported improvement in the structure of their businesses because of better strategic business planning. **72%** of the respondents reported to have employed additional staff. **63%** of the respondents reported increased revenue.

I got a loan that helped ensure the certification of my products and the issuance of an approved number by the National Agency for Food and Drug Administration and Control (NAFDAC).

- Helen Stan-Adinnu



Beneficiary:
Mr. Daniel Giwa



Location:
Kaduna,
Kaduna State



Business:
Legacy Bakery

Service:
Bakery,
Confectionery and
Poultry farming



Summary:

- Established poultry farm for egg production to generate additional income.
- Average monthly turnover increased from N1,978,439.50 to N4,088,095 after the DETP
- Created 54 employment opportunities after DETP.

Impact of DBN's Entrepreneurship Training Program

47% of assessed beneficiaries have improved access to markets and visibility by developing and implementing market access strategies including digital marketing, product rebranding and establishing sales outlets.

55% of assessed beneficiaries have improved access to internet

technology to create visibility, access new markets and develop their business

42% of assessed beneficiaries in production and processing have increased capacity through acquisition of equipment and other production inputs.

Yes, the DBN programme was really helpful. Our production has increased, and our revenue has also increased. I have been able to employ about 5 persons. I now have two marketers, one driver, one person at the (paint) production and one person at the logistics."

- Olasunkanmi Ololade



Beneficiary:
Mrs. Samirah Faruk



Location:
Kano,
Kano State



Business:
Bishe Farms
(Trading under
Mercy Mission
Global Ltd)

Service:
Organic poultry
farming



Summary:

- 30% increase in customer base through digital marketing and referrals.
- Average monthly turnover increased from N180,000 to N400,000 after the DETP

THE DBN
2019
 ENTREPRENEURSHIP
TRAINING PROGRAM



Annual Lecture Series

The Annual lecture series was organized to provide a platform for a robust exchange of ideas to meet the challenges and opportunities that exist in the MSME segment of the economy.

The central objective of the inaugural lecture was to broaden the understanding of the MSME segment and critically examine practical steps to resolve some of the obstacles that prohibit growth within the segment. The interactive Public Lecture was open to all DBN staff, key staff in Commercial and Micro-Finance Banks, Policy Makers, Regulators, and Operators in the MSME segment.







2019 MSME SUMMIT

On Tuesday 29th October 2019, a summit for Medium and Small Scale Entrepreneurs (MSME) was held for the first time in Borno. The summit was designed to continue to strengthen and deepen the bank's reach, in line with the bank's strategic plan.





DBN IN 2020

webinar Series

ALTERNATIVE FINANCING OPTIONS FOR SUSTAINABLE GROWTH POST COVID-19 LOCKDOWN

PANELISTS **MODERATOR**

 Mr. Andrew Ali <small>CEO & Partner, D&B Management</small>	 Mrs. Tugba Sani <small>Chief Executive Officer, Grouping Africa Capital</small>	 Mr. George Ogheneke <small>Group Head, Banking Strategy, ERM</small>	 Sa'adyya Aliyu Anuosi <small>Managing Director, Africa Center</small>	 Prof. Joseph Shanna <small>Chief Executive, Development Bank of Nigeria</small>
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Saturday, 9th May, 2020 | 2:00 PM

REGISTER NOW <https://bit.ly/DBNWebinar>



[PERFORMANCE IN 2020]

N190 BILLION disbursed through 19 PFIs

29,181 MSMEs Funded

N9.8 BILLION disbursed to 6,935 first time borrowers

N5.7 BILLION disbursed to 9066 Youths

N11.8 BILLION disbursed to 25,171 Women

TECHNICAL ASSISTANCE provided to

5 commercial banks

Geographical Distributed **LOANS**

125 MSMEs TRAINED

Impact On PFIs

DBN's Performance in Facilitating Access to an Increased Volume and Quality of Finance within the Nigerian MSMEs Segment



LOANS DISBURSED
N138,843,265,010



MSMEs BENEFICIARIES
24,639



JOBS CREATED/SAVED
97,266

Loan Disbursed

Despite the availability of alternative intervention funds, the DBN loan remains attractive to PFIs. MSMEs had significant access to the Bank's loans at different rates, sizes, and volumes. However, towards the end of 2019, the PFIs became generally sensitive to pricing due to the availability of single digit funding resulting in lower uptake of DBN's loans. At this time, the major key attraction for the Bank's loans remained its ease of access and timely disbursement of funds upon request.

Some PFIs commended the bank's flexible tenure that allows onward lending to customers for as long as 6 years.

Some PFIs prioritize women borrowers that can repay their loans.

Loan Tenure

Some PFIs commended the bank's flexible tenure that allows onward lending to customers for as long as 6 years. Lesser tenures are also available to customers but at different rates as the tenure often determines the rate.

Priority to Women Borrowers

Some PFIs prioritize women borrowers that can repay their loans...

"From inception to date, about 11% of our portfolio is constituted of women owned businesses. We understand the need for financial inclusion and we also understand the need to

extend this partnership more to women because they are sort of the financial excluded gender when it comes to lending".

"Women applicants cover about 5% of our portfolio. In 2018, we established a new unit in SME called women in business. Now the percentage of women applicants is about 15%".

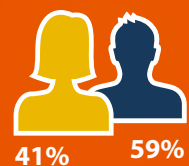
Loan Size to MSMEs and Small Corporates

To ensure spread of its loans, the Bank in 2020 improved its loan cap for both MSMEs and Small corporate. 2019 cap was N152 million for MSMEs loans and N610 million for Small corporate. This was revised to N200 million for MSMEs and N720 million for Small corporate in early 2020.

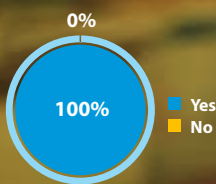
IMPACT ON MSMES

We carried out an impact study on our PFIs and MSMEs:

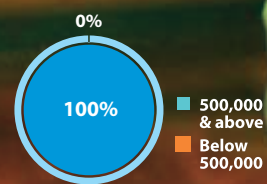
Gender distribution MSMEs Ownership



Are you the owner/co-owner of this business?



Loan Size

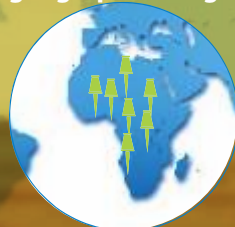


Fair REPRESENTATION of **youth and women** owned MSMEs



Over **498** Businesses sampled

Representation from all geographical regions

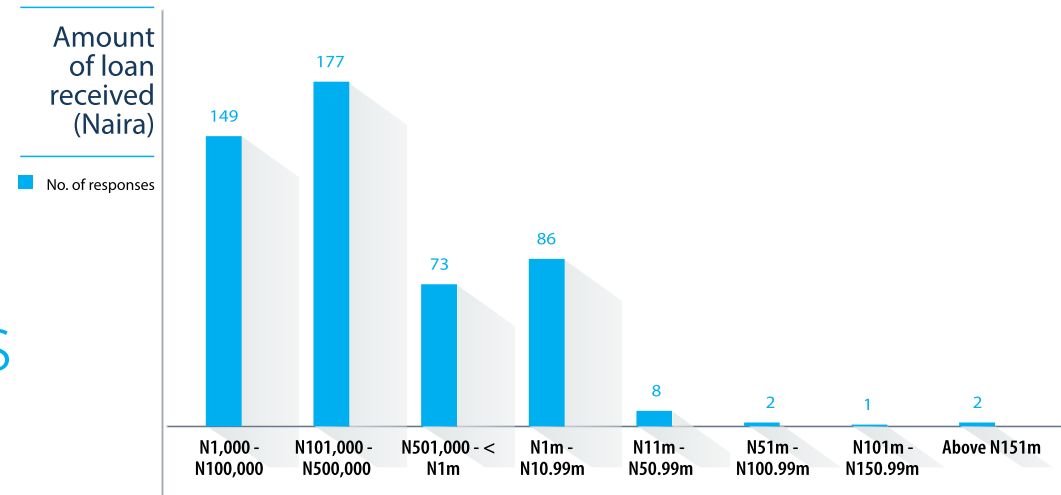


Representation from all business sectors



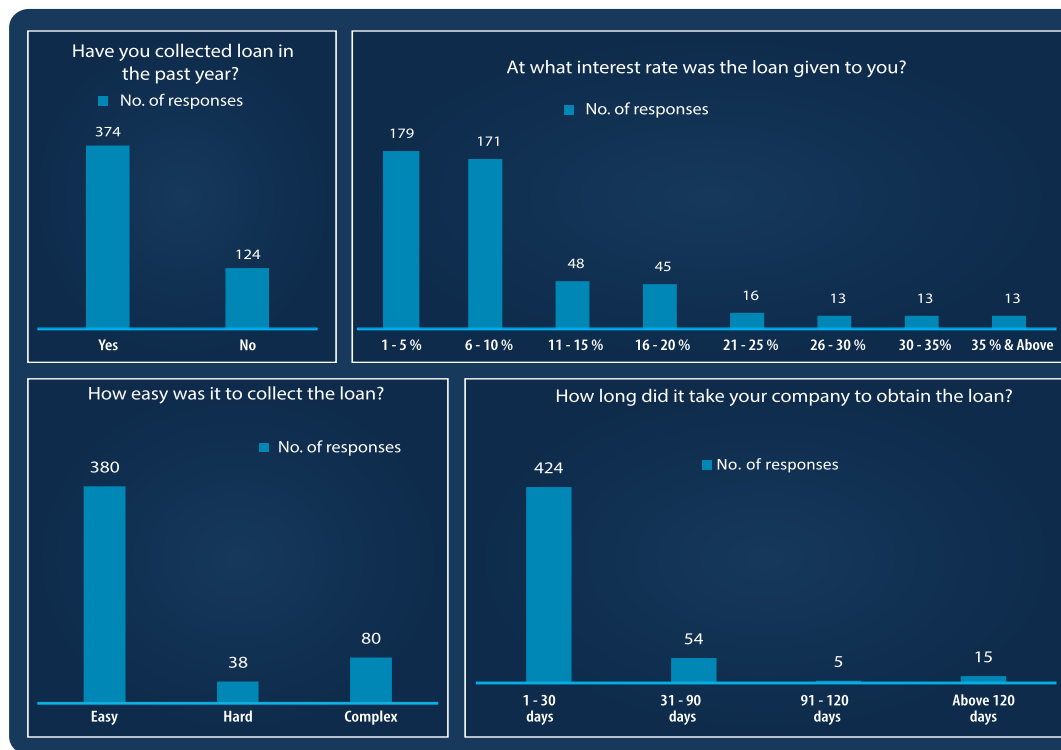
Over **19** PFIs Sampled

IMPACT ON MSMES: Easy Access To Credit Facilities



76% of respondents confirmed they obtained loans easily from the Bank's PFIs in 2019.

85% reported that on average, it took a month to receive loans.



IMPACT ON MSMES: Increased Business Turnover

The study showed that injection of the loan into the business has a direct relationship with turnover.

83%
of the MSMEs
respondents
reported increase
in their sales after
obtaining the loan.

Generally, the MSMEs recorded an increase in their revenue between year 2018 and year 2019.



Meet LAND SLIDE PAINTS LIMITED



AJIBOYE OLANREWAJU

Ajiboye Olanrewaju, worked as a sales boy for a paint retailer at an early age where he gained knowledge on the business and had intentions of setting up his own paint business. He started trading in drums of paint in small quantities and increased in 2010 when he got his own shop.

With the intention to scale and establish his own paint production company, Ajiboye, having heard about the DBN facility, approached Accion Microfinance Bank for the first time to get more information about the loan.

He subsequently secured the loan having met all the loan requirements. Injection of the loan into the business helped not only to maintain inventory

levels, but also to meet the increasing demands of his customers.

"I used the loan to purchase inventory which I sold to clients. This helped to ensure that business continued to operate as usual. The business continued to grow, and I continued to deliver to my clients."

Ajiboye has grown his business into a company (Land Slide Paints Limited) and has become a major distributor of popular paint brands across Lagos. The company has recorded significant growth in its operations and opened several other outlets across the country.

Journey So Far

The business has expanded from then to become a major distributor of paint to several high-profile business developers and now has retail outlets in Lagos and across Nigeria.

He studied paint production companies and after extensive research, realized that he could set up his own company and produce even better quality paints compared to most of the products sold in the market.

He set up his own factory in October 2019, Land Slide Paints Limited, where he produces and distributes high quality paints to different customers in Lagos State. He currently has over 30 staff across his retail outlets and factory.

He currently produces 150 drums of paints daily and looks to triple that number in the nearest future. The company, also has as part of its asset, a bus and a truck which it uses to distribute products to its customers.

He currently records an annual turnover of over N40 million and envisions an annual turnover of N200 million within the next few years.

Next Steps

Expanding the factory: Ajiboye plans to expand his factory's capacity to produce more drums of paint daily as his current supply cannot meet the demand of all his customers.

Increase retail outlets: He also plans to establish more shops in different parts of Lagos state thereby increasing the business operations, solidifying his customer base and creating more employment opportunities.

Growing the brand name: Ajiboye aims to make Land Slide Paints Limited one of the biggest brands in the paint industry in Nigeria. He plans to invest more in advertising and marketing while also ensuring the quality of paint produced.

Establishing online presence: Having lost business opportunities due to poor online presence, Ajiboye realizes the need to maximize the potentials of social media to grow sales.

Meet
**HEIRS GROUP
OF SCHOOL**



JAMES EZENWA

James Ezenwa comes from a modest background. His fierce determination to live a happy, simple, and successful life has helped him come a long way. Although James has an MBA, he lacked job satisfaction and career fulfilment until he discovered his passion for teaching.

He started by offering free lectures in Churches, Banks, and other small groups. This gave him an opportunity to better understand the teaching profession and to further develop himself. In teaching, he found the fulfilment he had been searching for and by 2011, he started Heirs Group of Schools. The school is in

Anambra State and was thoughtfully established following several years of teaching experience.

A long-standing customer of Accion Microfinance bank, James approached the bank in 2019 in his quest to further expand his business. He was offered the DBN loan after meeting all the loan requirements. With the loan, he was able to relocate to a permanent site and provide the pupils with a more conducive learning environment. The relocation of the school helped with student retention and increased enrollment. Consequently, Heirs Group of Schools employed new staff.

Journey So Far

Heirs Nursery and Primary School currently employs 20 staff.

Heirs Group of Schools recently moved to an expansive new location with more classrooms. The school has purchased school buses to convey students to and from their homes.

The growth of the school from 1 pupil in January 2011 to over 240 pupils in 2020, is a significant milestone for Heirs Group of Schools. The school continues to attract new pupils and existing pupils continue to graduation.

There has been an increase in revenue generated on an annual basis due to a steady increase of students in the school. This has equally contributed to the growth and expansion of the school.

Next Steps

Completion of Permanent Site: James plans to complete the construction of the remaining structures of the school, in order to make it more conducive and attractive for existing and potential parents and pupils.

New Institutions: Heirs Group of Schools plans to add to its portfolio, a Secondary School and a College of Education within the next 5 years. Heirs Group of Schools plans to be one of the biggest schools in Nigeria delivering high quality education to students.

Meet
**JEFFREY J.
NIG. LIMITED**



**CHUKWUNYERE
JOHN JEFFREY**

Chukwunyer John Jeffrey, a man with the drive and fierce determination to be successful, started his business while still in the University. After graduating, he secured a job but never lost sight of his passion and dream of becoming a full-time entrepreneur. He rented a small shop in Lagos State with his savings, trading products like eyelashes, hair extensions and cosmetic products. He continued to finance the business from his retained earnings and bank loans to enable him grow into a wholesaler and major distributor.

Jeffery sought out one of DBN's PFIs after he heard about the Bank's on-lending activities and facilities. After satisfying the PFI's requirements, he was

granted the facility. With the injection of the loan, the business was able to purchase inventory on a large scale. This created multiplier effects for the business operations and performance- e.g cost reduction (economics of scale), wider customer reach, etc.

Jeffery's small shop that launched in 2012 is now Jeffrey J. Nig. Ltd, an incorporated entity and a major distributor of wine and cosmetics with multiple stores across Lagos State. In addition, the company is a major distributor of Darling Nigeria Limited & Lush Nigeria Limited products across Africa.

Journey So Far

Jeffrey J. Nig. Ltd has grown to be a major distributor of cosmetics and hair extensions with a strong distribution network across Africa, providing employment for over 20 persons.

With the use of social media, Jeffrey J. Nig. Ltd has taken its products to a wider audience recording increase in sales. The business uses various social media apps to reach its domestic and international customers.

Jeffrey J. Nig. Ltd records over N20 million in revenue annually

Jeffrey J. Nig. Ltd also ventured into the wine business and reportedly is the sole distributor of Mar and Sol Chandelier wines in Nigeria. He imports the wine directly from the producers in Spain and sells to customers in Nigeria.

Next Steps

Jeffrey J. Nig. Ltd plans to establish the first eyelash and cosmetics factory in the country. This will improve the company's supply chain and grow the company from being an importer of such products to a manufacturer and exporter of the same products.

Jeffrey plans to set up the first winery in Nigeria where he will produce the kind of wine he currently imports from Mar and Sol Chandelier wines in Spain. He believes his existing knowledge and wide distribution network will make it easier to market his wine to new and existing customers.

Jeffrey J. Nig. Ltd also plans to establish more retail outlets across the country to ensure that his products reach millions of consumers who need it.

IMPACT ON MSMES: Improved staff and staff welfare

48% of the MSMEs have been able to increase their staff strength after receiving the facility.

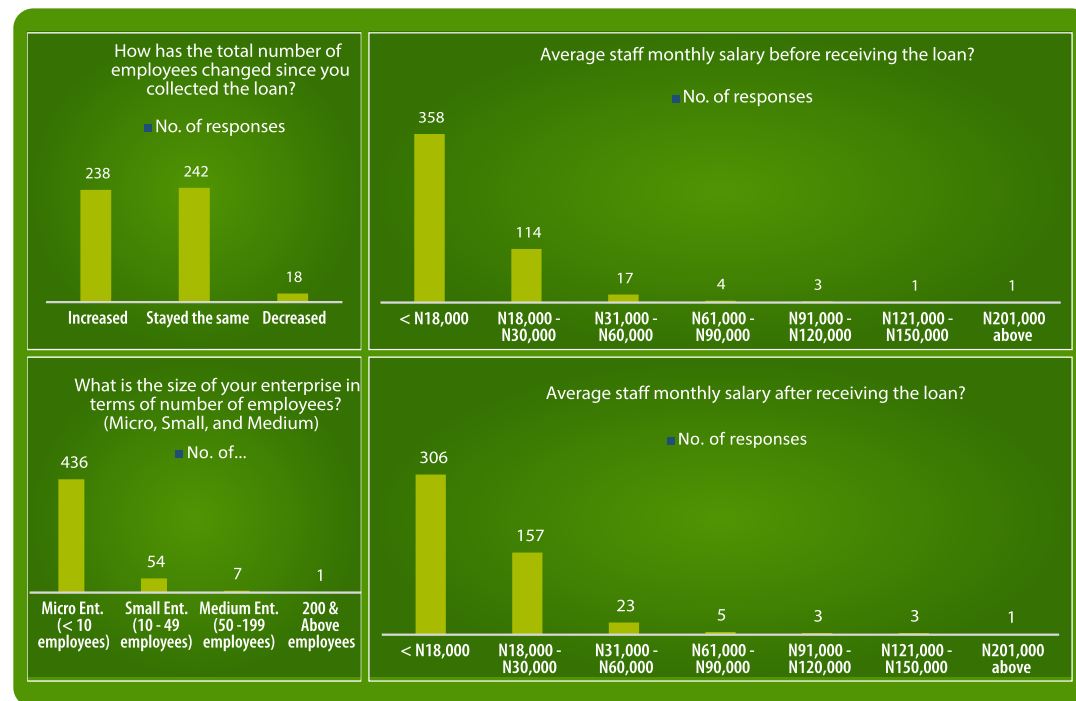
While another **48%** say that their staff strength remained the same, only 4% of the respondents reported their employees to have reduced.

Employees of these MSMEs have earned better pay following the injection of the loan into the business.

43 MSMEs who paid below N18,000 now pay higher, between N18,000 to N30,000.

All other salary categories as seen in the chart increased after receiving the loan due to increase in production.

Employees that received N18,000 saw an upward increase in their pay spread to other pay categories as seen in the chart.



Meet AESTAR BEAUTY & GROOMING LOUNGE



ESTHER CHIEMEKA-OZOR

Esther Chiemeka-Ozor, is a woman with a passion for entrepreneurship. She holds an HND in Business Administration and Management, a B.Sc in Economics and is currently pursuing her M.Sc in Economics. Her desire is to reduce the high youth unemployment rate in Nigeria.

“Entrepreneurship is my passion and when I see young people coming to work for me in the morning and at the end of the month, they have money to take home, I feel very happy to have contributed positively to their lives”

Her entrepreneurship journey, which ran alongside her banking career, started as a trading business in Enugu State in 2012. Three years later, she quit the banking job

to focus entirely on her business. Since then, her business has been growing steadily, thanks to her dedication and focus.

In the course of running the business, she got information about the DBN loan targeted at helping MSMEs grow and started the application process. After meeting all requirements, she got the loan, which helped her scale the business.

From small beginnings in 2012, her business now generates N10m in annual revenue.

Esther believes strongly in empowering young and hard-working people and her business continues to contribute significantly to livelihoods.

Journey So Far

Esther started her business, a unisex hair salon with 4 staff members in 2012. She has created more job opportunities for willing and hardworking youths as she currently runs two shops in Enugu, tripling her staff size in the process and equally expanding her business frontiers.

She has also increased her revenue streams by adding other businesses such as: dry cleaning, wholesale and retail trading of water and carbonated drinks, which form part of the other businesses she has successfully diversified into.

From her dependence on personal savings to hitting the ground running in her entrepreneurial journey, Esther now confidently delights in her well-being, owed largely in part to the financial stability from her profitable business.

Next Steps

Diversification into New Business Lines: Esther plans to diversify the business to include the sale of clothing, cosmetics and hair, as this will translate into job creation for more youths while increasing her customer and revenue base.

Expanding Retail Outlets: Esther plans to scale her business by opening more outlets in different parts of the state while focusing on solidifying her existing customer base.

Automation of Business Activities: Esther plans to deploy an Enterprise Resource Planning (ERP) system, which will automatically keep track of sales, purchases, and inventory levels, giving her a clearer picture of her business real time.

Meet
**LONGA-EWA
LAKES LIMITED**



NJIDDA AHMED

Njidda Ahmed is the CEO of Longa-Ewa Lakes Limited with decades of experience in the banking industry. In 2001, he started his entrepreneurship journey as an alternative source of income whilst still working at the bank.

Over the years. In 2016, he left his white-collar job and ventured into entrepreneurship full-time, with major focus on large scale dairy farming and fruit juice production.

Longa-Ewa Lakes Limited is sited in Sabon-Wuse, Niger State. The company occupies a large farm where it rears the cattle, and plants the trees from which it obtains the milk and fruit to produce yoghurt and fruit juice.

Because of its peculiarities and especially being in the agricultural sector, the activities of the company drew attention from the World Bank and the Bank of Industry,

who at the time provided some interventions for the business and encouraged it to consider obtaining a credit facility to further grow the business. Ahmed approached Fidelity Bank and he was offered the DBN facility which he took after meeting all loan requirements. Following the injection of the loan, the company purchased a major plant worth over N30 million which produces bottle caps used to package the fruit juices and yoghurt. What this means is that the entire production of the bottles can be done in-house by the company without outsourcing to another company, thereby saving Longa-Ewa Lakes Limited cost in the short, medium and long run.

Over the years, the company has recorded significant growth and it keep getting bigger and better. The company's products are marketed and distributed to several states across the country.

Journey So Far

Next Steps

Longa-Ewa Lakes Limited is currently one of the very few Agric businesses in Nigeria who can plant fruits, process them, package and distribute across Nigeria, a great feat given the complexity of business operations and all the different processes that have to come together.

Due to his vision and level of operation some machines were donated to him by the World Bank a few years ago when they visited his farm to further scale up his operation and automate some processes.

Longa-Ewa Lakes Limited now distributes fruit juices and yoghurt to different states across Nigeria. The brand name has gained reputation over the years and continued to grow as a result of the goodwill.

The company currently employs about a 100 staff and recorded an annual turnover of over N250 million. The company's assets are currently valued at over N1 billion.

Diversification into new business areas: Ahmed plans to open a restaurant where he will sell food and the fruit juices and yoghurt produced by Longa-Ewa Lakes Limited. He also wants to start rearing cattle, fishes, poultry for commercial purposes and supply to the restaurant he intends to set up. This will serve as another income stream for Longa-Ewa Lakes limited.

Expanding business outreach: The company also has plans to start marketing products to more states across the country and in the nearest future, reaching customers across the country. The distribution network currently in use is growing stronger and as soon as feasibility studies are concluded, marketing and distribution will commence in the target states across Nigeria. The vision is to have the company's products across all states in Nigeria.

Deployment of ERP: By early 2021, Ahmed plans to deploy an ERP system to monitor sales, purchases and inventory level and allow for efficiency in his business.

How we
are **solving**
MSMEs'
challenges

Challenges faced by
our MSMEs in 2020 include

- Poor Power Supply
- Inadequate Finance due to collateral requirements and exorbitant rates
- High cost of petrol
- COVID-19 lockdown
- Exchange rate fluctuations
- High transportation and clearing cost

DBN constantly advocates for the creation of policies that support MSMEs and relieve their identified pain points. In 2020, we

- Introduced incentives to PFIs to increase on-lending to MSMEs and increase impact
- Reduced our rates to ensure MSMEs have access to affordable finance to sustain their businesses during the pandemic
- Donated N100 Million to support the fight against the pandemic
- Increased access and volume of loans to women-owned and women-led businesses

DBN's 2020 Entrepreneurship Training Programme

In 2020, DBN sponsored 125 MSMEs from different parts of the country, different sectors of the economy and at different stages of the business life cycle were selected for the DETP. 75 Micro Enterprises were trained by Wider Perspectives Limited in Abuja and 50 Small and Medium Enterprises were trained by the Enterprise Development Centre of the Lagos Business School.

engaged through in-class and online sessions and these sessions were complemented with webinars streamed over the zoom platform.

At the end of the 3 months, a post-training advisory phase was conducted to enable participants meet with industry experts through one-on-one sessions to discuss business challenges and brainstorm solutions.

It was a 3 month program that commenced in August 2020 and concluded in October 2020. In Abuja, the training consisted of 4 weeks of virtual sessions and 3 days of in-class sessions. In Lagos, the participants were

I'm personally grateful for this privilege and opportunity to be a beneficiary of this training and empowerment. Although the pandemic affected a lot of businesses and I'm not left out, this program has revealed insightful ways we can continue with in business while we build resilience and strategy

- Ifeanyi Obiajunwa



Impact of DBN's 2020 Entrepreneurship Training Programme

Six months after the capacity building program, an impact study was conducted on the beneficiaries. The study revealed the following:

- Beneficiaries are more prudent with their finances and maintain proper record of their business transactions
- Assessed beneficiaries have improved access to markets and visibility by developing and implementing market access strategies including digital marketing and product branding.
- 90% of beneficiaries have developed bankable business plans with support from the training consultants
- 9 additional employments were generated in the 6 months following the completion of the training.
- Beneficiaries have improved on their presentation and pitching skills.
- Total turnover of beneficiaries increased by 40% since completion of training
- 100% of businesses assessed have now registered their businesses with CAC



Beneficiary:
Mr. Mathias Pwol Mancha



Location:
Lagos



Business:
Agriculture



Summary:

•With the pitching skills acquired during the ETP, Mr. Mancha pitched his business plan at the equity funding pitching competition organized by Agro Minds Africa and got shortlisted as a finalist for the \$30,000 equity funding.



2020 Entrepreneurship Training Programme



THE DBN WEBINAR SERIES

The DBN Webinar series is a capacity building initiative aimed at building synergy between financial institutions, MSMEs and other stakeholders, to upscale their interactions and facilitate funding to small business. In 2020, DBN held three webinars with the following themes:

- **Alternative Financing Options for Sustainable Growth Post COVID-19 Lockdown**
- **Risk Sharing: A Key Driver for Increased Financial Access and Economic Development for MSMEs**
- **Capacity Building as a Tool for Increased MSME Lending**



**BUSINESS GROWTH
IS A CHALLENGE.
LONG TERM FINANCING
CAN SOLVE IT.**

**GET FINANCING TO
LevelUP**



With over 40 million MSMEs in Nigeria, DBN exists to provide sustainable wholesale financing through commercial banks, microfinance banks and other development finance institutions for on-lending to this segment. With longer repayment tenor on loans, we are more than committed to providing sustainable financing to this critical segment of Nigeria's economy.

We are Nigeria's primary finance institution, promoting growth and sustainability.

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