

MARCH 2021

Access Bank Emerging **Businesses** **Newsletter**

YOUR MONTHLY BUSINESS ADVANTAGE



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Theme:

Celebrating Women



DEAR WOMENPRENEUR

Women in the past have made efforts to stand out even before there were talks of women excelling in business. These are women who made outstanding efforts in economic, social and political sectors down history lanes that have paved ways for the paths women stand today. The likes of Funmilayo Ransome-Kuti (first woman to drive a car), Margret Ekpo (first female political activist) and several others. Today, we still have several other women breaking boundaries in different sectors like, Folorunsho Alakija, Mo Abudu, Chimamanda Adiche and Ngozi Okonjo Iweala, who recently became the first Female Director General of the World Trade Organization.



Women are managers by nature. They multitask by taking care of their homes, running businesses and a whole lot of other activities. Women are strong, powerful, influential and hold the power to make things happen once they set their mind to it.

Even though women can do all these, they shy away from celebrating their wins and they stay in the background. Beyond the stereotypes, women in business deserve to celebrate their wins, their resilience and constant thrive to stay afloat in a society that is not so accepting of the fact that women can take leadership. That is why the month of March is a special time of the year to celebrate women who have made immeasurable contribution to the society.

African women are changing the narrative and if there was ever a time women in business can shine, it is now. This is because we have various initiatives put in place by financial institutions, international bodies and government, to help women run their businesses seamlessly.



Access Bank remains at the forefront of women empowerment. At the heart of our strategy is supporting women, that is why we have come up with amazing products and services to help make running your business much easier.

- Our **Instant Business Loan** gives you the opportunity to access finance seamlessly, quickly and in the comfort of your home and you can access our cashflow loan for as low as a **15%** interest rate.
- Female Entrepreneurs can now run their businesses with no worries. This discounted financing solution, **LSETF-W** initiative loan in partnership with Lagos State Employee Trust Fund (**LSETF**), provides female owned businesses including **MSME's** and traders operating in Lagos state, low interest loans regardless of their state of origin. Also, women who have at least **50%** ownership in either start-ups or **MSME's** will be considered.
- Ever thought of eliminating the hassle that comes with replying DMs? Our digital payment platform is here to get rid of those hassles. **SwiftPay** enables your customers make quick, easy and secure payments on social media platforms (Instagram, Twitter, Facebook, WhatsApp). This will in turn translate to profitability for you as a business owner as well as improve your customer service, save the stress of going back and forth with customers and get rid of fraudsters trying to impersonate your business.



Women in business across the world keep breaking boundaries and are worth celebrating because they are indeed rock stars. To every woman who is boldly going over and above, pushing daily in her business, **we celebrate you.**

This month is exclusively dedicated to celebrating women worldwide and we have exciting events planned to empower women in business.

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Olopeju Umah
mile12marketwoman

“ We have concluded the trial run of **SwiftPay** in our flagship store and find that it works. We are now ready to proceed to using it in all other outlets. We also want to integrate it on our website for online payments. ”

Folusho Ogunleye
Chief Executive Officer
Pinnah Foods Ltd

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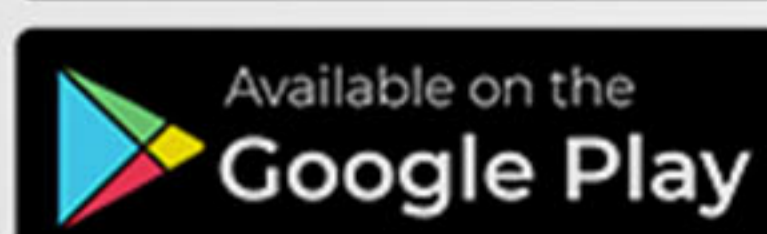
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Biz quote of the month



Being a successful woman in business means you get your power from within as a woman, not from what others think, approve or expect from you.

- MELIS SWARSCHEI

