The Tony Elumelu Foundation Enterprise Survey at a Glance

Characteristics of Surveyed Businesses

- **Region Spread**
  - West Africa: 46%
  - Southern Africa: 24%
  - Central Africa: 14%
  - East Africa: 14%
  - Northern Africa: 2%

- **Business Community and Neighbourhood**
  - Urban: I am in the middle of a city: 49%
  - Mainly Urban: I am nearby a city: 27%
  - Mainly rural: I am quite far from the nearest city: 19%
  - Rural: There are no cities nearby: 4%

- **Gender of Surveyed Entrepreneurs**
  - Female: 33%
  - Male: 67%

- **Sectors Surveyed**
  - Agriculture
  - Beauty & Wellness
  - Commercial/Retail
  - Construction
  - Consulting
  - Education and Training
  - Energy/Power Generation
  - Event planning
  - Fashion
  - FCMG
  - Financial Services
  - Food processing and Beverage
  - Haulage/Logistics
  - Healthcare
  - ICT
  - Media & Entertainment
  - Professional Services
  - Telecommunication
  - Textile
  - Tourism & Hospitality
  - Transportation
  - Waste Management

Regional and Sector Contributions to Job Creation

- **Jobs From Baseline to Present By Region**
  - Northern Africa
  - Central Africa
  - East Africa
  - Southern Africa
  - West Africa

- **New Jobs Added By Sector**
  - Fashion: 37
  - Manufacturing: 47
  - Transportation: 49
  - Education and...: 51
  - Food and Beverage: 74
  - Waste Management: 75
  - Energy/Power...: 86
  - ICT: 89
  - Commercial/Retail: 109
  - Agriculture: 469

Baseline vs Present

The Tony Elumelu Foundation Enterprise Survey Report at a Glance
The Tony Elumelu Foundation Enterprise Survey at a Glance

Impact on Women Entrepreneurship in Africa

Revenue Generation by Gender of Business Owners

<table>
<thead>
<tr>
<th>Baseline</th>
<th>Present</th>
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</thead>
<tbody>
<tr>
<td>$6,681.1</td>
<td>$6,721.9</td>
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<tr>
<td>$7,412.0</td>
<td>$7,897.7</td>
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</tbody>
</table>

Impact on Revenue Generation

Top revenue generating sector

- **$18,700** FMCG
- **$13,250** Food & beverage
- **$10,561** Beauty & Wellness
- **$5,967** Financial Services
- **$997** Agriculture

Revenue Generation by Region

- Northern Africa
- West Africa
- Central Africa
- Southern Africa
- East Africa

Revenue Generation by Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Present</th>
<th>Baseline</th>
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</thead>
<tbody>
<tr>
<td>FMCG</td>
<td>$13,288</td>
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<tr>
<td>Manufacturing</td>
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<tr>
<td>Haulage/Logistic</td>
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<tr>
<td>Energy/Power Generation</td>
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<tr>
<td>Agriculture</td>
<td>$997</td>
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