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**Socio-economic and
Activity Profile of our
Partner Women
Artisans**

Ref: MEF/260606/Socio-economic profile

Section I

Introduction

The primary objective of this study is to complete our on-site observations about the life and work of our partner women artisans. This was done through the administration of individual questionnaires to get information about:

- Their social profile
- Their participation in the household's budget, use of income, and ability to travel
- Their access to financial resources
- Their activities and income
- Their activity-related objectives

This information was useful to understand the social and economic conditions in which these women live, their activities and to which extent they generate income through them, the market that they target, and their objectives regarding their activities.



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Section II

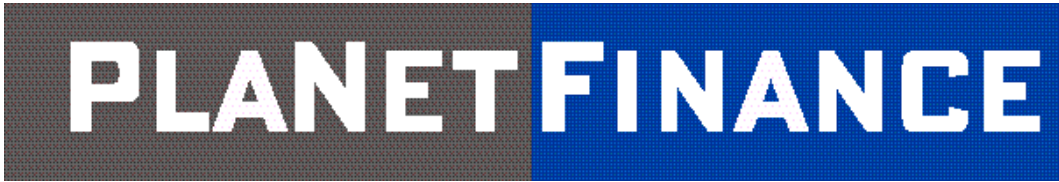
Methodology

Table1: Distribution of the questionnaires administered by association/cooperative

ONG	Weight of each organisation	Nb. cit.	Fréq.
Wafa	8,0%	8	10,3%
Touama	11,5%	7	9,0%
Afoulki	8,0%	6	7,7%
Darna	9,5%	9	11,5%
Benslou	9,5%	8	10,3%
ATIL	5%	5	6,4%
Tameslouht	3,0%	3	3,8%
Tigmi/Ennakhil	8,5%	5	6,4%
Ain Chaib	15,5%	13	16,7%
Taliit	9,0%	8	10,3%
Coofdm	7,5%	6	7,7%
Itqane	5%	0	0,0%
TOTAL OBS.		78	100%

This study is based on the analysis of 78 questionnaires to the women artisans that were selected as partners for this project. The sample selection was based on the weight of each partner association or cooperative regarding the number of women participating through it. We also have been careful in selecting the women to interview with consideration to the distribution of age, education, and marital status in each institution. Unfortunately, not all the planned interviews were undertaken, as there were missing women during our interviewing visits. The results of the study remain however representative of the group of women that we are working with.

The qualitative aspects, derived from open-ended questions, further questioning during the interviewing visits, as well as from our meetings with our partners, shed more light on the structures in which these women meet, their activities and organization of work.



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Section III

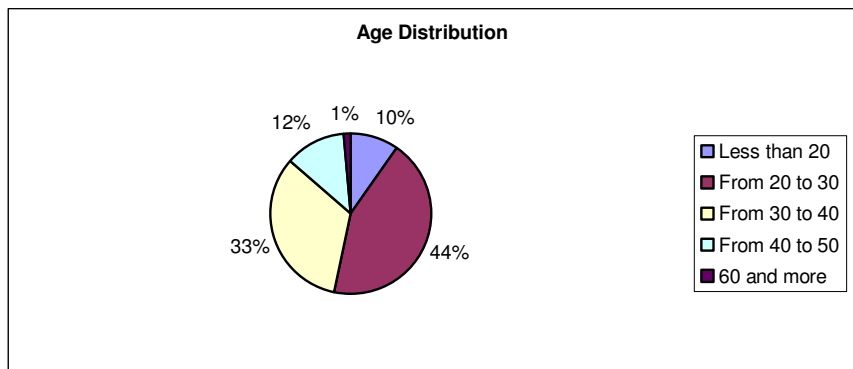
Social Profile of Our Women Partners

General Information

Age, Educational Levels, and Marital Status

Age and Marital Status

Graph 1: Age distribution



Five of the women questioned could not tell their age. The average age is 30, with the youngest woman having 16 years old and the oldest 63. Most (77%) of the women who answered this question are between 20 and 40 years old with 44% aged between 20 and 30 years old.

Table 2 shows statistics including the 5 women who did not answer this question.

Table 2: Age Distribution

AGE	Nb. cit.	Fréq.
No answer	5	6,40%
Less than 20	7	9,00%
From 20 to 30	32	41,00%
From 30	24	30,80%

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to 40		
From 40 to 50	9	11,50%
From 50 to 60	0	0,00%
60 and more	1	1,30%
TOTAL OBS.	78	100%

Education

Graph 2: Educational Levels Distribution

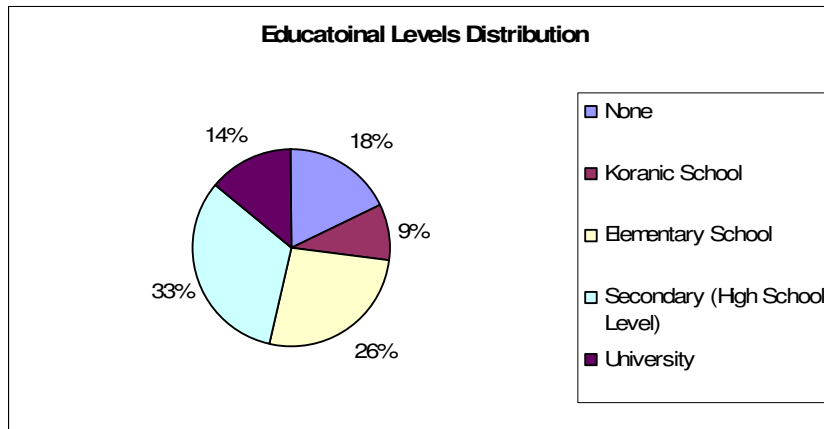


Table 3: Educational Levels Distribution

Educational Level Distribution	Nb. cit.	Fréq.
No answer	1	1,30%
None	14	17,90%
Koranic School	7	9,00%
Elementary School	20	25,60%
Secondary (High School Level)	25	32,10%
University	11	14,10%
TOTAL CIT.	78	100%

86% of the women we are working with did not study beyond high school. 9% of them went to the Koranic school, where basics of reading, writing, and calculus are taught besides the Koran. 27% of the women questioned quit school at the elementary levels and 32% at the secondary level. 19% asserted that they could not read and 7% that they were unable to calculate. Seven of the women having no education stated that they followed alphabetization classes. Our questionnaire did not differentiate between reading and writing Arabic and

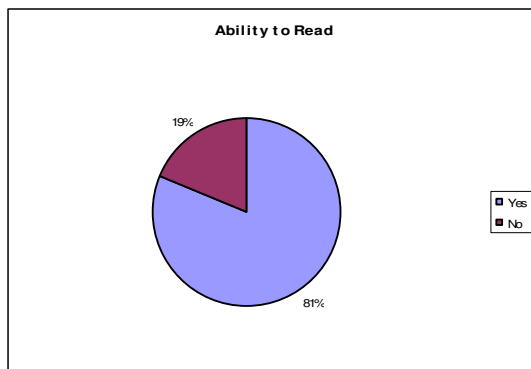
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French. However, our meetings showed that the majority of these women do not read and write French, or very little.

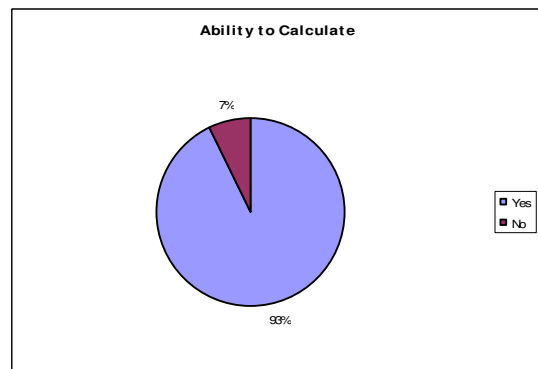
Four of the women questioned had certificates in the areas of couture, computer skills, dactylography, and one woman followed courses in entrepreneurship and management of cooperatives as a client of ATIL, our partner microcredit association located in Tetouan (North of Morocco).

Those who studied at university were registered in various areas such as biology, physics and chemistry, computer science, English, French literature, and two were registered in Islamic studies. These usually play important roles within the institution of which they are members: they usually are members of the administrative council or trainers.

Graph 3: Ability to Read



Graph 4: Ability to Calculate



Marital Status

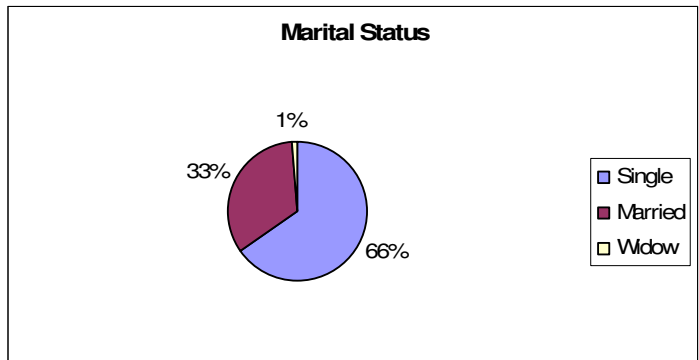
Table 3: Marital Status Distribution

Marital Status	Nb. cit.	Fréq.
Single	51	65,4%
Married	26	33,3%
Widow	1	1,3%
Divorced	0	0,0%

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TOTAL OBS.	78	100%
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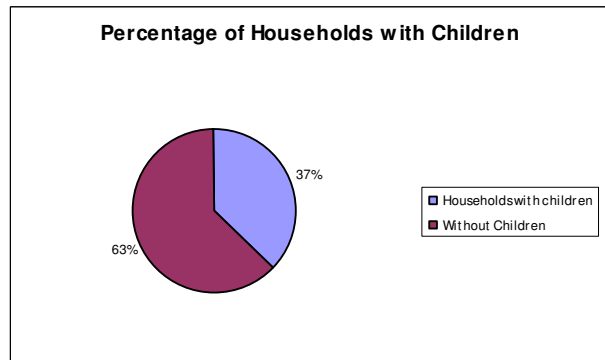
Graph 5: Marital Status Distribution



Two thirds of the women that we work with are single and one third are married. None of the women we questioned is divorced and one of them (the oldest one, aged 67) is a widow. The high proportion of single women could be explained through different facts. One is that the traditional custom wants young women to learn handicrafts to prepare for their future marriage. On the other hand, single young women are freer to spend part of their day out of home, as they don't have fulltime housewife tasks or children to take care of. Besides, especially in the rural areas, these institutions play an important social role for the women, in that they are there to allow them to get outside of home. Very often, they are the only forums where women can meet outside their family/acquaintances circles. Usually, both the married and unmarried women have to get rid of their daily household duties before coming over to the association and these duties remain priorities compared to the income-generating activities.

Children in the family

Graph 6: Percentage of Households with Children



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This indicator does not specify whether our partner women are the parents of the children in the household. Further information that was collected regarding the educational/activity levels of the children was not treated because of incorrect data entry model.

37% of the households of our partners have children. The average number of children per household is three. 41% of the households have less than 3 children and 27.6% have three children. This maybe explained by the youth of the mothers and does not help us identify whether these women use contraceptives or not. However, 21% of the households have between 5 and 7 children.

Graph 7: Number of Children in the Household

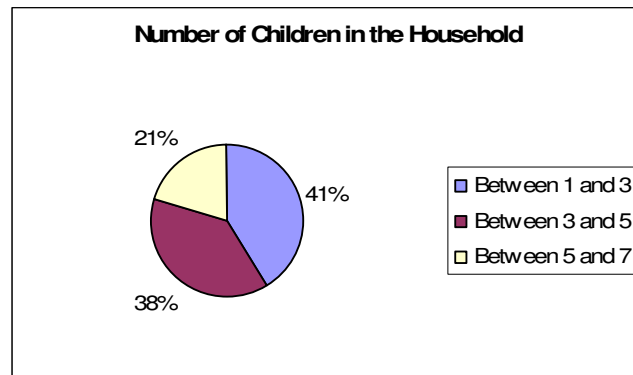


Table 4: Number of Children

Number of Children	Nb. cit.	Fréq.
No children	49	62,80%
1	5	6,40%
2	7	9,00%
3	8	10,30%
4	3	3,80%
5	3	3,80%
6	1	1,30%
7	2	2,60%
Households with Children	29	37,18%
TOTAL OBS.	78	100%



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Section III. 2

Household Information

Habitat and Household Assets

Habitat Information

Table 5: Type of Habitation

Type of Habitation	Nb. cit.	Fréq.
Not answered	2	2,56%
Slum House	0	0,00%
Individual hard-built house	66	84,62%
Traditionnaly Built (Pisé) House	0	0,00%
Appartment	6	7,69%
Room in a house	4	5,13%
TOTAL OBS.	78	100,00%

The majority of the women we questioned (85%) live in individual hard-built houses. These houses are family houses (as the majority of our women partners are single and live with their family) and three of the married women précised that they lived in their in-laws houses. Most of the latter live in the rural areas and follow the traditional custom of the wife joining her mother-in-law's household.

Only six (5%) of our women partners live in apartments. These live in the urban areas of Marrakech and Tetouan. On the other hand, four women rent a room in private houses. This is a clear indicator of poverty as this type of housing is the least expensive. The rent of such rooms ranges from 100DH to 500DH at most.

As can be seen below, most of the women that we questioned live in houses owned rather than rented: only 19% of them rent their habitation.

Graph 8: Owners Vs. Renters

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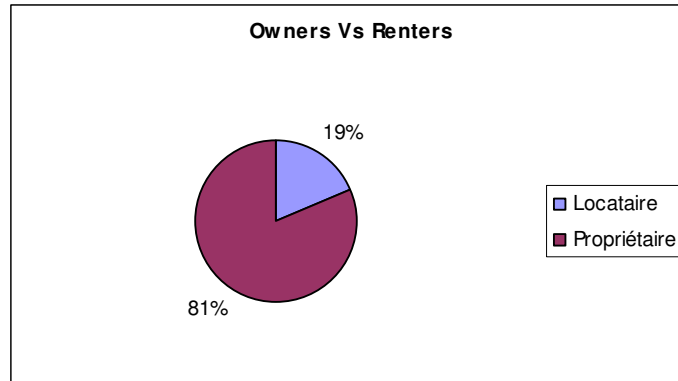


Table 6: Average Rent's Amount per Type of Habitation

Type of Habitation	Average Rent Amount
Non réponse	-
Slum house	-
Individual hard-built house	690
Traditionnal Pisé House	-
Apartment	4050
Room in a house	300
General Average	1350

We can see from the table above that the amounts of rents are low in majority and that only one woman lives in an apartment which rent is relatively high (7000 DH). Looking at her record we find that she belongs to the group of most active women: she runs a micro-entreprise and has been funded through microcrédit for over four years.

Table 7: Rent Amounts' Distribution

Rent amounts' Distribution	Nb. cit.	Fréq.
No answer	4	30,77%
Moins de 500	2	15,38%
De 500 à 1000	4	30,77%
De 1000 à 3000	2	15,38%
De 3000 à 5000	0	0,00%
De 5000 à 7000	0	0,00%
7000 et plus	1	7,69%
TOTAL OBS.	13	100,00%

Household's Assets

The majority of the households of the women that we are working with have running water, electricity, a refrigerator, and an oven/cooking set. Half of them have satellite dishes and only 15% of the households own a car, whereas 34% of the households own a bicycle and 15% a bike. On the other hand, 40% of the women have their own sewing machines, some of them even have two and a very few have three (sewing machine, embroidery machine, and tricot machine). Those who do not own one yet learn to use them within the institutions that they are affiliated with.

Table 7: Household's Assets Distribution

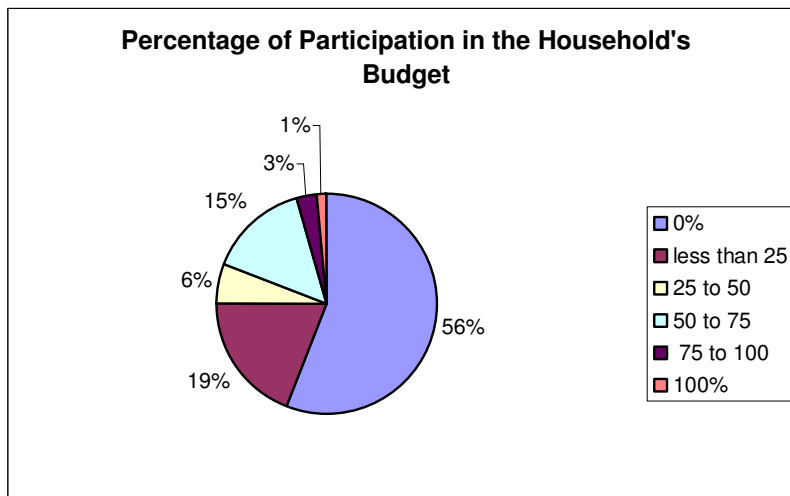
Household's Assets	Nb. cit.	Fréq.
No answer	2	2,60%
Running Water	65	83,30%
Electricity	73	93,60%
Refrigerator	65	83,30%
Oven/Cooking Set	71	91,00%
Bicycle	25	32,10%
Bike	12	15,40%
Car	12	15,40%
Satellite Dish	39	50,00%
Sewing Machine	31	39,70%
Cattle	17	21,80%
TOTAL OBS.	78	

Participation in the Household's Budget and Freedom to Travel

These two indicators are hints to the levels of freedom that the women artisans are enjoying. The analysis of their participation in the household's budget shows that they have low economic power within the household, as very few of them significantly participate in raising money for their household. This principally derives from their lack of income generated from their activities, and also to the traditional perception that the masculine head-of-family (usually the husband or father) is in charge of providing the financial resources of the household. However, as can be seen in the objectives section below, many of these women feel the need to have their own income, principally to cover their own expenses, but also to raise their participation in their household's budget.

Participation in the Household's Budget

Graph 15: Percentage of Participation in the Household's Budget



More than half the women (56%) who answered this question stated that they didn't participate in the household's budget. 19% of them participate with less than 25% of their household's budget. On the other hand, 15% of the women stated that they covered more than half the household expenses.

The average percentage of participation in the family's budget is 15.9%, and only one woman stated that she covered 100% of the budget. She happens to live alone with her mother.

Table 14: Percentage of Participating in the Household's Budget

BUDGET	Nb. cit.	Fréq.
No answer	10	12,80%
0%	38	48,70%
less than 25%	13	16,70%
25 to 50%	4	5,10%
50 to 75%	10	12,80%
75 to 100%	2	2,60%
100%	1	1,30%
TOTAL OBS.	78	100%



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Mobility and Freedom to Travel

About 64% of the women questioned said that they could travel to attend training or an exposition. However, some of them were not willing to travel to cities far from their hometown and would rather have the events close to where they live. When asked why they wouldn't travel, the main responses were that their husband or father would not allow them to. One girl stated that she was afraid of travelling, mothers of young children said that they couldn't leave their kids and two women stated that they could not financially afford travel.

Table 17: Ability to Travel

We asked the women that said they could travel whose permission they have to ask. Unsurprisingly, the great majority cited the husband and the parents as the persons who give permission to travel. None of the women stated that they had no permission to ask, although one woman from Tetouan specified that she was free to travel for her work and that she would just tell her husband and children that she will be out of town.

Table 18: Who gives Permission?

Who gives permission?	Nb. cit.	Fréq.
Husband	17	37,78%
Parents	13	28,89%
Father	7	15,56%
Mother	4	8,89%
Mother and Brother	3	6,67%
Brother	1	2,22%
	45	100,00%



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Section VI

Activities and Income

Activities

Types of Activities and Techniques learned

The principal activities of the women artisans that we are working with are couture and embroidery. Crochet is the third most important principal activity. In general, the experienced women have at least one extra skill besides embroidery and couture. The secondary activities table include macramé, tricot, and the creation of accessories and decorative objects as second activities.

We can see that 8% of the women cite associative work as their secondary activity. These are women involved in the management of the association or cooperative that they belong to.

Table 19: Distribution of Principal Activities

Activité Principale		
Couture	35	44,9%
Broderie	24	30,8%
crochet	16	20,5%
Apprentissage	8	10,3%
Tricot	7	9,0%
Accessoires en sabra	4	5,1%
passementerie	2	2,6%
décoration	1	1,3%
formation	1	1,3%
Macramé	1	1,3%
Tapis	1	1,3%
Total	78	100,0%

Table 20: Distribution of Secondary Activities

Principal activity	Nb. cit.	Fréq.
Embroidery	14	35,90%



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Couture	5	12,82%
Crochet	6	15,38%
Accessories	3	7,69%
Associative Work	3	7,69%
Coupe	2	5,13%
Decoration	2	5,13%
Macramé	2	5,13%
Weaving	1	2,56%
Tricot	1	2,56%
TOTAL OBS.	39	100,00%

Ten percent of the women that we questioned are apprentices. Embroidery is the technique most taught, along with couture, crochet, and tricot. The other techniques learned are rug making and randa.

Table 21: Techniques Learned

Techniques learned	Nb. cit.	Fréq.
Couture	3	21,4%
Embroidery	6	42,9%
Randa	1	7,1%
Crochet	1	7,1%
Rugs Making	1	7,1%
Tricot	2	14,3%
TOTAL OBS.	14	100,0%

Experience in the Principal Activity

The majority of women (46%) have one to three years of experience in the principal activity and 22% have four to six years of experience. 16% of the women who answered this question have more than ten years experience. 8% of them have less than one year experience. These are the apprentices we talked about above.

Graph 17: Experience in the Principal Activity

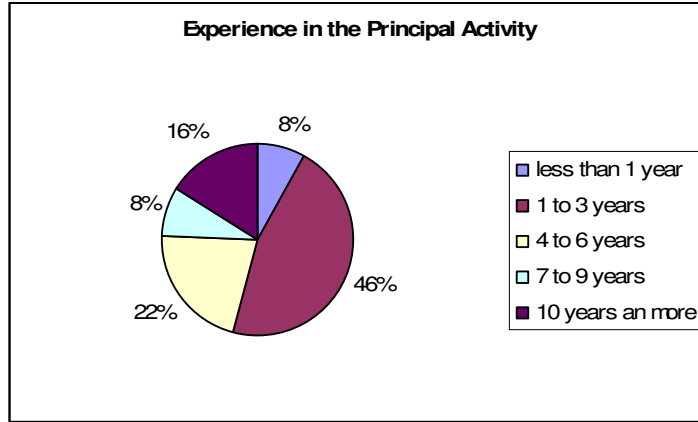


Table 22: Experience in the Principal Activity

Experience in the Principal Activity	Nb. cit.	Fréq.
No answer	4	5,41%
Less than 1 year	6	8,11%
1 to 3 years	34	45,95%
4 to 6 years	16	21,62%
7 to 9 years	6	8,11%
10 years an more	12	16,22%
TOT. OBS.	74	100,00%

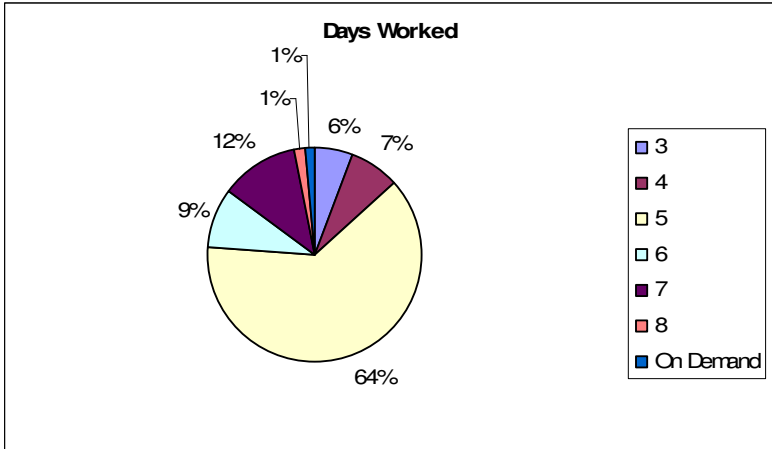
Working Schedules

64% of the women work 5 days per week and 12% work the whole week. The hours of work per day vary greatly, we have noticed that the women belonging to cooperatives tend to work more outside their homes compared to the members of associations who meet at the associations for two hours per day then manage to work at home depending on the spare time that they afford.

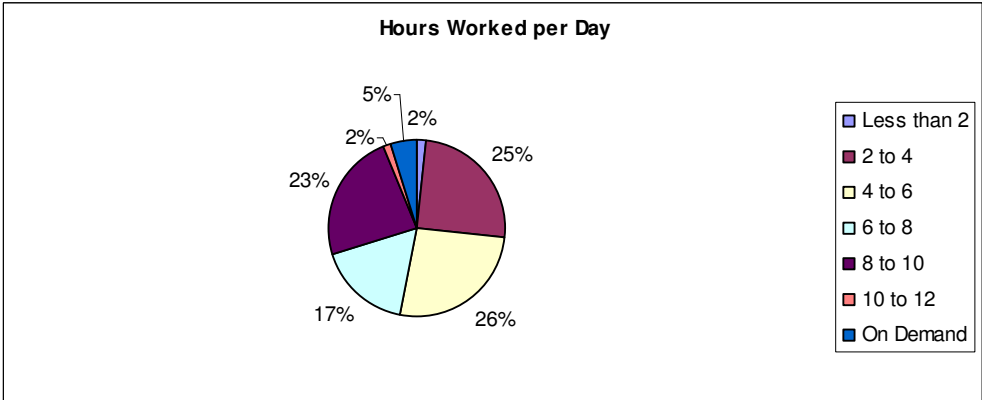
We can see that 25% of the women work between 2 to 4 hours per day, 26% between 4 and 6, and 23% work between 8 to 10 hours per day.

Graph 18: Days Worked per week

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Graph 19: Hours Worked per Day





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Providers and Clients

Primary Materials Providers

73% of the women stated that they know their providers of primary materials. 44% stated that they get their primary materials from the closest town/medina, without having a particular provider. Only 6% have regular providers. 10% of the women get their working materials from the institution of which they are members and 10% get them directly from the client. The traditional attires are usually made on cloth chosen and bought by the client.

Table 26: Knowledge of Providers

Knowledge of Providers	Nb. cit.	Fréq.
No answer	18	23,10%
Yes	57	73,10%
No	3	3,80%
TOTAL OBS.	78	100%

Table 27: Primary materials Provider

Primary Materials Providers	Nb. cit.	Fréq.
No answer	22	28,21%
Closest Town/Médina/Marché	34	43,59%
Regular Providers	5	6,41%
Institution	8	10,26%
clients	8	10,26%
other associations	1	1,28%
Total	78	100,00%

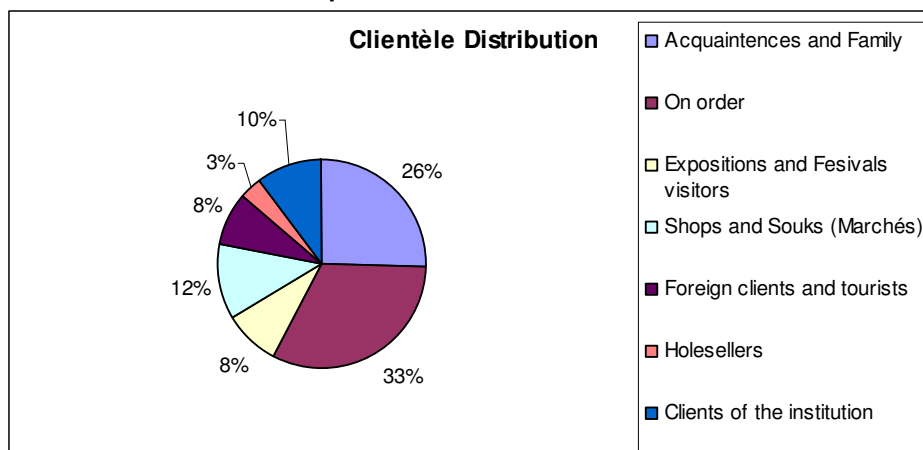
Clients

25% specifically stated that these were members of their family and acquaintances. 19% of the women stated that their primary clients were those who passed orders, including orders by the institutions that they are members of, often for expositions and festivals. Only 6% cited the visitors of festivals and expositions as their primary clients and another 6% declared that they sold mostly to foreign/tourist clients. 8% stated that their clients were those of the institution to which they belong.

Table 28: Knowledge of Clients

Clients	Nb. Cit.	Freq.
No answer	19	24,36%
Acquaintances and Family	15	19,23%
On order	19	24,36%
Expositions and Festivals visitors	5	6,41%
Shops and Souks (Marchés)	7	8,97%
Foreign clients and tourists	5	6,41%
Holesellers	2	2,56%
Clients of the institution	6	7,69%
Total	78	100,00%

Graph 22: Clientèle Distribution



Where the products are sold

22% of the women asserted that they sold their products at home and 15% at festivals and expositions. 17% of the women sell at the institution or at the institution's shop and only 3% declare selling their products to other shops and institutions.

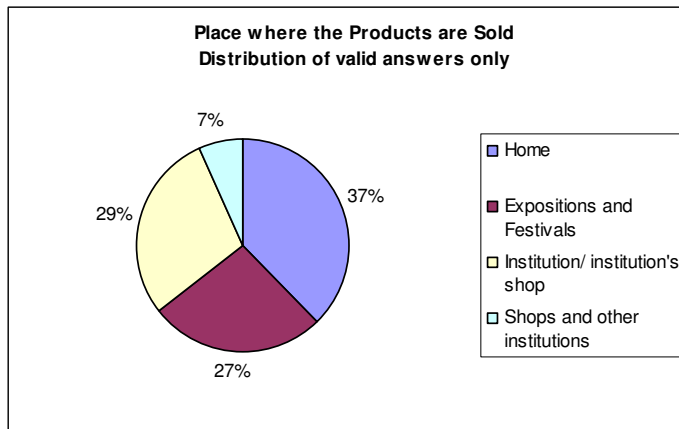
Table 29: Where the Products are sold

Where the products are sold	Nb. cit.	Freq.
No answer	33	42,31%
Home	17	21,79%
Expositions and Festivals	12	15,38%
Institution/ institution's shop	13	16,67%

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Shops and other institutions	3	3,85%
Total	78	100,00%

Graph 23: Where the Products are sold



Income and Seasonality

Seasonality of Work

Table 25: Seasonality of Work

Seasonality	Nb. cit.	Fréq.
Non réponse	40	51,30%
Jan.	11	14,10%
Feb.	11	14,10%
Mars	9	11,50%
April	10	12,80%
May	7	9,00%
June	14	17,90%
July	18	23,10%
Aug.	14	17,90%
Sept;	10	12,80%
Oct.	11	14,10%
Nov.	11	14,10%
Dec.	13	16,70%

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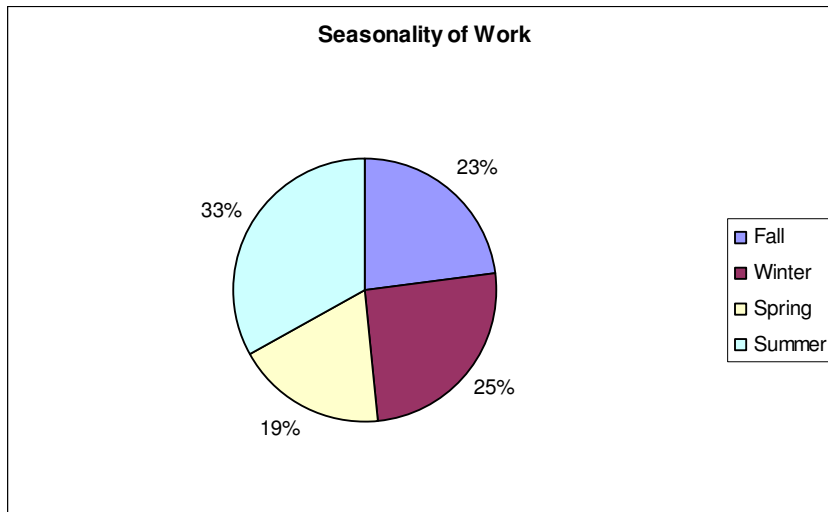
TOTAL OBS.	78	
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The time period where the women work and sell more is summer (33%) and the period from December to the end of February (40%).

Traditional couture and embroidery work more during the summer because it is the weddings' season, and the period where Moroccan immigrants come back home and order traditional dresses and accessories to take back with them at the end of their holydays. It also is the high season for tourism, along with the three months of December, January and February.

Other high activity periods, which are not shown in the distribution, are the religious holydays of Aid Al Adha, Aid Al Fitr, and Aid Al Maoulid, subject to the Muslim calendar and for which people usually order traditional attires.

Graph 20: Seasonality of Work



Periodicity of sales

We have had difficulties assessing the sales of the women artisans that we are working with. As can be seen from the table below, 51% could not answer the question: the recurring response was that they sold depending on demand. 24% of the women questioned referred to unitary sales, including the sales that they made during one exposition or festival. 22% of them, however, cited an approximation of their monthly sales.

Table 23: Periodicity of sales

Period	Nb. cit.	Fréq.
No answer	40	51,30%



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Weekly	1	1,30%
Monthly	17	21,80%
Bi-weekly	0	0%
Daily	1	1,30%
Unitary	19	24,40%
TOTAL OBS.	78	100%

Average Income

The most significant result in the table below is the average monthly sales, which barely exceeds 1000MD. The average unitary sales is biased by the fact that it includes sales in expositions and festivals. As examples one woman from the cooperative Tigmi stated that they sold for 70 000 DH in one exposition in Casablanca (summer 2005), the other stated that she earned 40 DH per unit sold and that her sales were irregular. The makers of traditional attires and embroidery work précised and insisted on their working on demand. Although the numbers related to sales do not speak very clearly. It is unanimous that the sales of the women artisans we are working with need to be improved, as can be seen in the analysis of the objectives that the women set for themselves.

Table 24: Sales Average by Period

Period	Average Sales
Weekly	500
Monthly	1112,76
Bi-weekly	-
Daily	150
Unitary	4465
Global Sales Average	2570,69

Section VII

Access to Financial Resources

Section VII.I

Potential Financial Resources

Family and acquaintances remain the first source of finances for the women who answered this question. 63% cited their family as the first resource to which they would turn in case of need and 6% cited their neighbours. Another 5% cited remittances from their family outside Morocco.

On the other hand, 11% referred to selling their gold jewels, which is the women's traditional savings mean along the Rotating Savings and Credit Associations, which do not seem popular among the women we interrogated. Only 4% of the women cited ROSCAs as a means of savings.

Graph 9: Potential Financial Resources

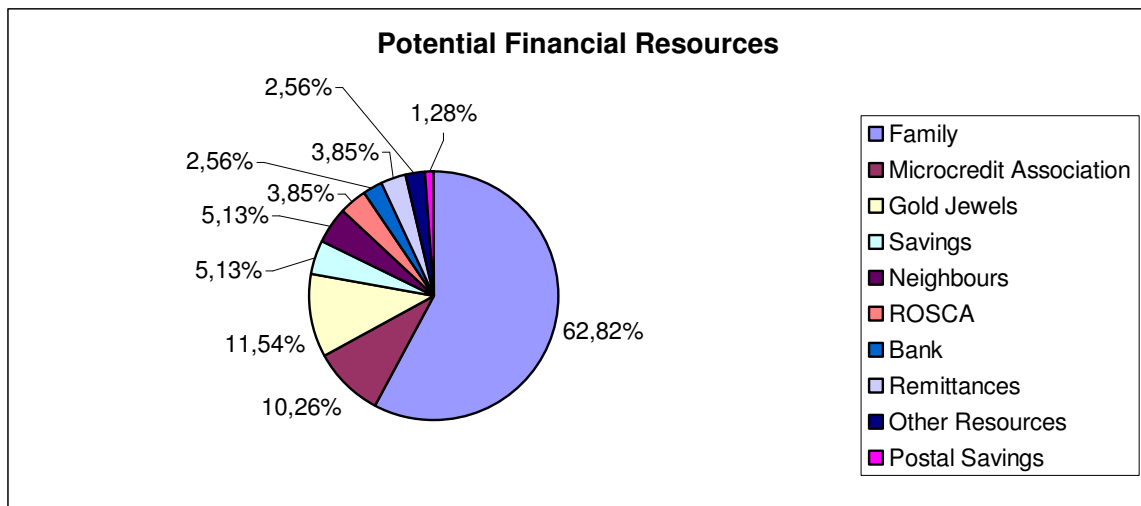


Table 8: Distribution of the Potential Financial Resources

Potential Source	Nb. cit.	Fréq.
Non réponse	18	23,08%

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Microcredit Association	8	10,26%
Bank	2	2,56%
Savings	4	5,13%
Postal Savings	1	1,28%
Neighbours	4	5,13%
ROSCA	3	3,85%
Family	49	62,82%
Gold Jewels	9	11,54%
Stock Sell-out	0	0,00%
Remittances	3	3,85%
Other Resources	2	2,56%
TOTAL OBS.	78	100,00%

The other resources cited are providers' payment facilities and the cooperative: members of the Cooperative femmes de Marrakech often borrow from the cooperative when in real need, especially during the religious holydays.

Microcredit associations are the third most cited source of finances: 10% of the women would turn to microcrédit in case they need money compared to 3% only who would try the bank. Only 5% of the women cited their savings as a source of finance in case of need, which is consistent with the results below regarding the ability of the women artisans to save.

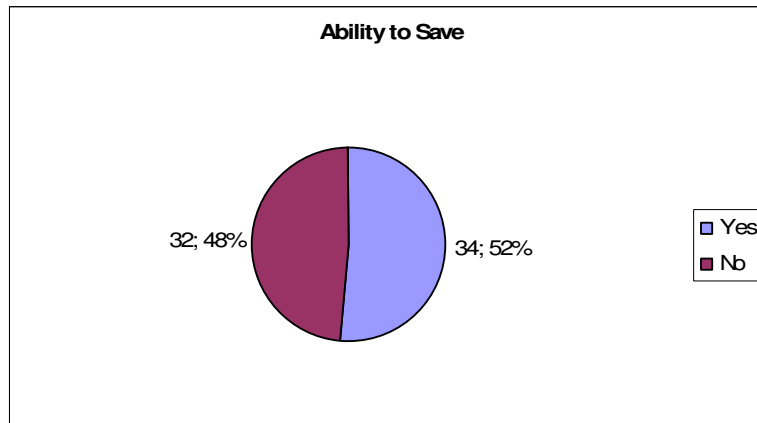
Section VII.II

Savings

Ability to Save

Almost 50% of the women who answered the question “Can you afford some savings?” said that they couldn’t.

Graph 10: Ability to Save



The average monthly savings amount for the women who answered this question is 294 MD. They range from a minimum of 50MD to a maximum of 1000DH per month. As shown in the table below, 70% of the women who answered save less than 400MD per month. The savings of three among these women came from ROSCAs and two others précised that they could afford savings only from time to time and during the high season.

Graph 11: Savings Account

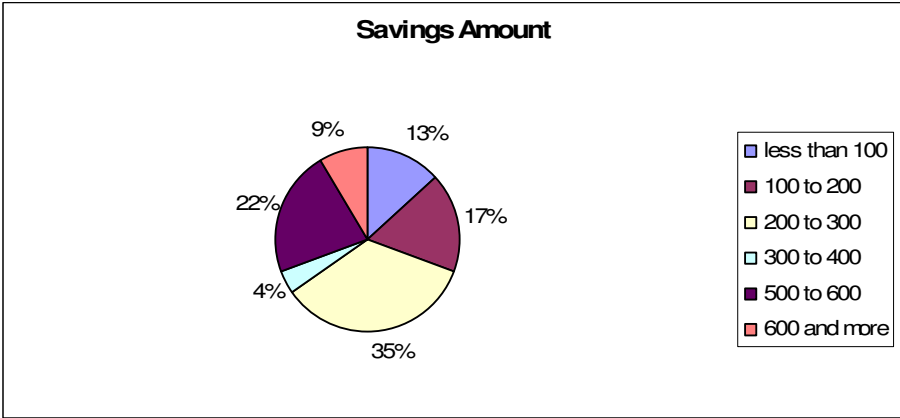
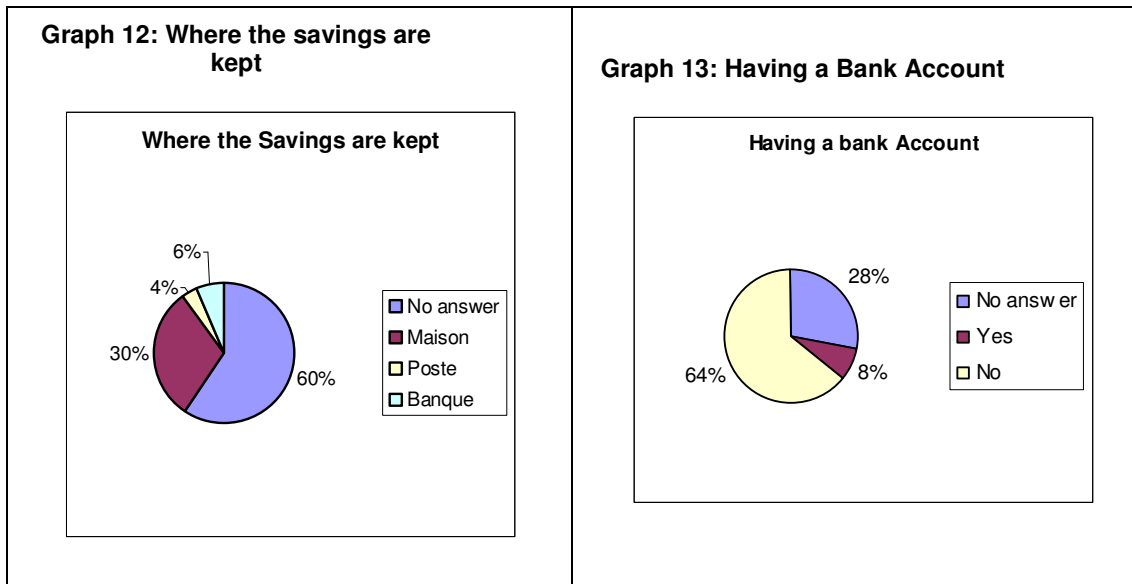


Table 9: Savings Amount

Savings Amount	Nb. cit.	Fréq.
No answer	55	70,50%
less than 100	3	3,80%
100 to 200	4	5,10%
200 to 300	8	10,30%
300 to 400	1	1,30%
400 to 500	0	0,00%
500 to 600	5	6,40%
600 and more	2	2,60%
TOTAL OBS.	78	100%

Where the savings are kept

When asked where they put their savings, 75% of the women who answered this question (and 30% of the sample) stated that they kept them at home. 6% cited the bank and 4% postal services. Only 8% of the women that we questioned stated that they have a bank account.



Use of Savings

Among the women who answered this question, 76% stated that they used their savings for domestic expenses. 40% keep money for unexpected expenses and 23% for household and personal expenses. Only one woman stated that she bought gold with the money that she saved "to keep it safe". On the other hand, 24% save money for activity-related expenses: to buy machines and primary materials, to acquire a workplace or shop or to invest in the creation of their own small business.

Table 10: Use of Savings

Use of Savings	Nb. cit.	Freq.
dépenses	14	40,00%

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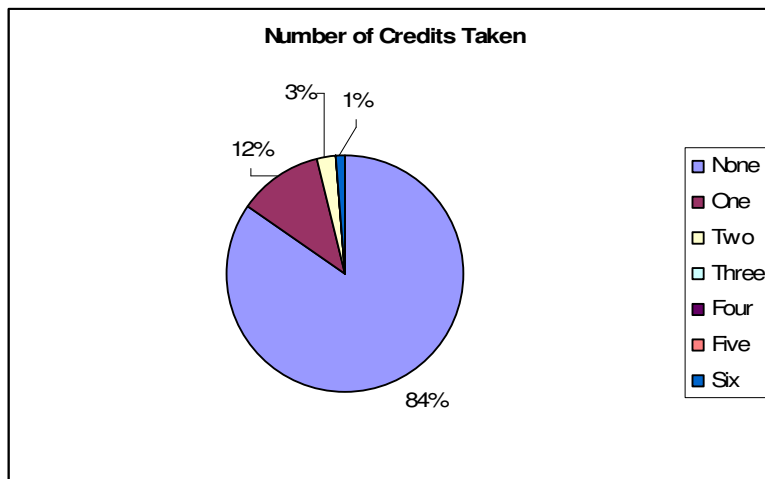
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imprévues		
Personal/ household expenses	8	22,86%
Acquisition of Machines/Primary Materials	5	14,29%
Investment in the creation of a micro-enterprise	2	5,71%
Acquisition of Shop/Workplace	2	5,71%
Travel/Visits to the family	2	5,71%
Building a house	1	2,86%
Buying Gold jewels	1	2,86%
TOTAL	35	100,00%

Section VII.III

Access to Credit

Graph 14: Number of Credits Taken



84% of the women never took a credit. The average first loan taken was worth 2107MD and the average last amount was 4667MD. The minimum loan amount was 500 MD and the maximum 9000MD. The woman who took the latter credit spent it on buying equipment and primary materials for her micro-enterprise: she practices embroidery and traditional couture and creates ceramic-like accessories.

Credit Use

Table 12: Credit Use

Credit Use	Nb. cit.	Fréq.
No answer	64	82,05%
Stock/Primary Materials	5	6,41%
Equipement/Machines	5	6,41%
Household Equipment	2	2,56%
Household expenses	1	1,28%
Savings	1	1,28%
health expenses	0	0,00%
Travel	0	0,00%
Other	3	3,85%
TOTAL OBS.	78	100,00%



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The loans were primarily used on the activity: stock and materials acquisition and buying equipment and machines. The other usages are household equipment and daily expenses, housing credit and religious celebrations. Of the 57 who own their house, only three took a housing credit.

Use of income

Graph 16: Use of Income Distribution

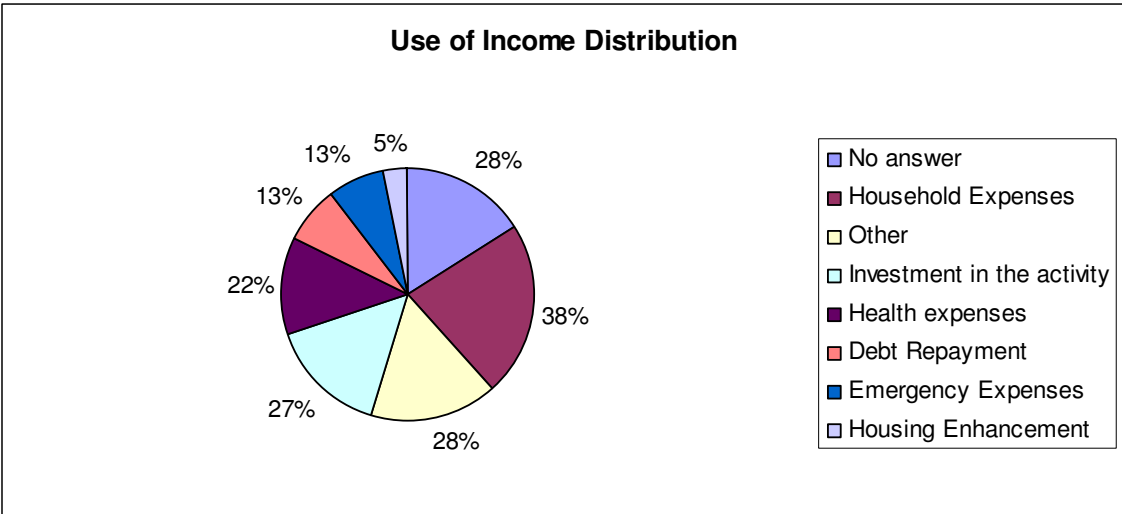


Table 15: Other Uses of income (Precisions)

Precisions (Other Uses of income)	Nb. Cit.	Freq.
Personal expenses	10	12,82%
Computer classes	1	1,28%
Savings	1	1,28%
Savings through acquisition of gold jewels	1	1,28%
Oil for motorcycle	1	1,28%
Employees salaries	1	1,28%
TOTAL	78	100,00%

The women artisans that we work with mostly use their income for household expenses (38,5%). 13% use their income principally for their own personal expenses and 27% use it as investment in their activities. Another 13% use their income to repay their debts and 22% use it for health expenses.



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The other uses of income include computer classes, to buy oil for the byke, savings, and buying gold jewels as savings. The woman who declared paying her employees through the income generated by her activity is one of the more experienced in micro-enterprise management. She is one of the clients of ATIL, employs five people: two men for errands and delivery and three women working with her on making traditional dresses of the region of Tetouan. The technique used for these is embroidery on light transparent cloth (tulle). Her main clients are three shops that she provides with finished products regularly; besides the traditional work that she performs on orders and other occasional client shops.



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Section VI

Objectives

Overall Objectives

Overall, the women questioned are concerned with earning more money. Their primary objective is to gain more clients and to increase their sales.

A closer look at the short-term objectives (Table 31), shows that many women cited training and improving techniques, along with product development as their primary objectives for the next three and six months. This is definitely linked to the project, as we could sense the high expectations that our partner women artisans have towards our work with them.

Table 30: Distribution of the Women Artisan's Overall Objectives

Overall Objectives		%
Training, learning techniques	35	44,87%
Better and more stable sales	50	64,10%
Micro-enterprise creation	28	35,90%
Product development	18	23,08%
Acquisition of a workplace or shop	4	5,13%
Equipment (machines)	7	8,97%
Associative work	19	24,36%
Self-sustainability	4	5,13%
Enhancement of household/familial situation	6	7,69%
Maintaining clients	2	2,56%
Looking for a provider	1	1,28%
Ability to save	2	2,56%
Stock creation	1	1,28%
Total	78	100,00%

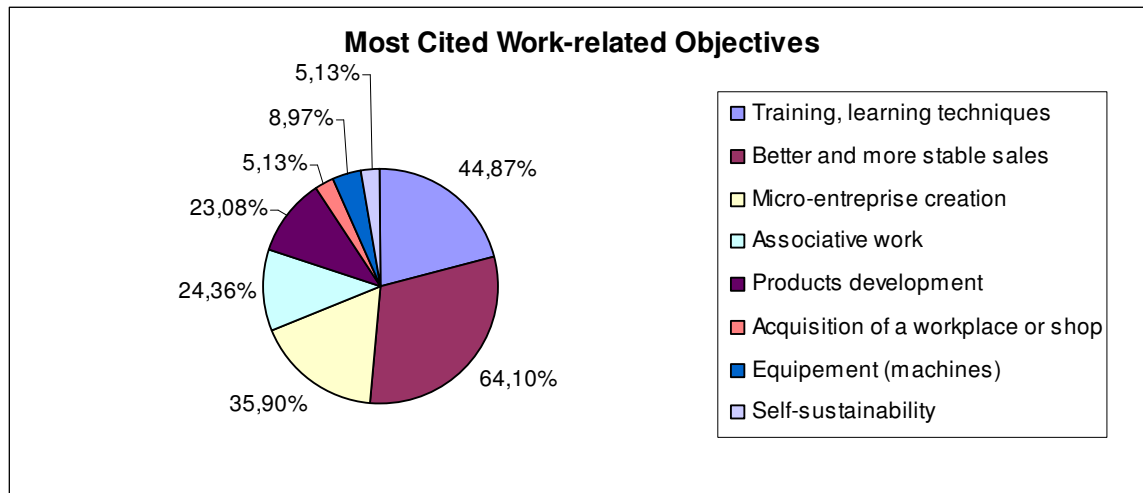
The most cited objective (64%) is to get better and more stable sales and the second most important is getting training, and learning/perfecting techniques (45%).

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36% of the women express their wish to create they're own micro-enterprise but only 5% state that they want to have an independent workplace or shop. Developing new products is the objective of 24% of the women questioned and 9% want to acquire equipment (mainly embroidery and seamstress machines).

24% of the women stated that they wanted to integrate or enhance their associative work, from mastering the financial aspects of the cooperative to strengthening the training capacity of the association, with some hoping to be hired by the institution and the others willing to work for free. These are the active members of our partner institutions.

Graph 21: Most Cited Work-Related Objectives



The table below shows the distribution of the objectives on different timeslots.

The main short terms objectives are training and gaining perfection in the techniques learned, as well as product development and involvement in the associative work. The most cited objective after one year is to create their own micro-enterprise. This was expressed in different manners, such as “having my own project”, “working for myself” etc. and included working from home for external clients. Very few women stated that they wanted a shop of their own.

Table 31: Objectives according to specific timeslots

Objectives	in 3 months	%	in 6 months	%	in 1 year	%	in 2 years	%
Training, learning, improving techniques	18	23,08%	12	15,38%	4	5,13%	1	1,28%
Better and more stable sales	14	17,95%	10	12,82%	14	17,95%	12	15,38%
Micro-entreprise creation	4	5,13%	5	6,41%	12	15,38%	7	8,97%



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Products development	9	11,54%	6	7,69%	2	2,56%	1	1,28%
Ability to save	2	2,56%	0	0,00%		0,00%		0,00%
Acquisition of Equipment (machines)	3	3,85%	3	3,85%	1	1,28%		0,00%
Associative work	9	11,54%	4	5,13%	3	3,85%	3	3,85%
Self-sustainability/ financial independence	0	0,00%	1	1,28%	1	1,28%	2	2,56%
Stock creation	0	0,00%	1	1,28%		0,00%		0,00%
Enhancement of household/familial situation	0	0,00%	2	2,56%	2	2,56%	2	2,56%
Acquisition of a workplace or shop	0	0,00%	1	1,28%	3	3,85%		0,00%
Maintaining clients	0	0,00%	0	0,00%		0,00%	2	2,56%
Looking for a provider	0	0,00%	0	0,00%	1	1,28%		0,00%
Total	78	100,00%	78	100,00%	78	100,00%	78	100,00%

Section VII

Conclusion

This study has increased our knowledge of the situation of the women artisans that we are working with. It also highlighted the sales difficulties and the lack of financial sources that these women have to face.

It clarified our views about the way they organize their work and the seasonality of their activities.

Our work with the women artisans will be articulated on two aspects: direct technical assistance with the women artisans, and work with the institutions in order to optimize their roles as promoters of income-generating activities for women.

We have identified three main problems impeaching the women from selling enough of their products to earn decent income:

- Poor primary materials due to lack of financial resources
- Poor Product Design due to the lack of knowledge about potential clients
- Isolation and lack of commercialization channels



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Appendix I: Selection of Indicators for Afoulki

Interviewed women: 6

Age

Average Age : 28

AGE	Nb. cit.	Fréq.
Moins de 20	1	16,70%
De 20 à 30	2	33,30%
De 30 à 40	3	50,00%
De 40 à 50	0	0,00%
De 50 à 60	0	0,00%
60 et plus	0	0,00%
TOTAL OBS.	6	100%

Education

Education	Nb. cit.	Fréq.
aucune	1	16,70%
coranique	0	0,00%
élémentaire	4	66,70%
secondaire	1	16,70%
universitaire	0	0,00%
TOTAL OBS.	6	100%

Participation in the household's budget

BUDGET	Nb. cit.	Fréq.
Non	10	12,80%

réponse		
Moins de 0	0	0,00%
De 0 à 1	38	48,70%
De 1 à 25	13	16,70%
De 25 à 50	4	5,10%
De 50 à 75	10	12,80%
De 75 à 100	2	2,60%
100 et plus	1	1,30%
TOTAL OBS.	78	100%

Financial Resources

Financial Resources	Nb. cit.	Fréq.
Non réponse	3	50,00%
AMC	0	0,00%
Banque	0	0,00%
Epargne	0	0,00%
Barid	0	0,00%
Voisin	0	0,00%
Tontine	0	0,00%
Famille	2	33,30%
Bijoux	0	0,00%
Liquidation stock	0	0,00%
Transfert de l'étranger	0	0,00%
Autres ressources	1	16,70%
TOTAL OBS.	6	100%

Activities

Principal Activity

Principal Activity	Nb. cit.	Fréq.
Apprentissage tricot et broderie	2	33,33%
apprentissage couture et broderie	2	33,33%
Macramé et crochet	1	16,67%
Tricot	1	16,67%
TOTAL	6	100,00%



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The woman experienced in macramé and crochet is also learning embroidery, tricot, and seamstress but considers this as a secondary activity.

Experience in the primary activity

Experience	Nb. cit.	Fréq.
16 years	1	20,00%
3 years	1	20,00%
2 months	2	40,00%
3 months	1	20,00%
TOTAL	5	100,00%

Secondary Activity

Secondary Activity	Nb. cit.	Fréq.
Apprentissage broderie rbatie et à la machine	1	33,30%
crochet et broderie fassie sur commande	1	33,30%
Crochet, Randa, perles, broderie fassie	1	33,30%
TOTAL	3	100,00%

Two of the women questioned master other techniques such as fassie embroidery, crochet and randa, which they practice as secondary activities

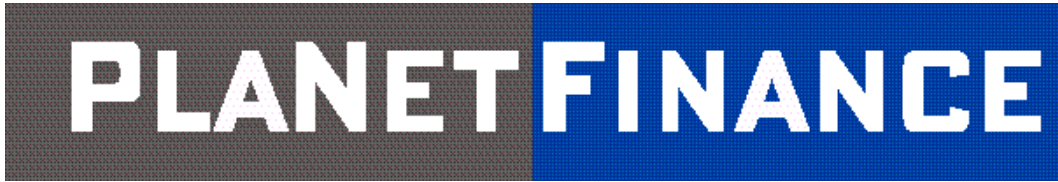
Providers

Providers	Nb. cit.	Fréq.
Marrakech	2	40,00%
Tahannaout	3	40,00%
TOTAL	5	100,00%

Clients and Sales

Clients

Clients	Nb. cit.	Fréq.
Family	1	25,00%
On order	2	50,00%
Neighbours	1	25,00%



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TOTAL	4	100,00%
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Sales

The majority of the women in the embroidery and textile work section of Afoulki are at the stage of learning the techniques.

Three women only communicated about their sales. They are part of the minority that already earns income from some skill and learn embroidery and seamstress to enhance their activity. They were unable to give a periodical sales amount. One of them (who makes macramé and crochet accessories) stated that she sold each unit for 20 DH. The other woman makes embroidered and crochet items, she estimated her sales at 100DH per unit.

The third woman could not give a precise amount for her sales, she explained that she calculated the price of her knitted products depending on the amount of wool used: she charges double the price of the wool used to make the product.



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Appendix II: Selection of Indicators for Ain Chaib

Interviewed women: 13

Age

AGE	Nb. cit.	Fréq.
Moins de 20	0	0,00%
De 20 à 30	8	61,50%
De 30 à 40	4	30,80%
De 40 à 50	1	7,70%
De 50 à 60	0	0,00%
60 et plus	0	0,00%
TOTAL OBS.	13	100%

Average age: 30

Education

Education	Nb. cit.	Fréq.
aucune	0	0,00%
coranique	6	46,20%
élémentaire	3	23,10%
secondaire	2	15,40%
universitaire	2	15,40%
TOTAL OBS.	13	100%



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Participation in the household's budget

BUDGET	Nb. cit.	Fréq.
Non réponse	5	38,50%
Moins de 0	0	0,00%
De 0 à 1	8	61,50%
De 1 à 25	0	0,00%
De 25 à 50	0	0,00%
De 50 à 75	0	0,00%
De 75 à 100	0	0,00%
100 et plus	0	0,00%
TOTAL OBS.	13	100%

Household Assets and Financial Resources

ACTIFS	Nb. cit.	Fréq.
Eaupotable	13	100%
Electricité	12	92,30%
Réfrigérateur	9	69,20%
Cuisinièrefour	10	76,90%
Vélo	8	61,50%
Moto	5	38,50%
Voiture	3	23,10%
Parabole	4	30,80%
Machine de couture	3	23,10%
Bétail	4	30,80%
TOTAL OBS.	13	

BUDGET	Nb. cit.	Fréq.
Non réponse	5	38,50%
De 0 à 1	8	61,50%
De 1 à 25	0	0,00%
De 25 à 50	0	0,00%
De 50 à 75	0	0,00%
De 75 à 100	0	0,00%
100 et plus	0	0,00%



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TOTAL OBS.	13	100%
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Activities

Principal Activity

Principal Activity	Nb. cit.	Fréq.
Crochet	9	52,94%
Alphabetisation Teacher	2	11,76%
"Turkish" Embroidery	3	17,65%
Hand seamstress	2	11,76%
Sewing Machine and Crochet Teacher	1	5,88%
Randa	1	5,88%
Vice président	1	5,88%
TOTAL	17	100,00%

Experience in the primary activity

Experience	Nb. cit.	Fréq.
1 year	1	7,70%
2 years	1	7,70%
3 years	5	38,50%
6 years	1	7,70%
7 years	1	7,70%
10 years	1	7,70%
20 years	1	7,70%
3 months	1	7,70%
6 months	1	7,70%

Secondary Activity

The two alphabetisation teachers are the president and treasurer of the association.

Clients and Sales

The women of Ain Chaib sell their products during expositions and festivals. Their sales are very low, and the two women who earn salaries of 500DH per month are the president and treasurer of the association.

The sales of Ain Chaib are so low no seasonality can be derived.



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Period	Average Sales
Non réponse	-
Week	-
Month	500
15 days	-
Daily	-
Unit/Event	120
TOTAL	228,57



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Appendix III: Selection of Indicators for ATIL

Interviewed women: 5

Age

AGE	Nb. cit.	Fréq.
Moins de 20	0	0,00%
De 20 à 30	2	40,00%
De 30 à 40	2	40,00%
De 40 à 50	1	20,00%
De 50 à 60	0	0,00%
60 et plus	0	0,00%
TOTAL OBS.	5	100,00%

Average age: 33

Education

Education	Nb. Cit.	Fréq.
aucune	1	20,00%
coranique	0	0,00%
élémentaire	1	20,00%
secondaire	2	40,00%
universitaire	1	20,00%
TOTAL OBS.	5	100%

Participation in the household's budget

BUDGET	Nb. cit.	Fréq.
Moins de 0	0	0,00%
De 0 à 1	2	40,00%

De 1 à 25	2	40,00%
De 25 à 50	0	0,00%
De 50 à 75	1	20,00%
De 75 à 100	0	0,00%
100 et plus	0	0,00%
TOTAL OBS.	5	100%

Financial Resources

Financial Resources	Nb. cit.	Fréq.
AMC	4	80,00%
Banque	0	0,00%
Epargne	0	0,00%
Barid	1	20,00%
Voisin	0	0,00%
Tontine	0	0,00%
Famille	2	40,00%
Bijoux	1	20,00%
Liquidation stock	0	0,00%
Transfert de l'étranger	1	20,00%
Autres ressources	0	0,00%
TOTAL OBS.	5	

Activities

Principal Activity

Principal Activity	Nb. cit.	Fréq.
Broderie fassie et à la machine et Couture Traditionnelle	1	20,00%
Broderie sur Tulle	2	40,00%
Tissage	1	20,00%
Travail Associatif (éducation, formation couture)	1	20,00%
TOTAL	5	100,00%

Experience in the primary activity

Experience	Nb. cit.	Fréq.
10 years	3	60,00%

4 years	2	40,00%
TOTAL	5	100,00%

Secondary Activity

Secondary Activity	Nb. cit.	Fréq.
Accessoires en pâte (Maizena et colle)	1	20,00%
Broderie sur tulle et couture	1	20,00%
couture et broderie	1	20,00%
Crochet, Macramé, Randa	1	20,00%
Tricot	1	20,00%
TOTAL	5	100,00%

Providers

Providers	Nb.cit.	Fréq.
Boutiques	4	80,00%
Clients	3	60,00%
TOTAL	5	100,00%

Clients and Sales

Clients	Nb.cit.	Fréq.
Associations	1	20,00%
Boutique	4	80,00%
On order	5	100,00%
Expositions	1	20,00%
TOTAL	5	100,00%

Seasonality	Nb. cit.	Fréq.
Jan	0	0,00%
Fev	0	0,00%
Mars	1	20,00%
Avr	1	20,00%
Mai	1	20,00%
Jui	5	100%



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Juil	5	100%
Aou	5	100%
Sept	5	100%
Oct	1	20,00%
Nov	0	0,00%
Dec	0	0,00%
TOTAL OBS.	5	

Ventes	Mois	Pièce	Total
3500	1	0	1
3000	2	0	2
2500	0	1	1
1500	0	1	1
TOTAL	3	2	5



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Appendix IV: Selection of Indicators for Benslou

Interviewed women: 8

Age

AGE	Nb. cit.	Fréq.
Non réponse	1	12,50%
Moins de 20	0	0,00%
De 20 à 30	2	25,00%
De 30 à 40	4	50,00%
De 40 à 50	1	12,50%
De 50 à 60	0	0,00%
60 et plus	0	0,00%
TOTAL OBS.	8	100%

Average age: 32

Education

Education	Nb. cit.	Fréq.
aucune	1	12,50%
coranique	0	0,00%
élémentaire	1	12,50%
secondaire	4	50,00%
universitaire	2	25,00%
TOTAL OBS.	8	100%

One of the two women who have been at university has a diploma in Islamic studies, and the other one completed one year at university then earned a diploma in couture and design.

Participation in the household's budget

BUDGET	Nb. cit.	Fréq.
Moins de 0	0	0,00%
De 0 à 1	5	62,50%
De 1 à 25	2	25,00%
De 25 à 50	0	0,00%
De 50 à 75	0	0,00%
De 75 à 100	1	12,50%
100 et plus	0	0,00%
TOTAL OBS.	8	100%

Financial Resources

ACTIFS	Nb. cit.	Fréq.
Eaupotable	0	0,00%
Electricité	7	87,50%
Réfrigérateur	6	75,00%
Cuisinièrefour	8	100%
Vélo	6	75,00%
Moto	1	12,50%
Voiture	2	25,00%
Parabole	1	12,50%
Machine de couture	2	25,00%
Bétail	4	50,00%
TOTAL OBS.	8	

Financial Resources	Nb. cit.	Fréq.
Non réponse	2	25,00%
AMC	0	0,00%
Banque	0	0,00%
Epargne	0	0,00%
Barid	0	0,00%
Voisin	3	37,50%
Tontine	1	12,50%
Famille	5	62,50%
Bijoux	0	0,00%
Liquidation stock	0	0,00%

Transfert de l'étranger	0	0,00%
Autres ressources	1	12,50%
TOTAL OBS.	8	

Activities

Principal Activity

Principal Activity	Nb. cit.	Fréq.
Production of Sabra Accessoires	4	50,00%
Broderie	2	25,00%
Couture	2	25,00%
TOTAL	8	100,00%

Experience in the primary activity

Experience in the Primary Activity	Nb. cit.	Fréq.
1 year	2	25,00%
1.5 years	1	12,50%
12 years	1	12,50%
14 years	1	12,50%
2 years	1	12,50%
3 years	1	12,50%
9 years	1	12,50%
TOTAL	8	100,00%

Secondary Activity

Secondary Activity	Nb. cit.	Fréq.
Passenterie buttons (Oqad)	2	50,00%
Macramé	1	25,00%
House accessoires	1	25,00%
TOTAL	4	100,00%

Providers

The women of Benslou get their primary materials either from the market in Ait Ourir or through Assia Goura and her sister Amina, who is the leader of the Sabra accessories production. She provides primary materials that she gets from the Medina of Marrakech.



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Clients and Sales

Three women did not answer the question about who their clients are and how much they earned from selling their product.

(ajouter commentaries telephone)

Clients	Nb. cit.	Fréq.
Assia et Amina Goura	2	40,00%
commandes	2	40,00%
aux clientes	1	20,00%
TOTAL	5	100,00%

SAISONNALITE	Nb. cit.	Fréq.
Non réponse	5	62,50%
Jan	1	12,50%
Fev	3	37,50%
Mars	3	37,50%
Avr	1	12,50%
Mai	0	0,00%
Jui	0	0,00%
Juil	0	0,00%
Aou	0	0,00%
Sept	1	12,50%
Oct	3	37,50%
Nov	3	37,50%
Dec	3	37,50%
TOTAL OBS.	8	

Appendix V: Selection of Indicators for Cooperative Femmes de Marrakech

Interviewed women: 6

Age

Average age: 36

AGE	Nb. cit.	Fréq.
Non réponse	1	16,70%
Moins de 20	0	0,00%
De 20 à 30	2	33,30%
De 30 à 40	1	16,70%
De 40 à 50	2	33,30%
De 50 à 60	0	0,00%
60 et plus	0	0,00%
TOTAL OBS.	6	100%

Education

Education	Nb. cit.	Fréq.
aucune	1	16,70%
coranique	1	16,70%
élémentaire	1	16,70%
secondaire	2	33,30%
universitaire	1	16,70%
TOTAL OBS.	6	100%

Participation in the household's budget

BUDGET	Nb. cit.	Fréq.
Moins de 0	0	0,00%

De 0 à 1	1	16,70%
De 1 à 25	0	0,00%
De 25 à 50	0	0,00%
De 50 à 75	3	50,00%
De 75 à 100	1	16,70%
100 et plus	1	16,70%
TOTAL OBS.	6	100%

Household assets and Financial Resources

ACTIFS	Nb. cit.	Fréq.
Eaupotable	5	83,30%
Electricité	6	100%
Réfrigérateur	5	83,30%
Cuisinièrefour	6	100%
Vélo	0	0,00%
Moto	0	0,00%
Voiture	0	0,00%
Parabole	4	66,70%
Machine de couture	1	16,70%
Bétail	0	0,00%
TOTAL OBS.	6	

Financial Resources	Nb. cit.	Fréq.
Non réponse	5	83,30%
AMC	0	0,00%
Banque	0	0,00%
Epargne	1	16,70%
Barid	0	0,00%
Voisin	0	0,00%
Tontine	0	0,00%
Famille	0	0,00%
Bijoux	0	0,00%
Liquidation stock	0	0,00%
Transfert de l'étranger	0	0,00%
Autres ressources	0	0,00%
TOTAL OBS.	6	100%



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Activities

Principal Activity

Principal Activity	Nb. cit.	Fréq.
couture	4	66,67%
broderie	1	16,67%
coordination	1	16,67%
TOTAL	6	100,00%

The one woman that practices embroidery has couture as her secondary activity.

Experience in the primary activity

Experience	Nb. cit.	Fréq.
7 years	2	33,30%
11 years	1	16,70%
15 years	1	16,70%
5 years	1	16,70%
6 years	1	16,70%
TOTAL	6	100,00%

Providers

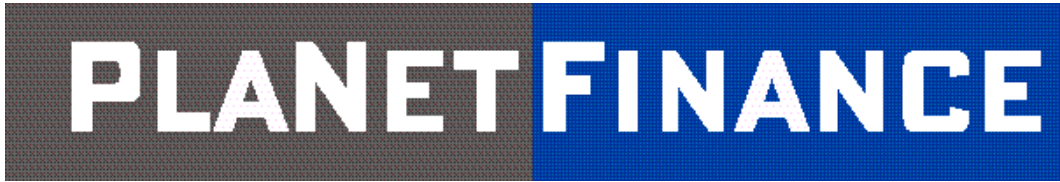
The Cooperative Femmes de Marrakech gets the cloth that they use from Fes and the other primary materials from shops in the Medina of Marrakech.

Clients and Sales

The clients of the cooperative are primarily tourists, they also perform orders for French and Spanish clients, along with its members' acquaintances.

The sales information of the cooperative's shop have not been collected during the administration of the questionnaires.

SAISONNALITE	Nb. cit.	Fréq.
Jan	4	66,70%
Fev	3	50,00%
Mars	0	0,00%



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Avr	0	0,00%
Mai	0	0,00%
Jui	2	33,30%
Juil	2	33,30%
Aou	3	50,00%
Sept	3	50,00%
Oct	1	16,70%
Nov	1	16,70%
Dec	1	16,70%
TOTAL OBS.	6	



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Appendix VI: Selection of Indicators for Darna

Interviewed women: 9

Age

AGE	Nb. cit.	Fréq.
Moins de 20	4	44,40%
De 20 à 30	2	22,20%
De 30 à 40	2	22,20%
De 40 à 50	1	11,10%
De 50 à 60	0	0,00%
60 et plus	0	0,00%
TOTAL OBS.	9	100%

Average age: 26

Education

Education	Nb. cit.	Fréq.
aucune	2	22,20%
coranique	0	0,00%
élémentaire	5	55,60%
secondaire	2	22,20%
universitaire	0	0,00%
TOTAL OBS.	9	100%



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Participation in the household's budget

BUDGET	Nb. cit.	Fréq.
Non réponse	1	11,10%
0	6	66,70%
De 1 à 25	1	11,10%
De 25 à 50	0	0,00%
De 50 à 75	1	11,10%
De 75 à 100	0	0,00%
100 et plus	0	0,00%
TOTAL OBS.	9	100%

Financial Resources

Financial Resource	Nb. cit.	Fréq.
AMC	0	0,00%
Banque	0	0,00%
Epargne	0	0,00%
Barid	0	0,00%
Voisin	0	0,00%
Tontine	0	0,00%
Famille	9	100%
Bijoux	0	0,00%
Liquidation stock	0	0,00%
Transfert de l'étranger	0	0,00%
Autres ressources	0	0,00%
TOTAL OBS.	9	100%

Activities

Principal Activity

Primary Activity	Nb. cit.	Fréq.
Couture traditionnelle	4	44,40%
Tissage	3	33,30%



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Couture moderne	2	22,20%
TOTAL	9	100,00%

One of the interrogated women has weaving as her secondary activity.

Experience in the primary activity

Experience	Nb. cit.	Fréq.
1 year	3	33,30%
2 years	3	33,30%
3 years	3	33,30%
TOTAL	9	100,00%

Providers

Providers	Nb. cit.	Fréq.
Association	5	71,43%
Shop	2	28,57%
TOTAL	7	100,00%

Clients and Sales

The average monthly sales of Darna's shop are 608DH.

Clients	Nb. cit.	Fréq.
Association	5	83,30%
Spaniosh people leaving in Tangiers	1	16,70%
TOTAL	6	100,00%

Where products are sold	Nb. cit.	Fréq.
Darna's shop	4	60,00%
Domicile	1	20,00%
TOTAL	5	100,00%



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Appendix VII: Selection of Indicators for Talilt

Interviewed women: 8

Age

AGE	Nb. cit.	Fréq.
Non réponse	2	25,00%
Moins de 20	0	0,00%
De 20 à 30	1	12,50%
De 30 à 40	1	12,50%
De 40 à 50	3	37,50%
De 50 à 60	0	0,00%
60 et plus	1	12,50%
TOTAL OBS.	8	100%

Average age: 43 (38 without counting the woman who is 63)

Education

Education	Nb. cit.	Fréq.
aucune	3	37,50%
coranique	0	0,00%
élémentaire	1	12,50%
secondaire	1	12,50%
universitaire	3	37,50%
TOTAL OBS.	8	100%

Participation in the household's budget

BUDGET	Nb. cit.	Fréq.
Non	1	12,50%

réponse		
Moins de 0	0	0,00%
De 0 à 1	1	12,50%
De 1 à 25	4	50,00%
De 25 à 50	0	0,00%
De 50 à 75	2	25,00%
De 75 à 100	0	0,00%
100 et plus	0	0,00%
TOTAL OBS.	8	100%

Financial Resources

Financial Resources	Nb. cit.	Fréq.
AMC	0	0,00%
Banque	0	0,00%
Epargne	0	0,00%
Barid	0	0,00%
Voisin	0	0,00%
Tontine	0	0,00%
Famille	8	100%
Bijoux	0	0,00%
Liquidation stock	0	0,00%
Transfert de l'étranger	0	0,00%
Autres ressources	0	0,00%
TOTAL OBS.	8	100%

Activities

Principal Activity

Primary Activity	Nb. cit.	Fréq.
Couture	4	44,44%
Broderie	1	11,11%
coordination, trésorerie, animation de cours d'alphabétisation	1	11,11%
Crochet	1	11,11%
décoration	1	11,11%
Passementerie	1	11,11%



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Passementerie; Teinture de laine	1	11,11%
TOTAL	9	100,00%

Experience in the primary activity

Experience	Nb. cit.	Fréq.
4 years	2	25,00%
20 years	1	12,50%
3 years	1	12,50%
30 years	1	12,50%
5 years	1	12,50%
6 years	1	12,50%
9 years	1	12,50%
TOTAL	8	100,00%

Secondary Activity

Secondary Activity	Nb. cit.	Fréq.
Broderie	2	40,00%
Crochet	2	40,00%
Decoration d'accessoires avec des perles	1	20,00%
TOTAL	5	100,00%

Providers

Providers	Nb. cit.	Fréq.
Agadir	7	87,50%
Inezgane	1	12,50%
Taroudant	1	12,50%
TOTAL	8	100,00%



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Clients and Sales

Clients	Nb. cit.	Fréq.
Connaissances	5	55,56%
Expositions	2	22,22%
Clients	1	11,11%
Famille	1	11,11%
TOTAL	9	100,00%

Period	Sales
Wee	-
Mois	516,67
Quinzaine	-
Jour	150
Pièce	405
TOTAL	415

Appendix VIII: Selection of Indicators for Tameslouht

Interviewed women: 3

Age

AGE	Nb. cit.	Fréq.
Moins de 20	0	0,00%
De 20 à 30	2	66,70%
De 30 à 40	1	33,30%
De 40 à 50	0	0,00%
De 50 à 60	0	0,00%
60 et plus	0	0,00%
TOTAL OBS.	3	100%

Average age: 26

Education

Education	Nb. cit.	Fréq.
aucune	0	0,00%
coranique	0	0,00%
élémentaire	1	33,30%
secondaire	1	33,30%
universitaire	1	33,30%
TOTAL OBS.	3	100%



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Participation in the household's budget

BUDGET	Nb. cit.	Fréq.
Moins de 0	0	0,00%
De 0 à 1	0	0,00%
De 1 à 25	0	0,00%
De 25 à 50	2	66,70%
De 50 à 75	1	33,30%
De 75 à 100	0	0,00%
100 et plus	0	0,00%
TOTAL OBS.	3	100%

Financial Resources

Financial Resource	Nb. cit.	Fréq.
Non réponse	1	33,30%
AMC	0	0,00%
Banque	0	0,00%
Epargne	0	0,00%
Barid	0	0,00%
Voisin	0	0,00%
Tontine	0	0,00%
Famille	2	66,70%
Bijoux	0	0,00%
Liquidation stock	0	0,00%
Transfert de l'étranger	0	0,00%
Autres ressources	0	0,00%
TOTAL OBS.	3	100%

ACTIFS	Nb. cit.	Fréq.
Eaupotable	3	100%
Electricité	3	100%
Réfrigérateur	3	100%
Cuisinièrefour	3	100%
Vélo	1	33,30%
Moto	0	0,00%
Voiture	0	0,00%



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Parabole	2	66,70%
Machine de couture	1	33,30%
Bétail	0	0,00%
TOTAL OBS.	3	

Activities

Principal Activity

Principal Activity	Nb. cit.	Fréq.
Développement de produit	1	33,30%
Gestion de l'association et recherche développement de produits	1	33,30%
Randa	1	33,30%
TOTAL	3	100,00%

Experience in the primary activity

Experience	Nb. cit.	Fréq.
5 years	1	33,30%
8 years	1	33,30%
5 mois	1	33,30%
TOTAL	3	100,00%

Secondary Activity	Nb. cit.	Fréq.
Aide à l'association	1	33,30%
Aide aux brodeuse	1	33,30%
Broderie Rbatie	1	33,30%
TOTAL	3	100,00%

Providers

The clients are the main providers of primary materials.

Clients and Sales

Clients	Nb. Cit.	Fréq.
clientes (sur	1	33,30%



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commande)		
quelque touriste	2	33,30%
TOTAL	3	100,00%



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Appendix IX: Selection of Indicators for Tigmi/Ennakhil

Interviewed women: 4

Age

AGE	Nb. cit.	Fréq.
Moins de 20	1	25,00%
De 20 à 30	3	75,00%
De 30 à 40	0	0,00%
De 40 à 50	0	0,00%
De 50 à 60	0	0,00%
60 et plus	0	0,00%
TOTAL OBS.	4	100%

Average age: 21

Education

Education	Nb. cit.	Fréq.
aucune	2	50,00%
coranique	0	0,00%
élémentaire	1	25,00%
secondaire	1	25,00%
universitaire	0	0,00%
TOTAL OBS.	4	100%

Participation in the household's budget

BUDGET	Nb. cit.	Fréq.
Non réponse	1	25,00%
Moins de 0	0	0,00%
De 0 à 1	2	50,00%
De 1 à 25	0	0,00%
De 25 à 50	0	0,00%
De 50 à 75	1	25,00%
De 75 à 100	0	0,00%
100 et plus	0	0,00%
TOTAL OBS.	4	100%

Financial Resources

Financial Resources	Nb. cit.	Fréq.
Non réponse	2	50,00%
AMC	1	25,00%
Banque	0	0,00%
Epargne	0	0,00%
Barid	0	0,00%
Voisin	0	0,00%
Tontine	1	25,00%
Famille	0	0,00%
Bijoux	0	0,00%
Liquidation stock	0	0,00%
Transfert de l'étranger	0	0,00%
Autres ressources	1	25,00%
TOTAL OBS.	4	

ACTIFS	Nb. cit.	Fréq.
Eaupotable	3	75,00%
Electricité	4	100%
Réfrigérateur	3	75,00%
Cuisinièrefour	4	100%
Vélo	2	50,00%



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Moto	0	0,00%
Voiture	1	25,00%
Parabole	4	100%
Machine de couture	0	0,00%
Bétail	0	0,00%
TOTAL OBS.	4	

Activities

Principal Activity

The four interviewed women are specialized in seamstress. Only one practices crochet and embroidery as secondary activities.

Experience in the primary activity

Experience	Nb. cit.	Fréq.
6 years	2	50,00%
3 years	1	25,00%
4 years	1	25,00%
TOTAL	4	100,00%

Providers

The providers of Tigmi/Ennakhil are wholesalers.

Clients and Sales

Their clients are tourists who visit their workshop and visitors of the expositions to which they participate.

The women of Tigmi did not communicate about their sales.

SAISONNALITE	Nb. cit.	Fréq.
Non réponse	2	50,00%
Jan	1	25,00%
Fev	2	50,00%
Mars	0	0,00%
Avr	1	25,00%



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Mai	2	50,00%
Jui	0	0,00%
Juil	0	0,00%
Aou	0	0,00%
Sept	1	25,00%
Oct	2	50,00%
Nov	2	50,00%
Dec	1	25,00%
TOTAL OBS.	4	

Appendix X: Selection of Indicators for Touama

Interviewed women: 7

Age

AGE	Nb. cit.	Fréq.
Non réponse	1	14,30%
Moins de 20	1	14,30%
De 20 à 30	3	42,90%
De 30 à 40	2	28,60%
De 40 à 50	0	0,00%
De 50 à 60	0	0,00%
60 et plus	0	0,00%
TOTAL OBS.	7	100%

Average age: 28

Education

Education	Nb. cit.	Fréq.
aucune	3	42,90%
coranique	0	0,00%
élémentaire	1	14,30%
secondaire	3	42,90%
universitaire	0	0,00%
TOTAL OBS.	7	100%

Participation in the household's budget

BUDGET	Nb. cit.	Fréq.
Non réponse	1	14,30%
Moins de 0	0	0,00%
De 0 à 1	5	71,40%
De 1 à 25	0	0,00%
De 25 à 50	1	14,30%
De 50 à 75	0	0,00%
De 75 à 100	0	0,00%
100 et plus	0	0,00%
TOTAL OBS.	7	100%

Financial Resources

ACTIFS	Nb. cit.	Fréq.
Eaupotable	7	100%
Electricité	6	85,70%
Réfrigérateur	5	71,40%
Cuisinièrefour	7	100%
Vélo	2	28,60%
Moto	2	28,60%
Voiture	1	14,30%
Parabole	2	28,60%
Machine de couture	4	57,10%
Bétail	4	57,10%
TOTAL OBS.	7	

Financial Resources	Nb. cit.	Fréq.
Non réponse	1	14,30%
AMC	0	0,00%
Banque	0	0,00%
Epargne	1	14,30%
Barid	0	0,00%
Voisin	0	0,00%
Tontine	0	0,00%
Famille	6	85,70%
Bijoux	0	0,00%

Liquidation stock	0	0,00%
Transfert de l'étranger	0	0,00%
Autres ressources	0	0,00%
TOTAL OBS.	7	

Activities

Principal Activity

Principal Activity	Nb. cit.	Fréq.
Tricot	3	37,50%
Learning weaving	1	12,50%
broderie	2	25,00%
Corchet	2	25,00%
Couture	1	12,50%
Randa	2	25,00%
TOTAL	8	100,00%

Secondary Activity

Secondary Activity	Nb. cit.	Fréq.
broderie	3	75,00%
Couture	2	50,00%
Coupe	2	50,00%
TOTAL	4	100,00%

Experience in the primary activity

Experience	Nb. cit.	Fréq.
3 years	4	80,00%
1 year	1	20,00%
TOTAL	5	100,00%

Providers

Providers	Nb. cit.	Fréq.
Ait Ourir	1	16,70%



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Marrakech	4	16,70%
Marrakech Medina	1	16,70%
TOTAL	6	100,00%

Clients and Sales

Clients	Nb. cit.	Fréq.
Acquaintances	4	57,10%
On Order	2	28,60%
Visitors	1	14,30%
TOTAL	7	100,00%

Three women stated that they sold their products at home. The average sales per unit are 150DH according to these three women.

SAISONNALITE	Nb. cit.	Fréq.
Non réponse	4	57,10%
Jan	2	28,60%
Fev	2	28,60%
Mars	2	28,60%
Avr	2	28,60%
Mai	0	0,00%
Jui	0	0,00%
Juil	0	0,00%
Aou	0	0,00%
Sept	0	0,00%
Oct	2	28,60%
Nov	2	28,60%
Dec	2	28,60%
TOTAL OBS.	7	



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Appendix XI: Selection of Indicators for Wafa

Interviewed women: 8

Age

AGE	Nb. cit.	Fréq.
Moins de 20	0	0,00%
De 20 à 30	4	50,00%
De 30 à 40	4	50,00%
De 40 à 50	0	0,00%
De 50 à 60	0	0,00%
60 et plus	0	0,00%
TOTAL OBS.	8	100%

Average age: 32

Education

Education	Nb. cit.	Fréq.
Non réponse	1	12,50%
aucune	0	0,00%
coranique	0	0,00%
élémentaire	1	12,50%
secondaire	5	62,50%
universitaire	1	12,50%
TOTAL OBS.	8	100%

Participation in the household's budget

BUDGET	Nb. cit.	Fréq.
Non réponse	1	12,50%
Moins de 0	0	0,00%

De 0 à 1	3	37,50%
De 1 à 25	2	25,00%
De 25 à 50	1	12,50%
De 50 à 75	1	12,50%
De 75 à 100	0	0,00%
100 et plus	0	0,00%
TOTAL OBS.	8	100%

Financial Resources

ACTIFS	Nb. cit.	Fréq.
Non réponse	1	12,50%
Eaupotable	7	87,50%
Electricité	7	87,50%
Réfrigérateur	7	87,50%
Cuisinièrefour	7	87,50%
Vélo	1	12,50%
Moto	2	25,00%
Voiture	1	12,50%
Parabole	4	50,00%
Machine de couture	6	75,00%
Bétail	2	25,00%
TOTAL OBS.	8	

Financial Resources	Nb. cit.	Fréq.
Non réponse	2	25,00%
AMC	2	25,00%
Banque	1	12,50%
Epargne	1	12,50%
Barid	0	0,00%
Voisin	0	0,00%
Tontine	0	0,00%
Famille	4	50,00%
Bijoux	0	0,00%
Liquidation stock	0	0,00%
Transfert de l'étranger	0	0,00%
Autres ressources	0	0,00%
TOTAL OBS.	8	

Activities

Principal Activity

Financial Resources	Nb. cit.	Fréq.
Broderie et couture	2	22,22%
Apprentissage de la broderie et couture	1	11,11%
Broderie rbatie	1	11,11%
Coupe et couture	5	55,56%
organisation d'expositions	1	11,11%
Présidente	1	11,11%
TOTAL	9	100,00%

Experience in the primary activity

Experience	Nb. cit.	Fréq.
1 year	1	14,30%
2 years	1	14,30%
3 years	3	42,90%
4 years	1	14,30%
6 years	1	14,30%
TOTAL	7	100,00%

Providers

Experience	Nb. cit.	Fréq.
Association	2	20,00%
Clients	1	10,00%
D'autres assos	1	10,00%
Boutiques	2	10,00%
Casa	1	10,00%
Marrakech	2	10,00%
Pas de fournisseur fixe	1	10,00%
TOTAL	10	100,00%



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Clients and Sales

Clients	Nb. cit.	Fréq.
On Order	3	50,00%
Clients	1	16,67%
Marrakech	1	16,67%
Expositions	1	16,67%
TOTAL	6	100,00%

Where the products are sold	Nb. cit.	Fréq.
Domicile	3	33,30%
Association	3	22,20%
Expositions	3	22,20%
TOTAL	9	100,00%

Information about the sales has not been communicated. The sales at expositions reached from 3000DH up to 20000DH and the women earn between 300 and 600 DH per unit sold on order.