



MICROENERGY
CONSULT

Africa
Zimbabwe



Development of a Business Strategy for Scaling SHS Lending in a Financial Institution



Services
Technical Assistance
Scenario Analysis
Financial modelling
Strategy Development
Staff Training



Topics
Solar Home Systems (SHS),
Inclusive Finance



Date
2020



Partners



Clients
African Enterprise
Challenge Fund (AECF)



Beneficiaries
MoneyMart
Microfinance Institution
(MMF)

Project Description:

MMF uses the AECF award/funding to offer micro-loans for the purchase of Solar Home Systems (SHS) to micro-entrepreneurs and individuals operating in the informal sector of Zimbabwe.

MEI is tasked to assist in the development of an operational plan and a strategy for MoneyMart's scale-up of the financial product and marketing and distribution of SHS.

Services Provided:

- Development of comprehensive strategic plan to integrate procurement, inventory management and distribution of SHS.
- Development of presentation of scenarios.
- Financial modelling.
- Formulation of comprehensive strategy and operational plan for SHS marketing.
- Staff training in strategy and leadership
- Knowledge transfer to MMF's sales team in SHS sales and marketing.



7

AFFORDABLE AND
CLEAN ENERGY



9

INDUSTRY, INNOVATION
AND INFRASTRUCTURE



11

SUSTAINABLE CITIES
AND COMMUNITIES



Energy technologies & energy uses:



Solar

Contact: consulting.projects@microenergy-international.com