



Mujeres  
ROFÉ 



 **Cambiando  
nuestro mundo  
Contigo.**

**Management report  
2023**

**QUANTICA**





<https://mujeresrofe.com/>

# General program of Mujeres ROFÉ 2023 in figures:



**1186** participants<sup>1</sup>



**47** training sessions executed<sup>2</sup>

## About the training sessions:

### Content type:

- Entrepreneurship.
- Human abilities.
- Mindfulness.
- Training with Quantica Education.

### Content plan:

- Effective time management
- Social media management session 1
- Resilience
- Social media management session 2
- Social media management session 3
- Mindfulness to rejuvenate
- Finance Workshop with Quantica Education
- ABC of financial products
- Emotional intelligence
- Finance Workshop with Quantica Education

---

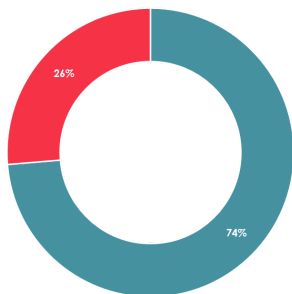
<sup>1</sup>ROFÉ women who participated in at least 1 training from January to December 2023.

<sup>2</sup> The 108 ROFÉ Banco de Bogotá Women had access to 47 training sessions, including the 4 sessions implemented by Quántica Education.

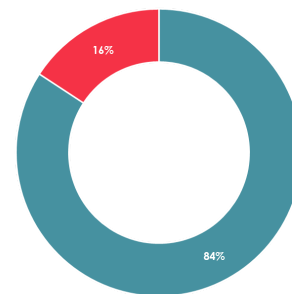
- The ABC of financial products
- Happy woman
- Family finances
- Use the power of thought to heal
- My home and my money
- Self-esteem
- Finances as a couple
- Get out of the chaos!!!
- Digital finance
- Forgive
- Smart debtor
- Home clean
- Financial security
- Gratitude
- Me and my business
- No to procrastination!
- Finance for entrepreneurs
- Light and service to the world
- Finance Workshop with **Quantica Education**

- Customer service and sales session 1
- Essential skills session 1
- Family finances
- Sales Workshop with **Quantica Education**
- Essential skills session 2
- Get closer to my loved ones
- Customer service and sales session 2
- Essential skills session 3
- My home and my money
- Entrepreneurship workshop session 1
- Accept ourselves at every stage of life
- Brand Workshop with **Quantica Education**
- Finances as a couple
- Entrepreneurship workshop session 2
- Lessons learned in 2023
- Entrepreneurship workshop session 3
- Digital finance
- Alliances Workshop with **Quantica Education**
- Sowing of dreams
- Smart debtor

**26%** of the participants in the training sessions with Quántica Education received **personalized advice** to strengthen their business ideas



**16%** of the participants in the training sessions with Quantica Education received **emotional support**



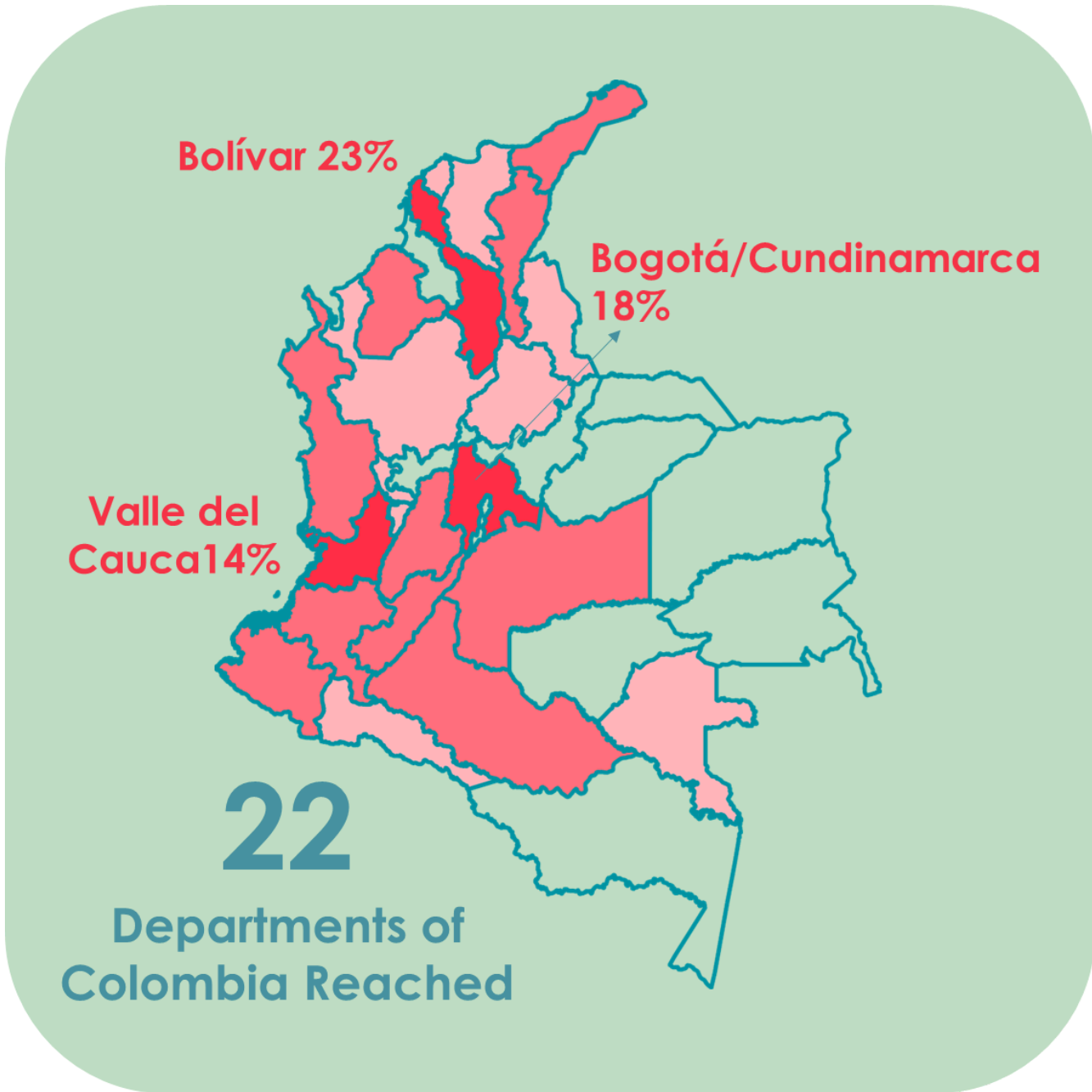
# About the training sessions with Quántica Education

108  wómens<sup>3</sup> in 4 training sessions:

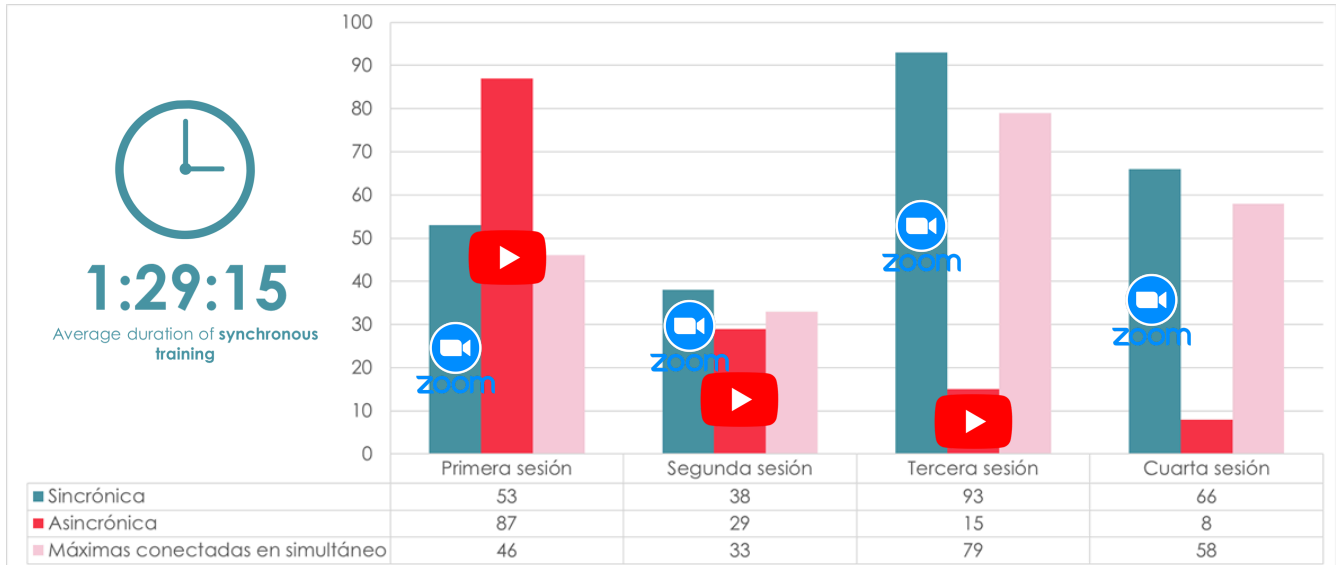


---

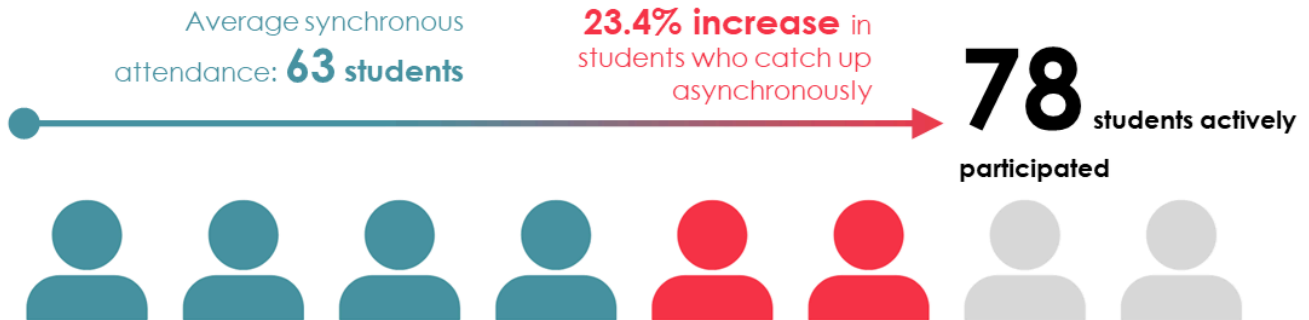
<sup>3</sup> ROFÉ Banco de Bogotá women who attended at least 1 training session implemented by Quántica Education from September to November 2023.



## About assistance:



## About active participation:



## On the impact of training on the evolution and strengthening of the participants' business model:



- **5%** Started their business as a result of the workshops.
- **16%** Did not have a business idea but as a result of this training they now have a clear idea.



- **29%** has a recent business and the training helped her improve various aspects.
- **34%** has a consolidated business and these training helped her expand her reach and impact.



- **5%** still don't have a business idea but want to start a business.
- **4%** already have a business idea but have not dared to start it.
- **5%** have a business, but feel that it has not improved as a result of the training or have difficulties putting the learning into practice.

## The 10 most frequent types of ventures carried out by the participants:

1. Clothing, footwear and accessories.
2. Cafe, bars, restaurants and food stalls.
3. Beauty and personal care.
4. Miscellany.
5. Print advertising.
6. Supply.
7. Catalog sales.
8. Agroindustrial products.
9. Organization and decoration of events.
10. Sweets.



## Figures that inspire!

The participants **improved their financial planning**. **87%** of the participants learned to calculate the break-even point of their businesses as a result of the training workshops, which has allowed them to make more assertive decisions.

The participants **increased their sales** by **42.31%**. **83%** of the participants who have ongoing ventures state that the workshops have helped them increase their sales through the implementation of learning.

**68%** of the participants began to **listen** to and analyze their **clients** as a result of the workshops.

The participants defined the **personality of their brand**. **68%** of the participants learned to define the personality of their brand as a result of the training workshops.

### **The 6 most relevant aspects in which the participants require personalized advice:**

- Finance, documentary organization, accounting system and inventories.
- Guidance in e-commerce and use of marketplaces.
- Legalization of entrepreneurship.
- Business expansion to other neighborhoods in the city.
- Optimization of production times.
- Training in Google and Facebook ADS.

### **The 5 most relevant aspects to consider to improve the training process:**

- Increase interaction between participants.
- Review the tasks sent by each participant and generate feedback.
- Establish flexible schedules.
- Give certificates.
- Develop personalized training plans according to the level of knowledge and the stage of development of the business idea of the participants.

### **The 6 most frequent needs that the participants face as entrepreneurs:**

- Need for access to financial capital to drive growth and development.
- Need to acquire or expand a physical headquarters to enhance operations.
- Need to acquire machinery to optimize processes and increase production capacity.
- Need for access to quality suppliers to guarantee excellence in products/services.
- Need to implement an accounting or inventory system for efficient management.

- Need to carry out competitive studies to improve market position and strategic decision making.

These will be the guidelines that we will follow to draw up support strategies in 2024. Thanks to these interventions we can define the best way to provide support so that we can contribute to the development of ROFÉ Women.



Our thanks to Banco de Bogotá for their invaluable support! We hope to continue collaborating together in 2024. From Fundación ROFÉ we send you **our best wishes for these Christmas holidays**. May they be days full of joy and prosperity!