



# ECONOMIC RECOVERY & RESILIENCE

— ■  
In Motion  
Programme




#BoostingYourBusiness

# KAVAJĚ





 In Motion Kavaja was implemented by UNDP Albania as part of **Economic Recovery and Resilience Programme.**

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April, 2023  
Albania

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**Donors**



Kingdom of the Netherlands



British Embassy  
Tirana

# IN MOTION

**BUSINESS MODEL  
UPDATE**

**PERSONALIZED TECHNICAL  
ASSISTANCE**

**REPLACEMENT  
OF DAMAGED EQUIPMENT**

**IMPROVING COMMERCIAL  
IMAGE**

MBËSHTETUR NGA PROGRAMI  
"IN MOTION"

IN  
MOT  
ION



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# PROJECT BACKGROUND

Micro, small, and medium enterprises (MSMEs) dominate the Albanian economy, accounting for 99.8% of the total number of enterprises and 81.6% of total employment. Supported by the **United Kingdom and the Netherland governments**, UNDP is assisting the Albanian Government through the **Economic Recovery and Resilience Program (ERR)**. This program focuses on businesses affected by the destructive earthquake of **November 26, 2019, in Durrës**, as well as the crisis caused by the **Covid-19 pandemic**.

It aims to stimulate the economy by fostering competition among these enterprises. Supporting their economic recovery and capacity-building is considered crucial for economic revitalization.

**"In Motion"** is a **methodology** that has been previously implemented in Mexico, Haiti, and Ecuador, benefiting over 10,000 micro and small businesses. The results achieved in these regions serve as a strong indicator of the highly positive and beneficial impact of the methodology, in post-natural disaster scenarios, particularly in terms of livelihood recovery and economic reactivation.



In Albania, the first phase of the **In Motion pilot program was implemented in 15 businesses in the Municipality of Durrës**. The intervention started right after the earthquake helping these 15 businesses restart their work with a renewed hope.

In November 2021, in collaboration with the Municipality of Tirana, the In Motion program continued implementation in the capital focusing on the area of Astir. 35 other microbusinesses affected by the earthquake and the Covid-19 pandemic benefited from the methodology by receiving not only new equipment and a renewed commercial image but also knowledge on the best practices and use of new technologies to help them grow and compete in the market. Among them were the most common types of small businesses, such as convenience stores, tailors, hair salons, barber shops, small restaurants (meze bars), shops, and more.

In 2022, In Motion continued to help businesses in Kavaja municipality. 13 MSMEs were assisted by business and commercial image experts to improve their business models. Participating in group training and personalized assistance businesses like tailors, coffee bars, small restaurants, mini markets, etc., were able to increase their monthly sales, improve their marketing strategies and acquire more customers by the end of the implementation of In Motion.



## CENSUS

Gather socio-economic information from micro and small businesses.

- Digitalized process that uses geo-referenced information.
- Easy for processing information.



## DIAGNOSIS

Detailed information about the actual situation of the business and the entrepreneur.

- Business background.
- Assessment areas (market, operations, finances, family, legal matters).
- Actions to make improvement.



## PERSONALIZED TECHNICAL ASSISTANCE

Provided by a specialized consultant who has been accredited in the “In Motion” methodology.

- Quality group training in accounting, marketing, and administration.
- On-site technical assistance to follow up on training.



## IMPROVED COMMERCIAL IMAGE

The business is updated through;

- Brand development
- Basic equipment
- Advertising
- Infrastructure and/or inventory







## STRENGTHENING

trade practices, production capacity, and market.



## INNOVATING

their business model.



## UPDATING

businesses commercial image and equipment.



# THE MAIN OBJECTIVE

The main objective of the United Nations Development Program (UNDP) In Motion Program is to update business models for micro and small businesses that require comprehensive enterprising attention to improve their production capacity and their relationship with the market.

# IN MOTION RESULTS



**\$ 1700**  
for new  
equipment



**\$ 300**  
for  
commercial  
image



**13** businesses  
supported with  
personalized  
technical  
assistance  
and commercial  
image update



**12** hours  
of group  
trainings



**1** business  
consultant  
engaged  
for the  
whole period

# KAVAJË



**2** graphic designer experts engaged to improve the commercial image of the businesses



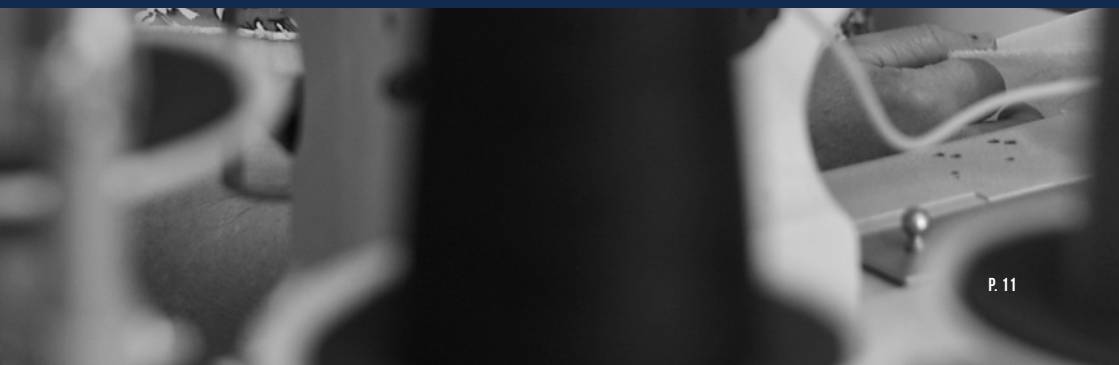
**162** hours of personalized technical assistance for all businesses



**78** hours of personalized commercial assistance delivered to all businesses

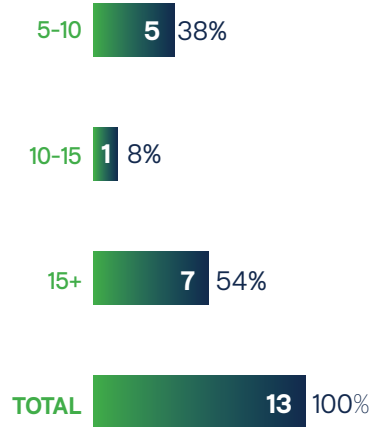


**4** months for the full implementation of the methodology



# BUSINESS INFORMATION

## YEARS OF BUSINESSES OPERATION



## INDUSTRY

Industry	No.	%
Retail trade (includes flower shop and clothing stores)	15	23%
Sale of prepared foods	23	35%
Sale of fruits and vegetables	8	12%
Upholstery and/or clothing	8	12%
Household appliance sale and/ or repair	15	23%
Internet/photography services	8	12%
Coffee bar	23	35%
<b>Total</b>	<b>100</b>	<b>100%</b>

## EFFECTS SUFFERED BY THE BUSINESS AS A RESULT OF THE EARTHQUAKE



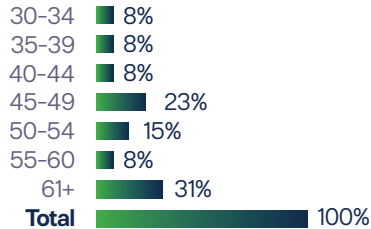
# BUSINESS INFORMATION

## SOCIO-DEMOGRAPHIC INFORMATION

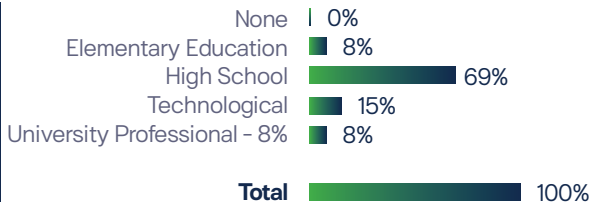
### GENDER



### AGE



### EDUCATION



## "RESTORANT MENGJEZORE"



Owner:

**ASTRIT TELAKU**



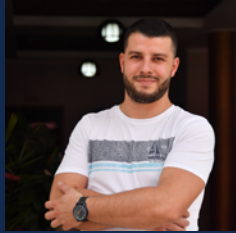
Time in Business:

**40 YEARS**



Line of Business:

**SMALL RESTAURANT**



### BUSINESS PROFILE

Astrit has been working as a chef for 40 years. Twelve years ago, with his modest food truck, he provided services to the citizens in the center of Kavaja until, four years later, he opened his breakfast restaurant close to the city center. Besides his loyal customers, Astrit faced significant challenges in gaining new customers or recovering from the earthquake and the pandemic. The lack of a commercial image and presence on social media makes it even more difficult for the business to be recognized by local and foreign tourists.

## IN MOTION PLANS

- Hiring a waiter to help him with the customers, so that Astrit can focus more on the kitchen work.
- Creating packages for lunch or family dinners and promoting them continuously through social media.
- Implementing a delivery service to increase the number of customers and improve monthly revenues.
- Separating business and personal finances is necessary to establish a clear and regular system for income management and reporting.



AFTER

## RESULTS



New equipment  
for the business



Increased business productivity  
through training and consultancy



Business image and innovative  
promotional materials created



Increase of online  
presence

## "RROBAQEPËSI VEIZI"



Owner:

**BLEDAR VEIZI**



Time in Business:

**15 YEARS**



Line of Business:

**TAILOR**



**BLEDAR VEIZI**  
QEMAL



### BUSINESS PROFILE

Veizi Tailor is a family business that has been operating in the market for 40 years. Bledar has been managing the business for 15 years, working hard to be in line with the market's demands. Recently, Bledar has been focused on producing uniforms and workwear. The business is family-owned, and it is located in the main road. Prior to the earthquake and the pandemic, the plans were to transform the shop to a showroom for customers. However, the financial difficulties caused by the decline in sales and the lack of revenues postponed Bledar's plans.



## IN MOTION PLANS

- Increasing social media presence with more detailed posts about products, such as videos displaying uniforms, sportswear, and printed t-shirts, to attract more customers.
- Promoting personalized products with special discounts, targeting young customers.
- Diversification of production by creating a complete line of sportswear, including tracksuits and printed shirts, aiming to increase the customer base and consequently boosting business revenue.



AFTER



## RESULTS



New equipment  
for the business



Increased business productivity  
through training and consultancy



Business image and innovative  
promotional materials created

## "FURRË BUKE"



Owner:

**DASHAMIR ÇELMETA**



Time in Business:

**15 YEARS**



Line of Business:

**BAKERY**



### BUSINESS PROFILE

Dashamir and Gentiana lived in Italy for about 15 years and then returned to open their business in Albania. They have been involved in the bakery business for 12 years and in the past 4 years the couple have rented a space in the center of Kavaja. They produce the bread in the village of Çetë and bring it to the shop in the city center twice a day. Prior to the earthquake and the pandemic, they used to sell over 400 loaves of bread per day, but their plans for expansion and further development remained unfulfilled. The lack of equipment in the shop, as well as poor business management, have brought significant challenges for the Çelmeta family in growing their business.

## IN MOTION PLANS

- Hiring a full-time or part-time employee will allow Dashamir and his wife to redistribute tasks and functions, enabling them to use their time more efficiently. This will also further ease the distribution of products along the coastal line.
- Actively promoting the business on social media through posts containing photos and videos.
- Establishing contracts and agreements with bars and restaurants to supply them with bread can be a great opportunity to help the business keep a steady demand, increase its customer base, and boost revenues.



AFTER

## RESULTS



New equipment  
for the business



Increased business productivity  
through training and consultancy



Business image and innovative  
promotional materials created

## "STUDIO QOLI"



Owner:  
**ERISA QOLI**



Time in Business:  
**23 YEARS**



Line of Business:  
**PHOTO STUDIO**



**Studio Qoli**  
2000



### BUSINESS PROFILE

Qoli Photo Studio is a family business that was opened in 2000. Erisa and Suada, the Qoli sisters, along with their parents, work in the shop to provide services not only to local customers but also to domestic and foreign tourists visiting the city. The space of the business is divided into two parts: the reception area where prints are made, products are displayed, and photography services are offered, while in a smaller separate area, materials are stored. The Qoli sisters have strived to offer innovative services to stay up to date with technology and competition in the market, but the financial problems caused by the earthquake and the pandemic have hindered their work.

## IN MOTION PLANS

- Diversifying services, such as offering event photography for new businesses, bars, and restaurants that need promoting materials for their websites or social media.
- Introducing new services like managing social media accounts for businesses in the area.
- Maintaining regular inventory records by implementing an efficient 5S inventory system and analyzing customer preferences.



AFTER

## RESULTS



New equipment for the business



Increased business productivity through training and consultancy



Business image and innovative promotional materials created



Increase of online presence

## "NOALVI"



Owner:

**FATIME HYLVIU**



Time in Business:

**11 YEARS**



Line of Business:

**PERFUMERY  
AND FLOWER SHOP**



**NOALVI**



### BUSINESS PROFILE

For more than 11 years, Hylvia, along with her two daughters, has been running the family business where they offer natural flowers, perfumes, and cosmetic products to their customers. The perfumes are prepared by her daughter, Suada, who is specialized in this field. After the pandemic, the number of the customers declined significantly. The shop's services, such as decorations for celebrations or wedding car adornments, were no longer in demand. The economic difficulties that the business faced made it challenging for Hylvia to expand and make Noalvi a competitive enterprise in the market.

## IN MOTION PLANS

- Restructuring the management of the business by appointing her daughters, to be in charge and relieving Ms. Fatime, who is already retired, from the financial burden of insurance payments.
- Hiring a qualified person to be in charge of perfume blending and flower arrangement to make the work more productive and manageable.
- Continuously promoting products through seasonal offers and actively use the social media.
- Regularly keeping and monitoring income is highly required to have a clear view of the business's progress.



AFTER

## RESULTS



New equipment  
for the business



Increased business productivity  
through training and consultancy



Business image and innovative  
promotional materials created

## "BAR KAFE GAZI"



Owner:  
**GAZMIR KADIU**



Time in Business:  
**15 YEARS**



Line of Business:  
**BAR CAFÉ**



### BUSINESS PROFILE

For about 15 years, Gazmir has been providing bar and cafe services for the customers in the city center of Kavaja. The establishment is his own property, and he does not have other employees to assist him. Gazmir has graduated in the technical school of the city, and his knowledge in business management is limited to what he has learned through his experience over the years. However, the unexpected challenges posed by the earthquake and the pandemic caught Gazmir unprepared, resulting in significant financial losses and difficulties in further developing his business.



## IN MOTION PLANS

- Establishing agreements with online companies to advertise and sell artisanal products with the aim of increasing monthly revenue.
- Offering delivery services to reduce transportation costs for distributing products to online customers.
- Being more active in posting photos, videos, and especially "reels" to promote the new products and services offered in the market.



AFTER

## RESULTS



New equipment  
for the business



Increased business productivity  
through training and consultancy



Business image and innovative  
promotional materials created

## "PERDE LEJLA"



Owner:  
**LEJLA DEGËRMEŊI**



Time in Business:  
**40 YEARS**



Line of Business:  
**TAILOR**



### BUSINESS PROFILE

Lejla has been practicing the profession of a tailor for about 40 years. She initially started in the Embroidery of Kavaja and since 2006, she has opened her own business. In her modest shop, Lejla offers assorted services for both family homes and hotels. On a daily basis, she is assisted by her husband, mainly helping her with the installation of curtains and supply management. Despite her ardent desire to expand the business, the lack of financial resources due to the earthquake and the Covid-19 pandemic has made it difficult to take further steps.

## IN MOTION PLANS

- Establishing agreements with online companies to advertise and sell artisanal products with the aim of increasing monthly revenue.
- Offering delivery services to reduce transportation costs for distributing products to online customers.
- Being more active in posting photos, videos, and especially "reels" to promote the new products and services offered in the market.



## RESULTS



New equipment  
for the business



Increased business productivity  
through training and consultancy



Business image and innovative  
promotional materials created



Diversification of products

## " MARKET "



Owner:  
**LINDITA ADEMI**



Time in Business:  
**23 YEARS**



Line of Business:  
**MINI MARKET**



### BUSINESS PROFILE

Lindita has been managing the market for about 23 years. It is a family business that primarily offers assorted products to the residents of the area, as well as the school children attending the school located near the market. This is one of the few businesses in the area that remains open until late hours of the night. The space is relatively small, and despite several years of efforts to expand and further develop, the earthquake and the Covid-19 pandemic have stalled her efforts. There is a lack of organization and infrastructure, which makes Lindita's daily work challenging.

## IN MOTION PLANS

- Reorganizing the environment in line with 5S philosophy to achieve a more accessible space for customers and a more manageable setting for Silvana.
- Classification of products is essential for providing a higher quality service and ensuring ease of product selection for customers.
- Promoting new or discounted products through social media can attract more customers.



## RESULTS



New equipment for the business



Increased business productivity through training and consultancy



Business image and innovative promotional materials created

## "BAR KAFE"



Owner:  
**LULJETA KORRIKU**



Time in Business:  
**18 YEARS**



Line of Business:  
**COFFEE SHOP**



### BUSINESS PROFILE

For about 18 years, Luljeta and her husband have been providing services at their café bar, located on the main street of the city. With loyal customers and many tourists, they have tried to expand the range of products offered. However, the pandemic has made their work extremely challenging, leaving little room for growth. Despite their long years in the market, the business lacks a distinctive commercial image and proper infrastructure for providing services in an outdoor setting.

## IN MOTION PLANS

- Creating promotional packages to attract more customers, especially targeting early age groups and families.
- Adapting the indoor spaces to accommodate a higher number of customers during the winter season.
- Keeping daily financial records, using income and expense formats, to enable a clearer analysis of the business's performance.



AFTER

## RESULTS



New equipment  
for the business



Increased business productivity  
through training and consultancy



Business image and innovative  
promotional materials created



Diversification of products

## "KAFÉ BESA"



Owner:  
**LUTFI BELEGU**



Time in Business:  
**15 YEARS**



Line of Business:  
**BAR CAFÉ**



*Kafé Besa*



### BUSINESS PROFILE

Besa Café, named after the Kavaja football team, has been providing service to the residents and tourists in the center of Kavaja for over 15 years. Lutfi, who has over 40 years of experience in this field, has faced various difficulties throughout his years in the market. However, he was greatly affected by the physical and financial damages the earthquake caused. Together with his wife, they have tried to provide the best service possible for their customers, but financial challenges have hindered their expansion and the improvement of the place where they operate.



## IN MOTION PLANS

- Creating and offering promotional packages to increase the number of customers.
- Promoting the business and the products offered through social media with a well-defined calendar.
- Maintaining and continuously monitoring inventory based on the business needs.



## RESULTS



New equipment for the business



Increased business productivity through training and consultancy



Business image and innovative promotional materials created



Diversification of products

## "PERDE TOGU"



Owner:  
**RIFAT TOGU**



Time in Business:  
**21 YEARS**



Line of Business:  
**TAILOR**



### BUSINESS PROFILE

Since 2002, Rifat and his family have been engaged in the curtains business. He offers his production and installation of curtains for various families and businesses. Occasionally, Rifat is also assisted by part-time employees. However, the financial difficulties caused by the earthquake and the Covid-19 pandemic did not provide them with the opportunity to expand the business infrastructure or hire full-time employees to meet customer's demands beyond the city of Kavaja.

## IN MOTION PLANS

- Adding promotional content boards at the store's entrance to attract customers.
- Active promotion of products on social media during holiday or peak seasons.
- Continuous financial monitoring to always have a clear picture of the business's performance.



AFTER

## RESULTS



New equipment for the business



Increased business productivity through training and consultancy



Business image and innovative promotional materials created



Increase of online presence

## "METANI MARKET"



Owner:  
**SILVANA METANI**



Time in Business:  
**20 YEARS**



Line of Business:  
**MINI MARKET**



### BUSINESS PROFILE

Silvana was the first to open her business 20 years ago in the neighborhood where it still operates today. In her modest store she offers various food products. In addition to the challenges caused by the increased competition in the market, the earthquake and the pandemic faced her with even greater financial problems, making it harder to grow or to meet market demands.

## IN MOTION PLANS

- Reorganizing the marketplace according to the 5S philosophy to achieve a more accessible space for customers and a more manageable setting for Silvana.
- Keeping daily financial records, using income and expense formats, to enable a clearer analysis of the business's performance and make better decisions.
- Maintaining an inventory and promoting products on sale through promotional boards or active posts on social media.



AFTER

## RESULTS



New equipment for the business



Increased business productivity through training and consultancy



Business image and innovative promotional materials created



Diversification of products

## "BUTIK MELEQE"



Owner:

**MELEQE KAZAZI**



Time in Business:

**25 YEARS**



Line of Business:

**BOUTIQUE**



Butik Meleqe

— 1999 —



### BUSINESS PROFILE

Meleqe Boutique has been offering various clothing options to its customers since 1999. Never abandoned by the loyal customers over 25 years, Meleqe once again faced financial difficulties due to the closure of the business during the period of the earthquake and the Covid-19 pandemic. The earthquake also caused visible structural damages to the shop. Although active on social media, Meleqe still does not have a fully equipped space to provide the highest quality services to her customers.

## IN MOTION PLANS

- Reorganizing the space to be more adaptable as a showroom
- Optimizing the workspace and establishing an inventory system to have a better control over sales.
- Continuously promoting products on social media with offers tailored due to different periods throughout the year.
- Continuous financial monitoring to always have a clear picture of the business's performance.
- Continuously promoting products on



AFTER

## RESULTS



New equipment for the business



Increased business productivity through training and consultancy



Business image and innovative promotional materials created

# ECONOMIC RECOVERY & RESILIENCE

In Motion  
Programme



BOOSTING YOUR  
BUSINESS!



#BoostingYourBusiness