



THE IMPACT OF COVID-19 ON WOMEN BUSINESS OWNERS

Women Are Resilient in Response to Challenges

Fourth Quarter Results

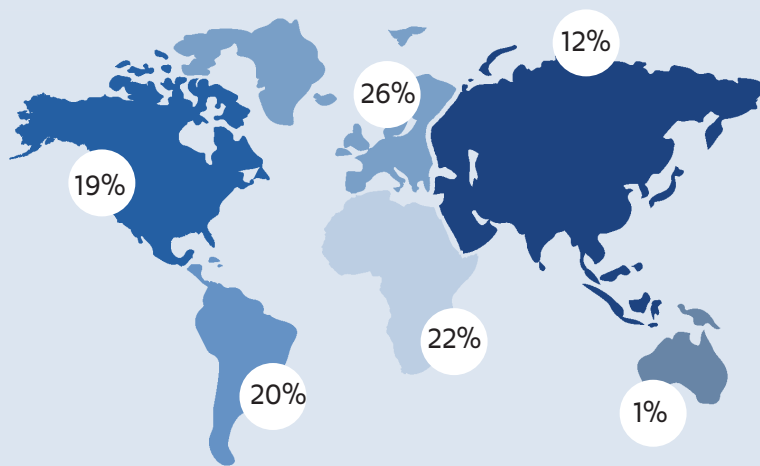
Date of Survey: October to December 2020
Comparisons shown (vs Q1) January to March

ABOUT THE RESPONDENTS

98%

Of respondents are at least 51% owned, managed and controlled by one or more women.
(vs. 97% in Q1)

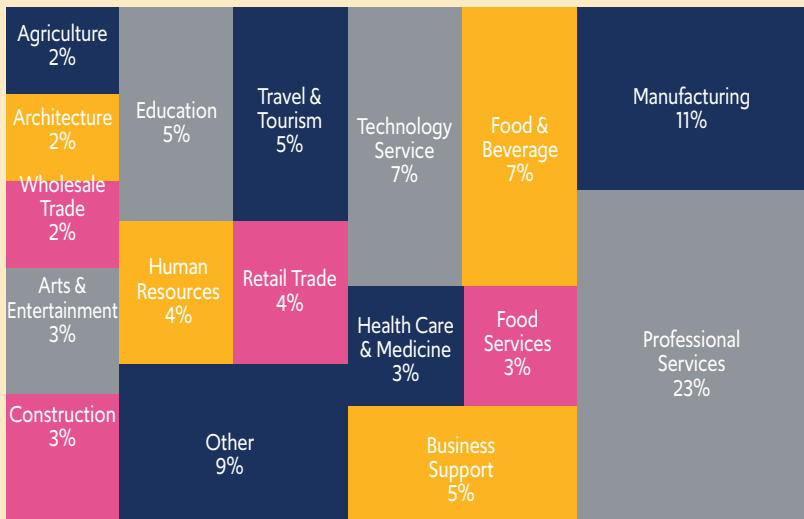
Total Respondents: 310



BUSINESS LOCATION

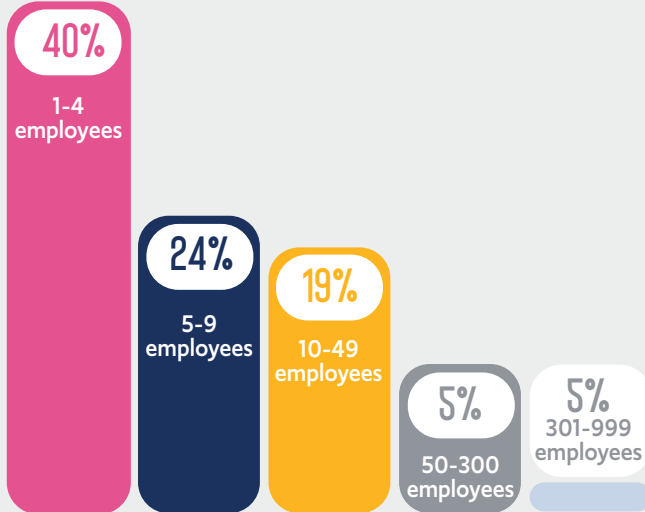
(vs. Q1: North America: 10%, Latin America: 18%, Europe: 27%, Asia: 16%, Africa: 28%, Oceania: 1%)

INDUSTRY SECTOR



(No significant change in industry sector representation.)

BUSINESS SIZE

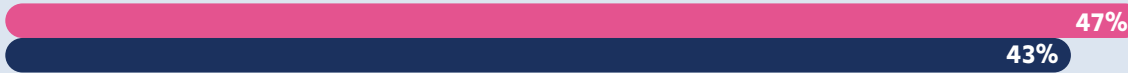


(No significant change in business size representation.)

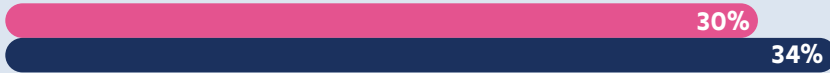
IMPACT ON BUSINESS FROM COVID-19

● Quarter 4 ● Quarter 1

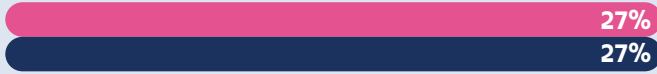
Losing customers as face-to-face business goes digital.



Increased anxiety about the situation has reduced my productivity/time spent on business.



Increased care demands (children, elderly, other loved ones) have reduced the time I spend on my business.



Can't move inventory that is sitting idle due to decreased demand.



Inability to source raw materials and inputs for my products due to supply chains disruptions.



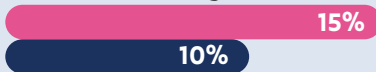
Need to shift to digital business and not sure where to start.



Employees can't work causing delays in meeting client needs.



Not sure where to go for advice and guidance.



63%

Of respondents have been impacted **NEGATIVELY** by COVID-19. (vs. 87% in Q1)

IMPACT ON EMPLOYEES

21%

Have seen a decrease in employee morale, while 7% have noted an increase in morale.

(vs. 46% and 5% respectively in Q1)

21%

Of respondents have decreased their employees' hours due to the decrease in their revenue and 17% due to family care responsibilities.

(vs. 32% in Q1)

17%

Of respondents have seen a decrease in the number of hours their employees can work due to their family care responsibilities.

(vs. 19% in Q1)

9%

Of respondents said their employees are unable to work remotely due to lack of technology and 8% due to lack of Internet access.

(vs. 22% and 16% respectively in Q1)

TECHNOLOGY

87%

Of women business owners have increased social media and videoconferencing to accommodate the health and safety of their families and employees.

(vs. 60% in Q1)

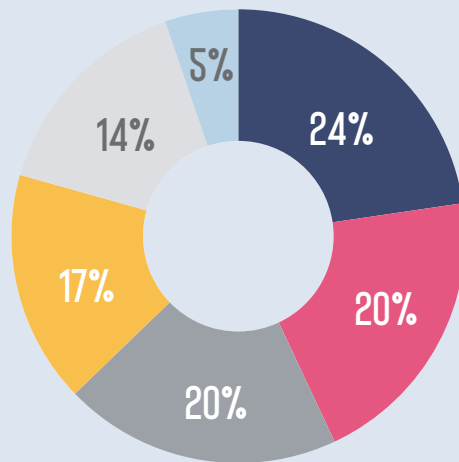


IMPACT ON SALES OR REVENUE (October-December 2020)

% decrease in sales/revenue (vs Q1):

56%

Of women business owners have seen a significant decrease in sales or revenue from October-December 2020. (vs. 90% in Q1)

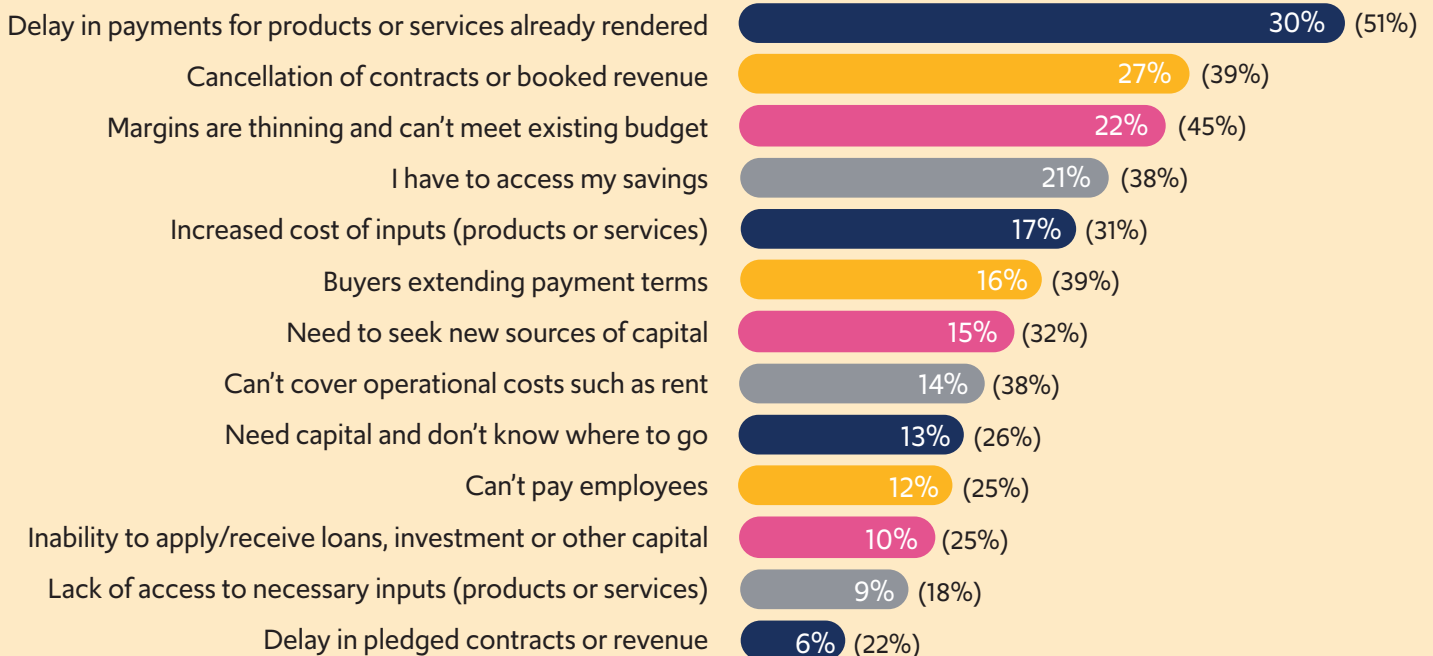


- 24%** 11% -30% decrease in sales/revenue (14%)
- 20%** 31% - 50% decrease in sales/revenue (19%)
- 20%** 51% - 70% decrease in sales/revenue (18%)
- 17%** Sales/revenue have stopped completely (26%)
- 14%** 71% - 99% decrease in sales/revenue (16%)
- 5%** 1%-10% decrease in sales/revenue (6%)

26%

Anticipate revenues to further decrease between in 2021. 10% of those anticipate decreases of more than half and 5% of those anticipate sales will stop completely. (vs. 72%, 55% and 23% respectively in Q1)

NEW FINANCIAL CHALLENGES (vs. Q1):



NEEDS BASED ON IMMEDIATE CONCERN

- 1 Adjusting products or services to remain relevant in response to economic changes.
- 2 Securing immediate funding to remain operational.
- 3 Funding for your organization to remain fiscally stable.
- 4 Adjusting delivery of products or services at a time of social distancing.
- 5 Directly responding to or supporting customers, suppliers and other critical business partners dealing with the crisis.
- 6 Adjusting internal operations during social distancing.
- 7 Responding to immediate potential or actual health needs of employees

(No significant changes)

25%

Of respondents are in need of support with their employee wages.
(vs 56% in Q1)

25%

Need tax relief through delayed or canceled payments.
(vs. 76% in Q1)

15%

Of respondents are in need of extensions of credit or penalty waivers from banks.
(vs. 39% in Q1)

13%

Are in need of government-funded healthcare for COVID-19.
(vs. 22% in Q1)



THE BRIGHT SIDE: WOMEN ARE ADAPTING TO OPTIMIZE OR REFOCUS THEIR BUSINESSES

54%

Are identifying and cutting unnecessary expenses
(54%)

47%

Have shifted to a digital business model
(42%)

42%

Are creating a new business line in response to local or global needs
(32%)

37%

Are growing an area of business in response to local or global needs
(37%)

38%

Identified new business opportunities
(34%)

16%

Have launched a new product or service early
(16%)

25%

Have seen an increase in demand in products/ services
(11%)

7%

Found that clients want to finish projects more quickly and 5% want to sign contracts more quickly
(3% and 5%)





I was able to pivot my business by designing packaging for ventilator parts and supply materials for vaccine set ups.



Our biggest success was reinventing our services when the country was on full lockdown. Our service was face-to-face but we still knew that clients had to continue making content. We offered and advertised services where we could direct talent remotely and do recordings over Teams/Hangout/Zoom and then do the post-production from those recordings.



The pandemic has highlighted the need for my work in taking action to improve mental health by building skills to boost resilience.



I managed to carry out 34 farm visits digitally, gaining insight into how the farms are working even without seeing them for myself.

HOW YOU CAN HELP

How can WEConnect International and its member buyers support women-owned businesses in the next 1-3 months?

- 60% Increased contract opportunities. (66%)
- 57% Increased business opportunities with other women-owned businesses. (68%)
- 41% Increased networking opportunities with other women business owners. (58%)
- 38% Increased access to finance. (52%)
- 34% Increased mentorship. (32%)
- 32% Increased access to investment. (33%)
- 29% Increased meet the member virtual events. (36%)
- 20% Increased business training. (32%)
- 18% Increased training on COVID-19 survival strategies. (26%)
- 16% Accelerate finalization of contracts with member buyers. (16%)
- 10% Improve the terms of existing contracts with member buyers. (12%)

WEConnect International conducted quarterly surveys over the course of one year to understand the scope and nature of the impact of COVID-19 on women business owners and their companies worldwide. The results of the survey have been self-reported by women business owners within the WEConnect International network and partner organizations.