

# New Digital Platform

By Borhene Eddine Fakhfakh

**Outline:**

- 1. Current socioeconomic context of Tunisia .....
- 2. Entrepreneurship in Tunisia .....
- 3. Difficulties faced by young entrepreneurs while setting up a small business. ....
- 4. The difficulties encountered by women in setting up a business .....
- 5. Independent initiatives to support new entrepreneurs. ....
- 6. Conclusions and recommendations. ....
  - A-Recommendations .....
  - B-Conclusion .....

**The New Platform:**

- 1. General Introduction: .....
- 2. Creative Concept Of The Platform: .....
- 3. The Advantage Of The Platform For Female Entrepreneurs In 5 Points: .....
- 4. Concerned Participants: .....
- 5. A Digital Communication For A Single Platform With 2 Targets: .....
- 6. Creative Concept Of The Campaign : .....

**Case Study: Advertising Spot "INNAJM"**

- 1. Introduction
- 2. Packshot .....
- 3. Conclusion .....

**The Fabulous Story of the "HRAYER"**

- 1. The Hrayer Women:
  - a) Oumayma .....
  - b) Fatma .....
  - c) Hasna .....
- 2. Action Plan: .....
- 3. key performance indicators KPI's: .....
- 4. Where can we find our target? .....

  - a) Women between 18 and 45 years old .....
  - b) Associations, investors, business angels, etc. ....

## **1. Current socioeconomic context of Tunisia**

Today, Tunisia is facing a democratic, social and economic transition due to the 2011' revolution. Economic indicators have fallen dramatically following the political instability and the several changes that occurred in the regimes of governance.

In 2016, and after five years of the revolution, Tunisia still has several socioeconomic issues that can be summarized as follows:

- A. Stagnation of the economic growth was reflected in the stability of GDP (Gross Domestic Product) due to the lack of a long-term sustainable economic model. Indeed, during the last five years, the country experienced six successive governments each with different political and economic visions.
- B. Deep-seated regional inequality between coastal and internal governorates: This gap has persisted for decades. Despite the policies and legislation that encourage investment in disadvantaged areas, it has not evolved due to the constraints related to the infrastructure and the political instability.
- C. Youth unemployment: Unemployment is one of the most important causes that disrupted the old political regime in 2011, and still it continues to affect the Tunisian population in general, especially the North-West regions as well as the Central West and the Saharan regions. The problem is most striking among young graduates of higher education, with a rate of unemployment exceeding 30%.

## **2. Entrepreneurship in Tunisia**

Worldwide, only 10% of the active population work for their own accounts, while the rest are employed either in public institutions or in private companies. In Tunisia, out of an active population of 3.5 million, only 500,000 are self-employed entrepreneurs and the majority of them are engaged in informal activities or trade activities (Institut National des Statistiques (INS), Statistiques sur l'emploi en Tunisie, 2015).

For the developing countries and particularly Tunisia, despite the fact that the entrepreneurial spirit is not well developed, we have witnessed the proliferation of small entrepreneurs who hope to see their projects come to life. These young graduates of higher education or professional training centers are willing to realize their ideas to escape unemployment.

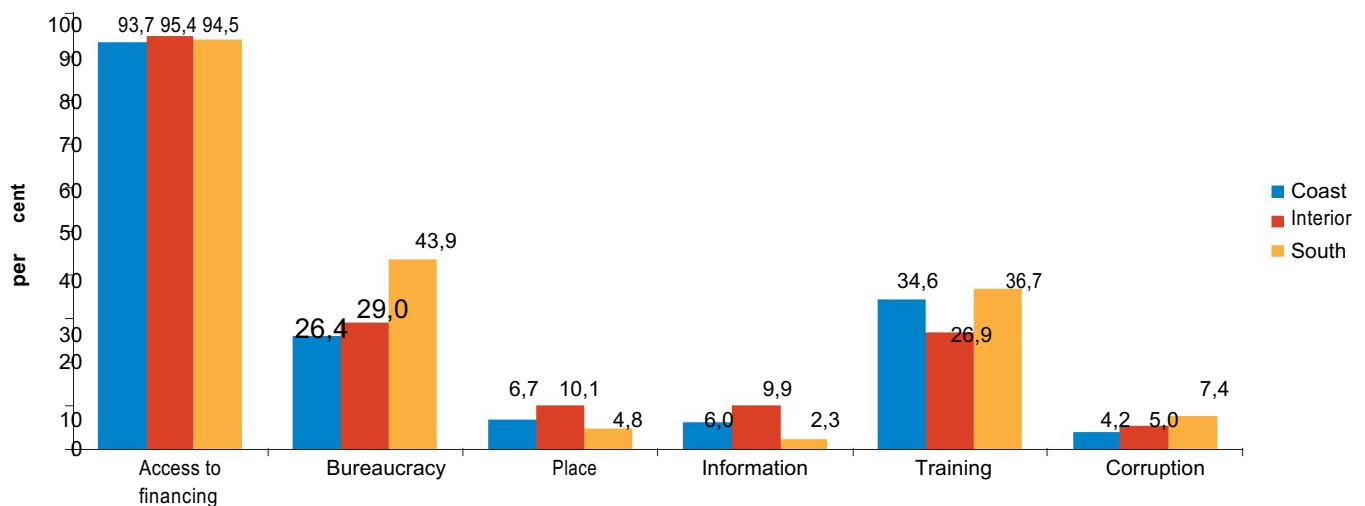
It is for this reason that politicians and policy-makers in the country have followed this line and have turned to the establishment of certain mechanisms to encourage entrepreneurship. Indeed, since the late 1980s, the economic situation has focused on the added value provided by small and medium-sized enterprises (SMEs).

Admittedly, the entrepreneurial ecosystem is rich in Tunisia, as many key players are involved. But the complexity and the compartmentalization of the procedures of enterprise creation, bureaucracy, corruption and lack of transparency at the administrative level, lack of a strategic approach and an anticipatory vision of the future, were the reasons that hindered the introduction of a high value-added entrepreneurial economic activity, leading to a significant rise in the unemployment rate up to 15.1% in 2015.

### 3. Difficulties faced by young entrepreneurs while setting up a small business.

Young self-employed entrepreneurs face difficulties in accessing financing, which is one of the major challenges to the successful launch of a business. In a survey performed in the rural areas, young entrepreneurs were asked: "what was the greatest difficulty in establishing a business". As shown in the graph below, "access to finance" is considered the most frequent obstacle for 93.7% on the coast, 95.4% in the interior areas, and 94, 5% in the South. These results demonstrate the most important barriers faced by young entrepreneurs compared to those encountered by firms in general. Then comes the problem of cumbersomeness of the bureaucratic processes and other non-negligible constraints such as training and the problem of corruption.

**Chart 4.1: Difficulties faced by young people in establishing a small business**



Source: Banque Mondiale 2012d.

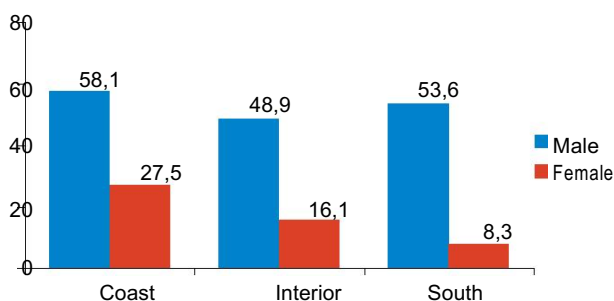
Note: Ce graphique réfère aux jeunes travaillant pour leur propre compte.

### 4. The difficulties encountered by women in setting up a business

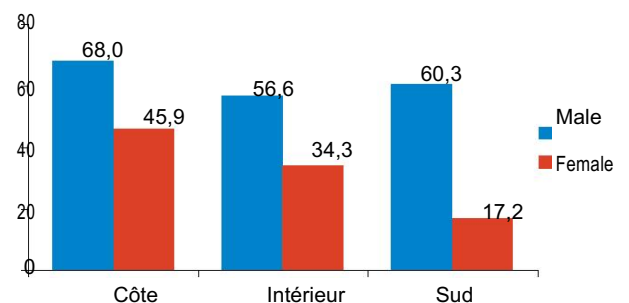
Despite Tunisia's policies on gender equality, few Tunisian young women are employed. Among them we find the profile of the Tunisian who completed her studies to end up unemployed, the rates are much lower for women than for men (see chart below). Women's employment is particularly low in the South (8.3% in rural areas, 17.2% in urban areas) and in the internal areas (16.1% in rural areas, 34.3% in urban areas), Compared with young women working in the coastal regions (27.5% in rural areas, 45.9% in urban areas).

**Chart 4.2: Employability of Young Tunisians**

#### a.. Rural



#### b.. Urbain



Source: Banque Mondiale 2012c; 2012d. Note: Ce graphique exclut tous les jeunes inscrits dans des programmes éducationnels ou des formations.

On the other hand, the self-employment concept among young women is practically non-existent; 2.2% in rural areas and 1.5% in urban areas. These results are confirmed by a regression analysis (see Figure 4.7) .Qualitative research shows that public and private investments in women's entrepreneurship could yield high returns and lead to viable enterprises, especially with the limited employment opportunities.

The combination of a wide range of market opportunities, a relatively high level of education, and some strong computer skills will enable young women to work from their homes, offices or stores and to start a real business with a solid value added. Women in rural and urban areas expressed a high interest in starting and developing their own income generating activities

### **5. Independent initiatives to support new entrepreneurs.**

In addition to state structures, post-revolutionary Tunisia is marked by an associative, active and dynamic network. The areas on which these associations work are numerous and they are also at the center of the entrepreneurial value chain, starting with information and the entrepreneurial culture, until the follow-up and the post-creation assistance.

The key players mentioned in this non-exhaustive list are UTICA, CONECT, IACE, Réseau Entreprenre, Mercy Corps, INJAZ, Enpact, Wajjah-ni, Scouts, CEED, CJD, Tunisian Ambassadors for Development, ONUDI, Mazam, Souk Tanmia, WES, Intilaq, Switchmed, Lab'ess, TCSE.

These organizations or centers of support for new entrepreneurs have played and still play an important role in developing the spirit of initiative and help to facilitate the accessibility of information with simplified guides to encourage young people to turn their dreams into reality.

### **6. Conclusions and recommendations.**

#### **A- Conclusions:**

The socioeconomic situation of post-revolutionary Tunisia, the high unemployment rate and the difficulties encountered generally by young people in Tunisia and specifically for women create a feeling of despair.

Lack of funding, bureaucracy, corruption and lack of success stories drawn from real life examples are driving away young people in general and women, in particular, to venture into entrepreneurship.

**B- Recommendations:**

Set up an entrepreneurial awareness system so that the choice to be an entrepreneur will be a conviction and not an obligation.

Establish a national strategy for the development of entrepreneurship through training sessions in order to improve personal and professional skills for women.

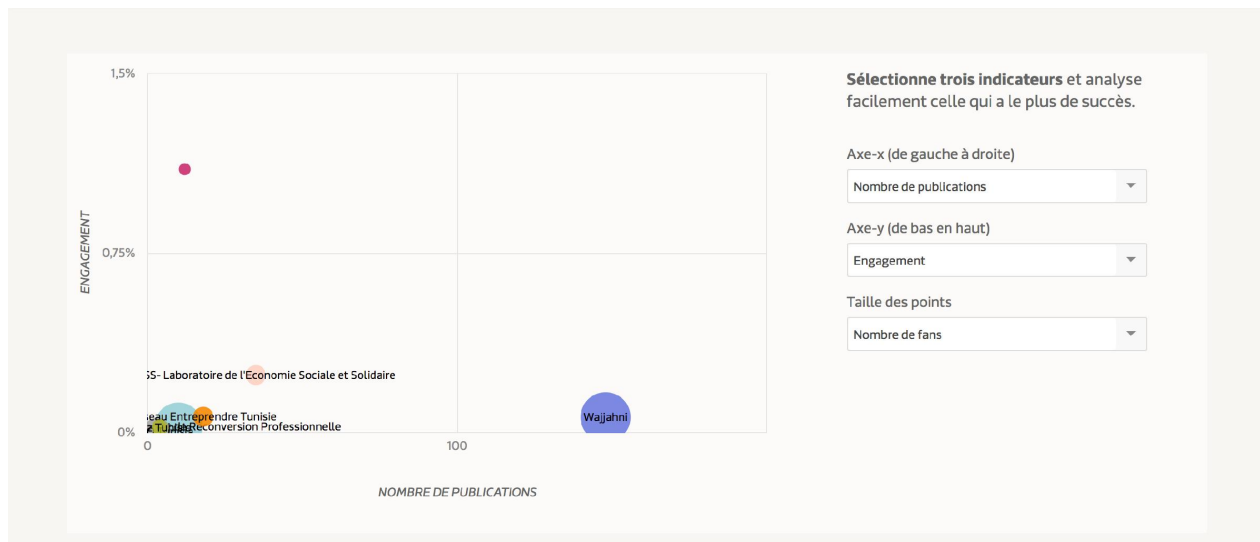
Create a national web platform that acts as a locomotive. This platform brings together all the information (guides, structures by regions, procedures and incentives) and which serves mainly as a space for sharing experiences, presentations of women entrepreneurs' projects, an address book for associations, donors Business angels, investors and economic players.

Create a national web platform that acts as a locomotive. This platform will bring together all the information (guides, structures by regions, procedures, and incentives). It will serve mainly as a space for sharing experiences, presentations of women's entrepreneurial projects, a list of address for associations, donors, Business angels, investors and economic players.

## The New Platform:

### 1. General Introduction:

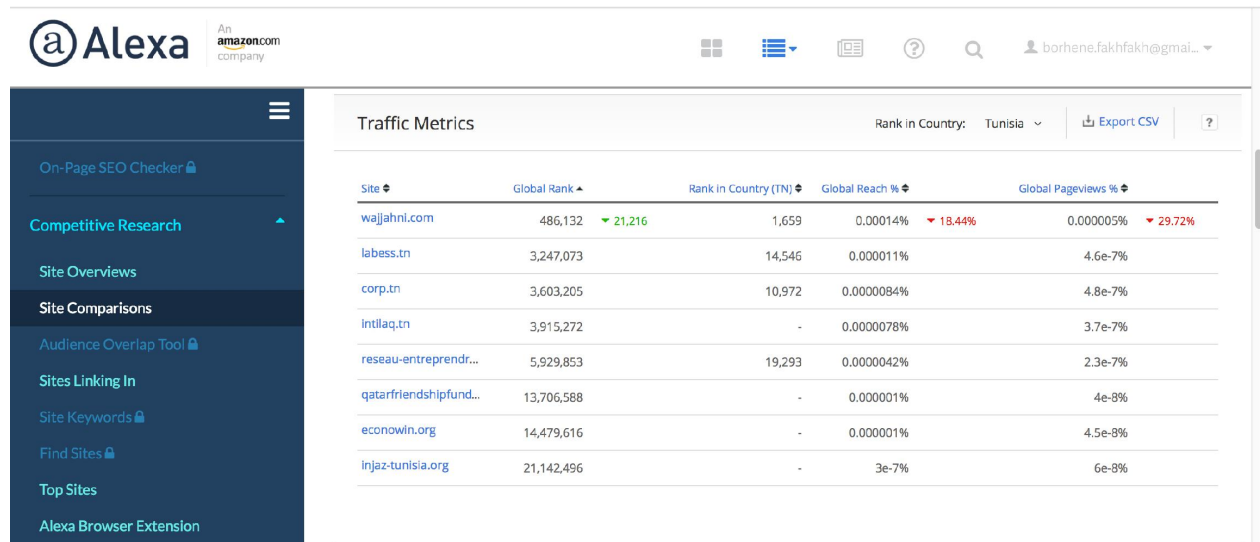
Based on an analytical study that analysis the rate of engagement of the largest associations working in the field of entrepreneurship in Tunisia, and communicating in the most popular social network, Facebook (see matrix below). We note that these associations are struggling to engage fans despite a large number of fans certain pages. This low engagement rate also influences the global rank, the country rank, and the global reach (see table below).



This low level of commitment is explained by the use of some basic digital communication techniques; the publication of articles, the media coverage (photo or video) and in the best cases the graphic publications that lack advertising and strategic reflection. Such digital communication cannot convince young people who are aware of the socioeconomic issues of the country and the entrepreneurial problems (mentioned in the first part) to venture into uncertain terrain. In this case, the social media network of these associations does not play perfectly its role to inform, inspire and involve the followers in their program. This results in a low conversion rate from a Facebook fan to a website visitor and it does not either convert them to future entrepreneurs.



The websites of these organizations play only an informative role especially with the classical headings that are not very attractive. This influences the rebound rate and the overall page views. The showcase websites also have a role in presenting the association and its programs and this does not necessarily attract young people, impatient and accustomed by creative content (see statistics below).



The screenshot shows the Alexa website traffic metrics dashboard for Tunisia. The dashboard includes a navigation menu on the left and a main content area with a table of traffic metrics. The table has the following columns: Site, Global Rank, Rank in Country (TN), Global Reach %, and Global Pageviews %. The data is as follows:

Site	Global Rank	Rank in Country (TN)	Global Reach %	Global Pageviews %
wajjahni.com	486,132 <span style="color: green;">▼ 21,216</span>	1,659	0.00014% <span style="color: red;">▼ 18.44%</span>	0.000005% <span style="color: red;">▼ 29.72%</span>
labess.tn	3,247,073	14,546	0.000011%	4.6e-7%
corp.tn	3,603,205	10,972	0.0000084%	4.8e-7%
intilaq.tn	3,915,272	-	0.0000078%	3.7e-7%
reseau-entreprindr...	5,929,853	19,293	0.0000042%	2.3e-7%
qatarfriendshipfund...	13,706,588	-	0.000001%	4e-8%
economwfn.org	14,479,616	-	0.000001%	4.5e-8%
injaz-tunisia.org	21,142,496	-	3e-7%	6e-8%

The questions that arise now are as follows:

1. How to create a digital platform capable of playing the role of a national locomotive to promote women's entrepreneurship?
2. How to create a platform capable of seducing young women and pushing them to initiate a business?
3. How to create a platform capable of attracting the attention of economic actors, business angels, and associations to coach, support and finance these women entrepreneur?
4. What are the digital communication challenges to promote this platform to women and to those economic players, donors, business angels and associations?

## **2. Creative Concept Of The Platform:**

Female entrepreneurs will have the opportunity to introduce themselves and their projects to donors, investors and associations.

HRAYER: the platform will be the locomotive of the Women's Entrepreneurship in three stages.

1. The women entrepreneurs will present their project in a video and then publish it on the platform. To attract and seduce, each candidate will opt for a different style. If some will choose to remain classic to highlight their product or their concept, others will deploy the great means and the unusual staging to stand out. Besides our digital communication that will promote the platform, the candidates will be considered also as spokespeople of the platform, they will encourage their families, friends, and colleagues share their videos. Candidates will indirectly play the role of content creator and contribute to the Virtualization of the project.
2. Women entrepreneurs must obtain as many votes as possible. Indeed, a rating system will be at the disposal of the visitors to allow them to give their opinion on the projects. We can even opt for a system of recommendation and testimonials for some candidates. Such system will strengthen the credibility of the candidates and the platform in general and will involve more investors.
3. If one of the projects is selected by an investor, a donor or an association. The approach will be advertised and publicized as the success story of the platform. A real life success story that will push those who still hesitate to do the same and participate in our platform.

## **3. The Advantage Of The Platform For Female Entrepreneurs In 5 Points:**

1. Women entrepreneurs can reach potential partners as new clients, suppliers and investors interested in their project.
2. Women entrepreneurs will gain notoriety.
3. Women Entrepreneurs will convey their enthusiasm to their audience and it will be a great exercise that will allow them to learn to talk about their project with passion. It will be training for their next performances.
4. Women entrepreneurs will be able to get feedback, this is an opportunity to benefit from advice or recommendations that will help them progress.
5. Women entrepreneurs will realize their dream accompanied by an association, financed by an investor or business angel, etc.

#### **4. Concerned Participants:**

All female entrepreneurs contemplating a career in services sector, industry, and commerce.

A platform that appeals to creativity

Each woman must put all the tools that digital communication offers to better promote her project. She can share her daily life via Facebook, her story via Snapchat, photos on Instagram, her creations on Behance, etc.

But how can these women be seduced by the adventure and put all their energy into promoting their project?

How will we push the economic players, associations, business angels and investors to support and finance the projects presented on our platform?

#### **5. A Digital Communication For A Single Platform With 2 Targets:**

HRAYER, a digital platform that will promote women's entrepreneurship in Tunisia. To this end, the platform should not only attract women entrepreneurs but also economic players, donors and associations.

But first, Let's try to create a relevant advertising message for our platform.

#### **6. Creative Concept Of The Campaign :**

By following the "HRAYER", women and investors, will eventually win.

##### **Slogan:**

دريارحلا عّبتة تريح،

Follow the "HRAYER", you will end up winning

A call to action that focuses on both targets. A win-win situation for both parties: The women who will follow the program and the investors who will find where to invest their money.

The question that arises now, how can we recruit followers for our campaign?

What is the creative idea that is going to seduce and push future women entrepreneurs and economic players to follow us?

## Case Study: Advertising Spot "INNAJM"

### 1. Introduction

For the launch of the platform "Innajim" , a commercial was created to promote the concept and to encourage young people to take action.

An advertising spot that illustrates several landscapes (beauty shots) of Tunisia, Tunis city center, the statue of Iben Khaldoun (a Tunisian historiographer and historian), an old man, young people in action, etc.

The beauty shots are accompanied by a voice-over that reminds the Tunisians of the glorious past of the nation.

Then, we guide a desperate young man who decides to open his project and who closes the film with a smile.

### 2. Packshot

#### Slogan

الاهلام سارنت  
The most important thing, is you

Not to mention the large budget spent on this film and here we can measure the impact of the film on the internet, we notice a low rate of engagement on facebook and only 366 seen on Youtube.

### 3. Conclusion:

On an atmosphere of desperation that affect young Tunisian people, and because of this unstable economic situation, such a discourse cannot convince them to venture into the entrepreneurship world.

(According to a survey conducted by Emrhod Consulting, for the period between the 27th of February and the 3rd March 2017, 61.8% of Tunisians believe that the economic situation in their country is deteriorating.)

**So how are we going to revive hope for women and encourage them to take action?**

## The Fabulous Story of the “HRAYER”:

Oumayma from Tunis, Fatma from Mahdia and Hasna from Seliana, three young entrepreneurs that dream to achieve their ideas.

### 1. The Hrayer Women:

#### a) Oumayma

Oumayma, 22, from Tunis, majored in Marketing from TBS

Through a video, we will present the dream of Oumayma, she is only 23 years old, freshly graduated from Tunis Business School and she wants to create a coworking space for the designers to create a dynamics of specialty in the country.

Oumayma, will introduce her audience, share her dream, present her Business Model and encourage her audience to share her project, to help her, and to connect her with potential investors.

Oumayma, will invite us to follow her approach on snapchat, her vlogs on the Facebook page of HRAYER and her pictures on instagram.

#### b) Fatma

Fatma, 33, from El Mahdia, Graduated from the Faculty of Law

Through a video, Fatma will tell us about her skills in creating traditional jewelry. Unable to sell her products beyond her region, she will appeal to all those who like her creations to help her to commercialize and sell her product.

Fatma, will invite us to follow FB page / HRAYER page and her instagram account.

#### c) Hasna

Hasna, 21, from Seliana, Baccalauriate level

Through a video, Hasna will tell us about her dream of exporting the Prickly pear seed oil that is very expensive in Europe. She will explain that to achieve her dream, she must create her own company and develop the knowledge and skills that will enable her to export her product.

Hasna, will invite us to follow her on the Facebook page FB / HRAYER.

## 2. Action Plan:

- Basically, we are going to revive hope for the future female entrepreneurs through real life stories with real heroines.

As if they were in a reality show, they will express their emotions, their despair, their persistence, coaching sessions, first meetings with investors and first meetings with their clients and their success. For these first three candidates, we will try to ensure their first steps and create intriguing scenarios for them.

We will try to ensure the media coverage of their beginning and the candidates can also feed the content of the campaign with some vlogs on Snapchat, photos on Instagram or live videos on our Facebook page. These three profiles should inform future business women, give them shortcuts and feedbacks about their experiences, inspire them and involve them. And this is what will create conversion.

- Our pilot candidates will also convince the opinion leaders, the investors, the associations that will coach them. They will prepare their Business model; they will modify their prices and adapt them to the market. They will promote their products with the help of some volunteering communication professionals. They will do their best to convince investors and get funding for their project.

## 3. key performance indicators KPI's:

So what are the KPI's of this digital campaign that will allow us to measure and evaluate it? We will use all possible points of contact with our target.

First, let's define our target:

- Women between 18 and 45 years old
- Associations, investors, business angels, etc.

## 4. Where can we find our target?

a) Women between 18 and 45 years old

- Google
- Facebook
- Instagram
- Snapchat
- Youtube
- Mosaique FM
- Tayara.tn
- Linkidin

b) Associations, investors, business angels, etc.

- Google
- Facebook
- Linkidin
- Youtube
- Iboursa
- Tuniscope
- Businessnews
- Behance

So we are going to create a content that is adapted to the target and in accordance with the points of contact that are the most frequent.

- Emotional messages, that inspire, that make people believe in changes, that encourage women to take action.
- Informative messages, figures, profiles, projects and investment opportunities to the various economic players.

Our KPIs must be defined in the first phase according to the contact point.

- Number of searches and clicks on Google.
- Enrollment rate on Facebook.
- Number of views on Youtube.
- Rate of commitment on Instagram.
- Number of clicks on the banners.
- LinkedIn commitment rate.
- Bounce rate on our site.

In the second phase, the KPI's of the first phase will become simple indicators, and the most important KPI's will be the number of women's registration on our platform.

We will measure the impact of our digital communication via Google analytics by the percentage of visitors to our website through our social media network and our banners.