

#SheMeansBusiness

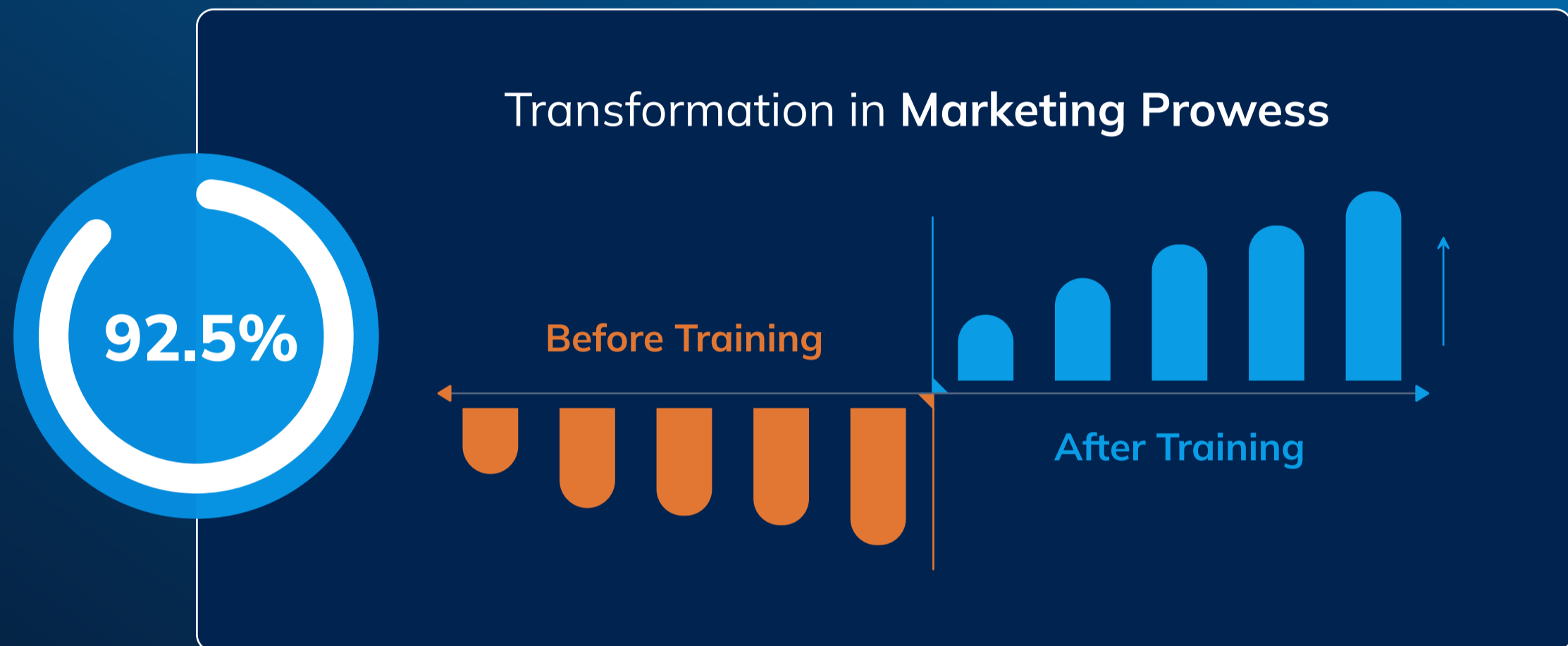
Bringing Businesses Online in Bangladesh



03 / 03 ▶



Knowledge Impact I



92.5% of SMBs have witnessed a remarkable transformation in their marketing prowess, gaining a comprehensive understanding of both traditional and online marketing strategies after participating in enlightening and empowering training sessions.

Note: Results derived from a random sample of participants

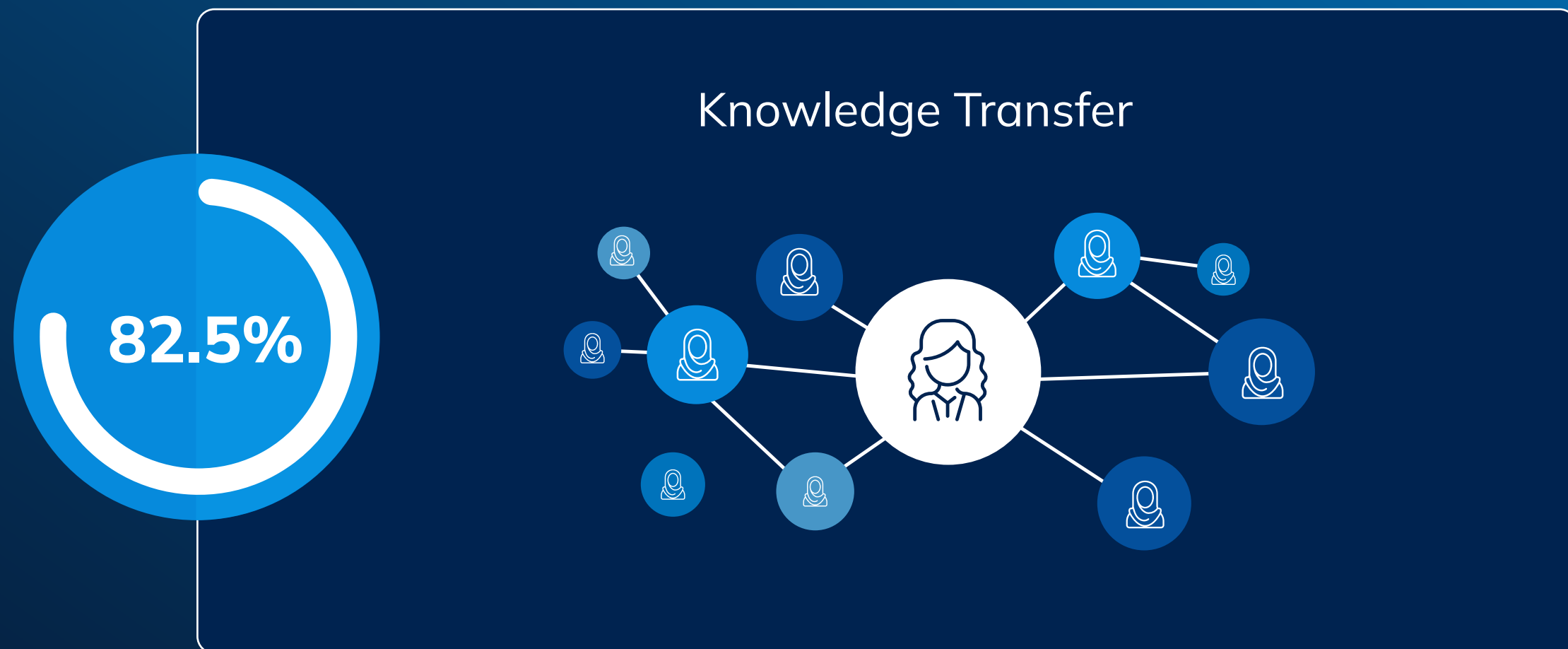
Knowledge Impact II



87% of SMBs have found that utilizing WhatsApp for business revolutionizes their customer communication, **enabling seamless and streamlined interactions** that pave the way for exceptional customer satisfaction.

Note: Results derived from a random sample of participants

Knowledge Impact III



82.5% of SMBs have become powerful catalysts for change by **successfully transferring their knowledge to other women in their community**, igniting a ripple effect of growth and empowerment.

Note: Results derived from a random sample of participants

To learn more about the project, visit
www.lightcastlebd.com

