



KANTAR

# Go Digital ASEAN 2 Impact Research

## Regional Summary Report

December 2024



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Following the successful first phase of Go Digital ASEAN (GDA1), Go Digital ASEAN 2 (GDA2) launched in 2023 with the aim of providing advanced and fit-for-purpose training to up to 200,000 underserved MSMEs\* across the region.



For more information about GDA2, please visit the official website [here](#).

\*MSMEs = Micro, Small and Medium Enterprises

GDA2 launched three specific training segments:

1. **Go Digital:** To equip 135,000 underserved MSME owners in Laos, Indonesia, Thailand, and Vietnam with basic digital skills to shift their businesses online
2. **Explore Digital:** To train and connect 30,000 MSMEs with regional peers through an ASEAN-wide webinar speaker series
3. **Grow Digital:** To equip 35,000 MSMEs in Brunei, Cambodia, Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam with advanced level digital skills to grow their businesses online



# GO DIGITAL

Sustaining the progress from GDA1, Go Digital is an expert-led training is implemented by local in-country partners to provide fundamental skills to help business owners and aspiring entrepreneurs launch and move their business online. Go Digital training also serves as a foundation for Grow Digital training.

**Course topics included:**

- Basic digital marketing
- Account creation and protection
- E-commerce and social media for businesses
- Creating strong passwords



# EXPLORE DIGITAL

Explore Digital is an inspirational online speaker series featuring entrepreneurs and thought leaders from across ASEAN to share their expertise, successes, and insights on regional trends for small businesses.

## Webinar topics included:

- Unlocking Digital Success for Women-led Businesses
- Leveraging Digital Solutions for Business Resilience
- Empowering MSMEs in their Journey to Digitalization
- Championing Sustainability through Digital Innovation
- Building an Inclusive Digital Economy for Local Communities
- Maximizing Business Potential Using Digital Tools and Insights

For more information about Explore Digital, please visit the official website [here](#).



# GROW DIGITAL

Grow Digital provides advanced training for entrepreneurs and business owners to expand their businesses online. Led by a cohort of regional master trainers, this program allows trainees to be part of a regional classroom for growth-driven ASEAN entrepreneurs and make their business profitable and sustainable in the digital space.

**Course topics included:**

- Financial planning
- Advanced digital marketing and e-commerce
- Cybersecurity
- Green businesses

For more information about Grow Digital, please visit the official website [here](#).



The fundamental focus and commitment of GDA2 lies in female empowerment, gender equality, and inclusivity

GDA2 placed high importance on reaching...



**WOMEN** trainees



from **RURAL** locations

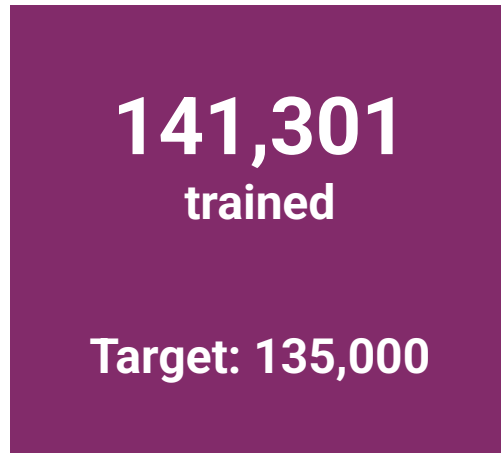


**HIGH SCHOOL**  
educated or less

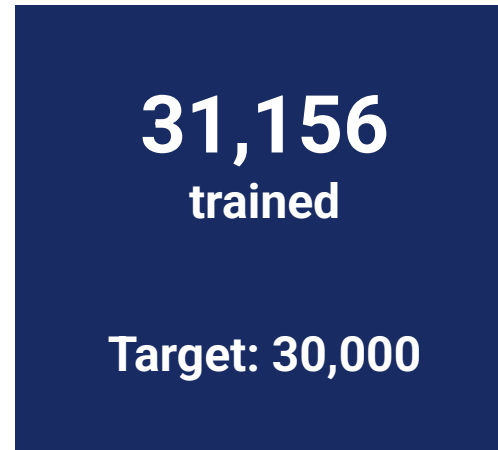
Impact results showcase the strong impact GDA2 has had in empowering these businesses online...

**215,896** MSMEs trained and equipped with digital skills to grow their business online

**GO DIGITAL**



**EXPLORE DIGITAL**



**GROW DIGITAL**



**42** local partners engaged

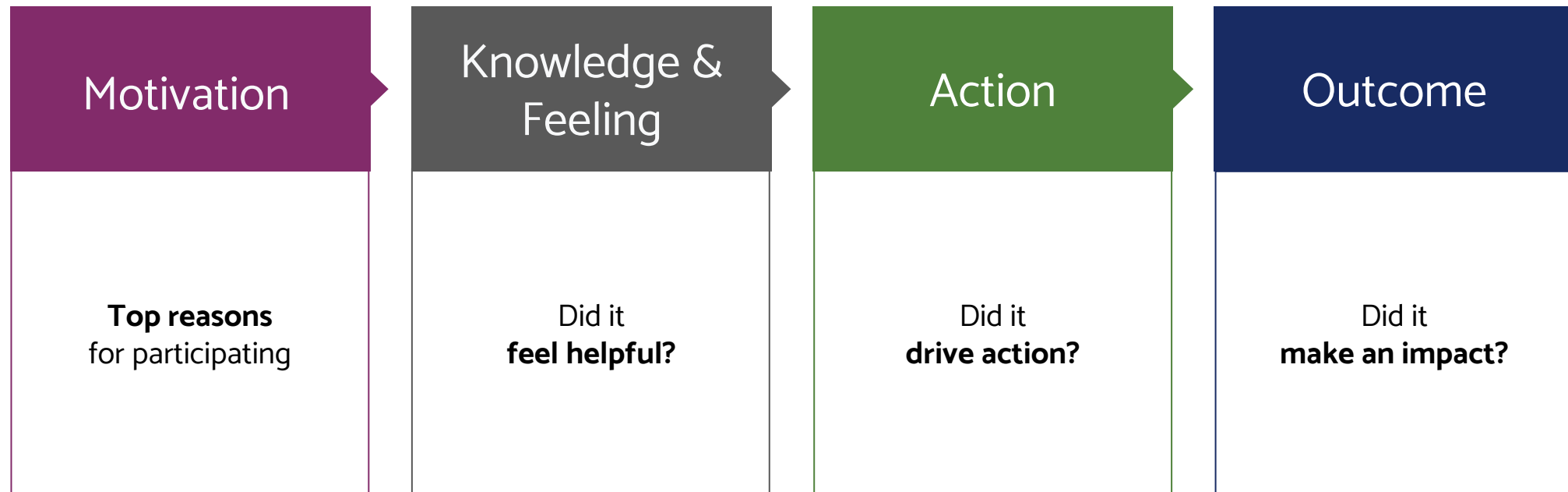
**2,023** trainers mobilized

**138,009** women trained



A **behavior change framework** was used to explore how Go Digital and Grow Digital has helped businesses, while a **post-training evaluation** was used to understand how Explore Digital has impacted business.

Behavior change framework for Go Digital and Grow Digital:



## **GDA2 has helped MSMEs feel more digitally savvy and prepared to grow their business online**

MSMEs were highly motivated to join GDA2 programs to learn about online technology and how they could better engage with customers online.

As a result of what they learned, MSMEs are leaving the programs more confident and equipped to take action to conduct business online. In fact, MSMEs are taking action to improve their social media presence and promotion of their business through smartphones, videos or photo's.

For MSMEs, this has meant that the strongest outcome they have seen as a result, is an improvement in the way they engage with customers.

## **MSMEs are more confident and equipped to help better protect their business against cybersecurity threats**

MSMEs were also highly motivated to join GDA2 programs to help improve their knowledge around cybersecurity and how to protect their business online.

After completing the programs, GDA2 trainees are feeling more aware of the prevalence of cyber security threats in the country and how to protect their business online.

Some businesses have even been able to implement action (such as stronger passwords), off the back of what they learnt in GDA2.

## **MSMEs are interested in expanding their knowledge in a number of areas, particularly financial acumen & cybersecurity**

The vast majority of MSMEs are leaving GDA2 programs inspired to learn more about online technology.

Given the growing prevalence of cybersecurity threats, it is no surprise that many MSMEs were motivated to join Grow Digital to feel more safer with the use of online technology. MSMEs are therefore interested in further expanding their knowledge around cyber security.

MSMEs also expressed interest in expanding their financial acumen online and their understanding around more advanced digital tools like AI.



## Regional impact measurement results for Go Digital and Grow Digital

**93%** of MSMEs **increased their confidence in using digital tools**<sup>1</sup>

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**90%** of MSMEs have learned **new ways of doing things to benefit their business**<sup>1</sup>

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**90%** of MSMEs feel that they have **the digital skills to grow their business online and/or offline**<sup>1</sup>

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**91%** of MSMEs **took action** based on what they learned<sup>2</sup>

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Base: MSMEs n=3901 (Go + Grow Digital)

<sup>1</sup>Q3: How strongly do you agree or disagree with the following statements? Figures above represent the % of people that said 'Strongly Agree' or 'Moderately Agree'

<sup>2</sup>Q4: As a result of the knowledge gained from the program, which of the following actions have you taken?

# Regional Highlights: Go Digital

Indonesia, Laos, Thailand, and Vietnam



**Quantitative research was undertaken to better understand how Go Digital helped equip MSMEs with the critical digital skills to grow their businesses online.**



- Surveyed 1,462 trainees\* out of 141,276 across:
  - Laos: 180 trainees
  - Indonesia: 401 trainees
  - Thailand: 400 trainees
  - Vietnam: 481 trainees
- Trainees were surveyed 3-5 months after training completion
- Surveys were completed in or between:
  - Indonesia: November-December 2023
  - Laos: April 2024
  - Thailand: October 2023-January 2024
  - Vietnam: March-May 2024
- The surveys were completed online (taking approx. 10 minutes to complete).
- Only trainees over 18 years of age were surveyed

*\*Sample size based on Kantar's recommendation on a statistically significant minimum sample size required for a fair read based on the demographics and total number of trainees*

# How Go Digital equipped MSMEs with basic digital skills to move their businesses online

The fundamental focus and commitment of Go Digital lies in female empowerment, gender equality, and inclusivity. The training placed **high importance on reaching trainees who are female, from rural areas, and with high school education or less.**

The Go Digital program resulted in trainees feeling more **confident, prepared, and equipped** with the tools and knowledge they need to help their businesses move online.

Following the program, MSMEs have said they will mainly **promote their business online** through the use of **photos, videos, and storytelling**. With the strong proliferation of social media in ASEAN countries, many of these MSMEs also implemented what they learned about creating or **improving the social media presence** of their business. Go Digital training played a strong role in facilitating the uptake of many social media and digital tools by these MSMEs for their businesses.

As a result of all the Go Digital actions taken, trainees have had a positive experience in their **online customer engagement** and increased knowledge in how digital technology can drive the **efficiency and growth of their businesses.**

## MOTIVATION

31% wanted to feel safer online<sup>1</sup>

20% wanted to find new ways to do business online<sup>1</sup>

20% wanted to find ways to reach more customers online<sup>1</sup>

## ACTION

43% promoted their business online (photos, videos, storytelling, smartphone, etc.)<sup>2</sup>

33% created or updated their social media presence<sup>2</sup>

## IMPACT

98% feel empowered to learn more about technology or the internet<sup>3</sup>

98% are inspired to learn more about digital technology<sup>3</sup>

96% are more confident using digital technology<sup>3</sup>

96% have learned new ways of doing things to benefit their business<sup>3</sup>

97% believe that their digital skills have improved<sup>3</sup>

96% feel more prepared for the future<sup>3</sup>

57% saw an increase in customer engagement with their business online<sup>4</sup>

28% saw a positive monetary impact<sup>4</sup>

Base: MSMEs n=1,462

<sup>1</sup>Q1: Thinking about Go Digital, what best describes your top reasons for participating in this training / workshop?

<sup>2</sup>Q4: As a result of the knowledge gained from the program, which of the following actions have you taken?

<sup>3</sup>Q3: How strongly do you agree or disagree with the following statements? Figures above represent the % of trainees that said 'Strongly Agree' or 'Moderately Agree'.

<sup>4</sup>Q5: As a result of all the actions you have taken after completing the Go Digital training, which of the following have you experienced?



## Go Digital 2023 delivered a strong performance across all key metrics.

	LAOS	INDONESIA	THAILAND	VIETNAM
% of MSMEs who <b>increased their confidence in using digital tools</b> <sup>1</sup>	92%	96%	99%	96%
% of MSMEs who <b>increased their knowledge and ability to use digital tools</b> to support their livelihood <sup>1</sup>	97%	95%	98%	96%
% of MSMEs who <b>took action</b> based on what they learned <sup>2</sup>	91%	98%	96%	89%
% of MSMEs who started <b>using digital tools more often</b> <sup>3</sup>	74%	85%	89%	91%

Base: MSMEs n=1,462, Laos n=180, Indonesia n=401, Thailand n=400, Vietnam n=481

<sup>1</sup>Q3: How strongly do you agree or disagree with the following statements? Figures above represent the % of people that said 'Strongly Agree' or 'Moderately Agree'.

<sup>2</sup>Q4: As a result of the knowledge gained from the program, which of the following actions have you taken?

<sup>3</sup>Q12a: and from those that you currently use in the business, which did you only start using after taking Go Digital?

# The Go Digital impact on women-led MSMEs

**7 in 10**  
trainees\*  
participating in  
Go Digital identify as  
female<sup>4</sup>

## MOTIVATION

32% wanted to feel safer online<sup>1</sup>

20% wanted to find ways to reach more customers online<sup>1</sup>

20% wanted to help their business operate more efficiently<sup>1</sup>

## IMPACT

98% felt empowered to learn more about technology or the internet<sup>2</sup>

98% felt supported by the trainer<sup>2</sup>

97% increased their knowledge and ability around the use of digital tools<sup>2</sup>

97% believe their digital skills have improved<sup>2</sup>

97% feel more confident in using digital tools<sup>2</sup>

97% are inspired to learn more about digital technology<sup>2</sup>

57% saw an increase in customer engagement with their business online<sup>3</sup>

28% saw a positive monetary impact<sup>3</sup>

Women entrepreneurs play an important role in contributing to the economic growth in Southeast Asia. A considerable amount of MSMEs are women-run but they also face several challenges such as limited access to capital and gender biases. The commitment of programs like Go Digital are significant in helping women-led businesses overcome some of these challenges. In doing so, Go Digital successfully **reached 7 in 10 women-led MSMEs** and empowered them with the basic digital skills to move their businesses online.

These women undertook Go Digital for a multitude of reasons, from wanting to feel safer online or to help their business grow and operate more efficiently online.

Women-led entrepreneurs are **completing Go Digital training with a sense of empowerment and confidence** to apply what they have learned to help their business online.

And as a result of what they learned, women-led MSMEs experienced a strong, positive impact in the way they **engage with their customers online**<sup>3</sup>. And 1 in 3 are also enjoying a **positive monetary impact**<sup>3</sup>.

Base: Female MSMEs n=991

<sup>1</sup>Q1: Thinking about Go Digital, what best describes your top reasons for participating in this training / workshop?

<sup>2</sup>Q3: How strongly do you agree or disagree with the following statements? Figures above represent the % of people that said 'Strongly Agree' or 'Moderately Agree'

<sup>3</sup>Q5: As a result of all the actions you have taken after completing the Go Digital training, which of the following have you experienced?

<sup>4</sup>D4: Please indicate your gender.

\*This is only representative of surveyed trainees and not representative of all trainees joining Go Digital



## MSMEs participated in Go Digital because they wanted to feel safer and more comfortable online

### of the MSMEs who joined Go Digital training...

- .....► **31%** wanted to feel more safe when using the internet and/or social media
- .....► **20%** wanted to find new ways to reach more customers online
- .....► **20%** wanted to find new ways to do business online
- .....► **19%** wanted to help an existing business operate more efficiently
- .....► **18%** wanted help to grow or expand an existing business
- .....► **17%** wanted help to improve their networking opportunities
- .....► **16%** wanted help to start a new business
- .....► **14%** wanted to feel more comfortable or familiar with technology

Base: MSMEs n=1,462

Q1: Thinking about Go Digital , what best describes your top reasons for participating in this training / workshop?

MSMEs finished the Go Digital training feeling more empowered and equipped with the confidence and know-how to take action to help their businesses online

“I find that the curriculum gives me more business ideas. Especially for online sales and safer use of the Internet.”

Female, 50-64, Vietnam

“The training has helped us identify how to generate revenue, operate as a business and build knowledge.”

Male, 18-24, Laos

Source: Kantar Go Digital Impact, July 2024

How do MSMEs feel after leaving the course?

% of trainees that agree...

98%	felt supported by the trainer
98%	felt empowered to learn more about technology/internet
97%	felt inspired to learn more about digital technology
97%	are more aware of internet safety best practices
96%	are more confident using digital tools
96%	have learned new ways of doing things to benefit the business
96%	felt inspired by what they learned
96%	feel more prepared for the future

Base: MSMEs n=1462  
Q3: How strongly do you agree or disagree with the following statements?  
Figures above represent the % of people that said ‘Strongly Agree’ or ‘Moderately Agree’.

As a result of what MSMEs learned in Go Digital, they are making more use of digital tools for their businesses and seeing a positive impact on their customer engagement.

9 in 10

MSMEs saw at least one tangible positive outcome as a result of participating in Go Digital.

57% of MSMEs have seen increased customer engagement

- 18% have more satisfied customers
- 17% are talking with more customers online
- 14% have more customers able to find their business online
- 14% have more customers contacting their business online
- 14% have more people visiting the business's social media page
- 11% have more people leaving reviews on my business pages

Base: MSMEs n=1,462

Q5: As a result of all the actions you have taken after completing the Go Digital training, which of the following have you experienced?





## GO DIGITAL: INDONESIA

### Boosting local cake business through sustainable practices

**Nafa Nurfaizah**, from Tegal Pandeglang village in Banten, Indonesia, has always been passionate about entrepreneurship, helping her mother bake and sell cakes from a young age.

In 2021, after receiving a government grant, she joined the Go Digital ASEAN program, where she learned foundational business skills and launched a women-led cooperative, "Kue 4 Serangkai," producing traditional Indonesian cakes.

Learning from the Go Digital workshops, Nafa used eco-friendly banana leaf packaging and began promoting the cakes online through WhatsApp and Facebook. Her efforts significantly boosted production and profits, transforming the small business into a thriving enterprise.

#### After the training...

**Daily cake production increased from 100 to 150-200 pieces**

**Daily revenue grew 4x from 25-30,000 IDR to 80-100,000 IDR**



## GO DIGITAL: LAOS

### Expanding family businesses through digital channels

**Phutsavanh Harnsana**, a hardworking IT student lives with his family in Sanarmxai village in the outskirts of Laos, where his mother runs a home beauty salon and his father operates a small car wash shop. Their business struggled during the pandemic and the weakened Lao Kip currency.

Wanting to help, Phutsavanh enrolled in the Go Digital program in his college in 2023, learning skills like creating a Gmail account, setting up a Facebook page, and sales strategies. He applied these lessons to improve customer service and promotions for his father's car wash and helped his mother's salon stand out among the other salons in the village.

As a result, their family income doubled, allowing them to buy a motorbike and new school uniforms for his siblings, while Phutsavanh continues to support his family's business growth.

### After the training...

**The family income doubled**

**Bought a motorbike for the family and new school uniforms for his siblings**





## GO DIGITAL: THAILAND

### Gaining financial freedom through online selling

**Sawitree Srijinda**, a single mother from northeastern Thailand, sold her farmland to pay off family debts and moved to Bangkok in 2017 to work as a caregiver, taking on two shifts to support her family.

In 2020, she joined the Go Digital training, learning about online business and started selling roses on Facebook. Her success led to a bulk order of 1,000 roses from Cambodia, proving online business was a viable income source.

In 2023, she quit her job, returned to her hometown, and attended the second phase of Go Digital training, learning digital payments and cybersecurity. Now, she runs a food stand promoted online, enjoying financial freedom and time with her family.

### After the training...

**Started two businesses – selling flowers online and setting up her own food stand**

**Quit her two-shift job in the city and returned to her hometown to reunite with her family**







## GO DIGITAL: VIETNAM

### Learning cybersafety to protect seafood business

**Luu Kim Hoa**, a 73-year-old woman known for her optimism and vibrant energy, runs a small seafood business selling shrimp and crabs at a local market in Kien Giang province, located in Vietnam's Mekong Delta.

When she heard about the Go Digital training program from Vietnam Bank for Social Policies staff, she eagerly enrolled, completing 10 training sessions on Internet and mobile device usage, as well as online safety.

Applying these skills, she joined Zalo and Facebook groups to promote her products, growing her customer base by 40% and increasing her monthly profits by 10 million VND (about USD \$400). Now, she is also more aware of cyber threats and can protect herself from online scams.

### After the training...

**Seafood customers grew by 40%**

**Monthly profit increased by 10 million VND**

# Regional Highlights: Grow Digital

Brunei, Cambodia, Indonesia, Malaysia, Philippines, Singapore, Thailand, Vietnam

**Quantitative research was also undertaken to better understand how Grow Digital helped equip MSMEs with the critical digital skills to grow their businesses online.**



- Surveyed 2,439 trainees\* out of 43,339 across 215,896
  - Brunei: 288 trainees
  - Cambodia: 303 trainees
  - Indonesia: 356 trainees
  - Malaysia: 341 trainees
  - Philippines: 207 trainees
  - Singapore: 102 trainees
  - Thailand: 350 trainees
  - Vietnam: 492 trainees
- Trainees were surveyed 3-5 months after training completion
- Surveys were completed in or between: July 2024 - October 2024
- The surveys were completed online (taking approx. 10 minutes to complete).
- Only trainees over 18 years of age were surveyed

*\*Sample size based on Kantar's recommendation on a statistically significant minimum sample size required for a fair read based on the demographics and total number of trainees*



## MSMEs are feeling more confident in their digital skills and better equipped to grow their business online

MSMEs were motivated to join Grow Digital to improve their digital literacy and learn how they could grow their business online. After participating, not only did they feel more confident and skilled, they feel empowered and inspired to continue their learning journey.

But it's not just knowledge and confidence, it inspired action – most have since promoted their business online using knowledge gained on the program.

As a result of all the actions taken, MSMEs are making more use of digital tools for their business and seeing a positive impact on their customer engagement.

## A sense of increased financial resilience is helping MSMEs to take action to help grow their business online

Fierce competition and tough economic conditions have motivated businesses to join Grow Digital, to help them feel more financially resilient.

As a result of what they learned in Grow Digital, businesses are feeling more confident in the financial prospects for their business.

Grow Digital has helped MSMEs improve their business and financial planning.

In particular, businesses have been able to better cover business expenses, improve revenue and maintain jobs.

## MSMEs are feeling safer online and more prepared to protect their businesses against cybersecurity threats

Given the growing prevalence of cybersecurity threats, it is no surprise that many MSMEs were motivated to join Grow Digital to feel more safer with the use of online technology.

Some MSMEs have taken a number of steps to better protect themselves online such as using stronger passwords.

Positively, most MSMEs are leaving the program feeling more informed and prepared to identify cybersecurity threats and how to therefore protect their businesses online. MSMEs are also interested in future content that helps them stay informed about cybersecurity.

Base: MSMEs n=1,462

<sup>1</sup>Q1: Thinking about Go Digital, what best describes your top reasons for participating in this training / workshop?

<sup>2</sup>Q4: As a result of the knowledge gained from the program, which of the following actions have you taken?

<sup>3</sup>Q3: How strongly do you agree or disagree with the following statements? Figures above represent the % of trainees that said 'Strongly Agree' or 'Moderately Agree'.

<sup>4</sup>Q5: As a result of all the actions you have taken after completing the Go Digital training, which of the following have you experienced?

# Impact measurement results clearly highlight the positive impact Grow Digital has had in the following three core areas.

## DIGITAL LITERACY

<b>95 %</b>	feel more confident in their digital skills
<b>93 %</b>	are inspired to learn more about digital technology
<b>90 %</b>	are more comfortable using business online applications for their business
<b>59 %</b>	have seen increased customer engagement online

## FINANCIAL ACUMEN

<b>89 %</b>	feel that their financial literacy and knowledge of financial tools have improved
<b>93 %</b>	feel more confident in growing their business
<b>71 %</b>	saw an improvement in financial resilience
<b>66 %</b>	saw an increase in monthly revenue
<b>74 %</b>	were able to retain jobs in their business

## ONLINE SAFETY

<b>95 %</b>	have an increased knowledge and ability around online security
<b>86 %</b>	are more prepared to detect cybersecurity threats
<b>87 %</b>	are more aware and prepared to protect against cybersecurity threats
<b>93 %</b>	are more aware of cybersecurity threats and cybersafety best practices

Base: MSMEs n=2439

Q3: How strongly do you agree or disagree with the following statements? Figures above represent the % of people that said 'Strongly Agree' or 'Moderately Agree'.

Q5: As a result of all the actions you have taken after completing the Grow Digital training, which of the following have you experienced?

Qtides1. Thinking about the technical skills you developed after taking Grow Digital Training; please could you tell us how strongly you believe your technical skills improved upon in the following areas?

Qtides2. As a result of what you learned through [Grow Digital Training], did your business...

# The Grow Digital impact on women-led MSMEs

**7 in 10**  
trainees\*  
participating in  
Grow Digital identify  
as female<sup>4</sup>

## MOTIVATION

34% wanted to advance their digital literacy<sup>1</sup>

24% wanted to feel safer online<sup>1</sup>

20% wanted to feel comfortable with technology<sup>1</sup>

## IMPACT

92% felt empowered to learn more about technology or the internet<sup>2</sup>

92% increased their knowledge and ability around the use of digital tools<sup>2</sup>

92% believe their digital skills have improved<sup>2</sup>

92% feel more confident in using digital tools<sup>2</sup>

92% are inspired to learn more about digital technology<sup>2</sup>

61% saw an increase in customer engagement with their business online<sup>3</sup>

Similar to Go Digital, the core commitment of Grow Digital was focused around providing digital upskilling for women-led MSMEs and a platform that focused on gender equality and inclusivity for all.

Women-led MSMEs were therefore motivated to join Grow Digital to help them advance their digital skills and also feel more safer with online technology.

As a result of what they learnt in Grow Digital, women are feeling more confident and empowered in their newly acquired digital skills. Not only that, but they are also inspired to learn more about online technology.

After joining the program, women-led MSMEs have started to take action to help their business online such as promoting their business through social media or using digital tools to drive efficiencies.

And as a result of all of these actions they have taken, they have seen an improvement in the way they engage with their customers via online technology.

Base: Female MSMEs n=1,683

<sup>1</sup>Q1: Thinking about Grow Digital, what best describes your top reasons for participating in this training / workshop?

<sup>2</sup>Q3: How strongly do you agree or disagree with the following statements? Figures above represent the % of people that said 'Strongly Agree' or 'Moderately Agree'

<sup>3</sup>Q5: As a result of all the actions you have taken after completing the Grow Digital training, which of the following have you experienced?

<sup>4</sup>D4: Please indicate your gender.

\*This is only representative of surveyed trainees and not representative of all trainees joining Grow Digital



**MSMEs were motivated to join Grow Digital to help advance their digital literacy and feel safer online.**

**MSMEs also joined Grow Digital to learn how they could better engage with customers online and improve their financial literacy.**



**MSMEs who joined Grow Digital training were motivated to...**

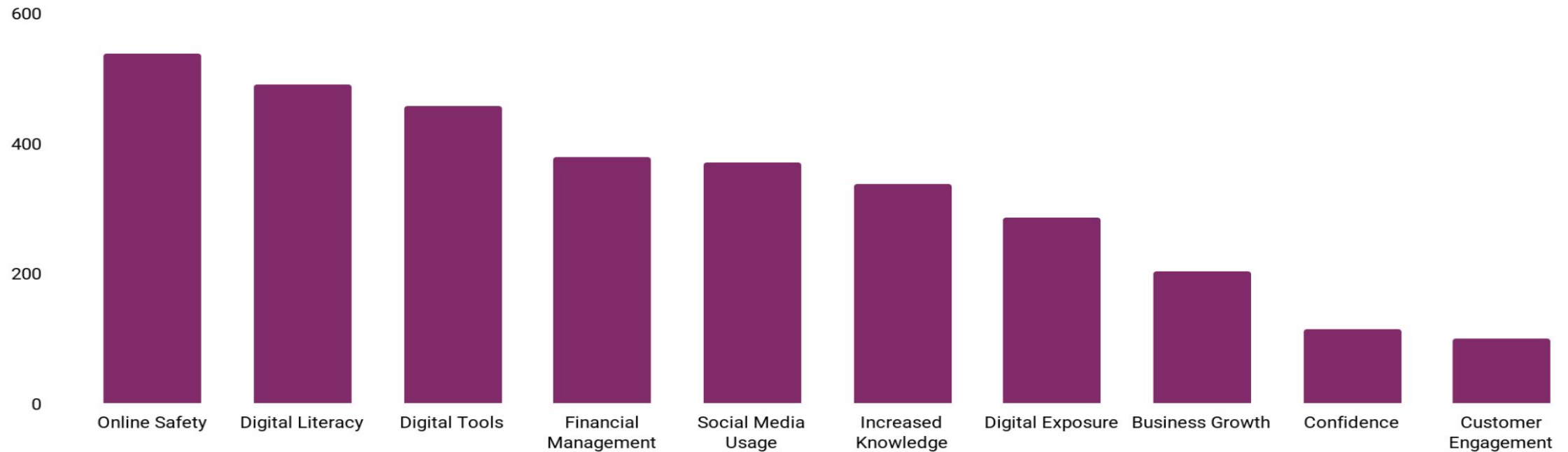
- .....► **33%** advance their digital literacy knowledge and understanding
- .....► **22%** feel more safe when using the internet and/ or social media
- .....► **20%** feel more comfortable or familiar with technology
- .....► **15%** find new ways to reach more customers online
- .....► **15%** find new ways to do business online
- .....► **15%** Improve their financial literacy

Base: MSMEs n=2439

Q1: Thinking about Grow Digital, what best describes your top reasons for participating in this training / workshop?

# MSMEs highlighted the program's positive impact on enhancing their online safety, digital skills, and financial management.

## What impact did Grow Digital have on MSMEs?



Q7a: In a few sentences, can you please share how Grow Digital impacted you or your business?  
Figures above represent word counts

*It has made my business more engaging and reach larger audiences whilst having awareness on security and financial risks*

*Helps business become safer and more scientific when applying technology in revenue management*

*Now I feel more comfortable and confident to start a new business*

*Access advanced digital education programs to better understand technology and personal financial management*

*I gained knowledge of online systems, both security and risk*

**MSMEs are leaving Grow Digital feeling more equipped and empowered by their newly acquired digital skills.**



## How do MSMEs feel after joining Grow Digital?

### INCREASED CONFIDENCE IN DIGITAL SKILLS 95 %

Believe their digital skills have improved	91%
Feel that they have the digital skills to grow their business online and/or offline	89%
Feel more confident using digital tools	91%
Feel that their knowledge and ability around the use of digital tools has increased	91%

### INSPIRED TO LEARN MORE 93 %

Are inspired to learn more about digital technology or opportunities	91 %
Felt empowered to learn more about technology or the internet	92%

### \*MORE COMFORTABLE IN USING ONLINE APPLICATIONS FOR BUSINESS 90 %

Base: MSMEs n=2439  
Q3: How strongly do you agree or disagree with the following statements?  
Figures above represent the % of people that said 'Strongly Agree' or 'Moderately Agree'.

As a result of all the actions taken, MSMEs are making more use of digital tools for their business and seeing a positive impact on their customer engagement.

Some MSMEs are using digital tools more often for their business and spending more time online now.

26% are using digital tools more often for their business

14% are spending more time online for their business

59% of MSMEs have seen **increased customer engagement**

- 20% are talking with more customers via Facebook
- 17% say their customers are more satisfied
- 16% have more people visiting their business's Facebook page
- 15% are talking to more customers online
- 12% have more people leaving reviews on their Facebook page
- 12% say more people contact their business online
- 12% say more people were able to find their business online
- 11% say more people are visiting their businesses social media page
- 8% say more people are visiting their website
- 5% say more people are leaving reviews on their business pages
- 2% are talking with more customers via Tik Tok
- 1% are talking with more customers via Instagram

Base: MSMEs n=2439

Q5: As a result of all the actions you have taken after completing the Grow Digital training, which of the following have you experienced?

with support from Google.org







## GROW DIGITAL: BRUNEI

### Sharing culinary heritage to the next generation

**Darwisy Syarifuddin**, inspired by his grandmother's legacy and her signature nasi dendeng recipe, launched Dendeng Sinda in Brunei to preserve and share their culinary heritage.

Starting from a home stall, he expanded to pop-up events and boosted his business by joining Grow Digital training, mastering social media marketing to showcase his family's story and dishes on Instagram and TikTok.

His efforts attracted a loyal customer base, growing Dendeng Sinda into a profitable venture earning BND 1,000–3,000 monthly while honoring Brunei's culinary traditions and connecting with a new generation.

#### After the training...

**Expanded customer base, receiving orders from online followers**  
**Monthly revenue increased to BND 1,000-3,000**



## GROW DIGITAL: CAMBODIA

### Promoting healthy products from village to market

**Muykim Heng**, started Phnom Meas Swiftlet Nest in Ratanakiri, Cambodia, transforming her father-in-law's bird nest farm into a niche brand focused on providing nutritious swiftlet nests to children, the elderly, and pregnant women.

To reach more customers, Heng knew the business had to go beyond Ratanakiri. She joined Grow Digital training and completed the sessions on online marketing strategies including content creation and social media management.

Applying what she learned, she optimized the business's Facebook page, expanding the customer base beyond her province, and boosting profits.

### After the training...

**Gained 1,000 followers in 2 months, growing the customer base**  
**Business profits increased**





## GROW DIGITAL: INDONESIA

### Championing eco-friendly food business

**Nenah Nushasanah**, is popular in their village Sukaluyu in West Java for selling seblak, a traditional Indonesian snack. For years, she used plastic packaging for her products just like many food vendors.

After attending Grow Digital training, she became more aware of the importance of sustainability and the negative impact of plastic packaging. Nenah started adopting eco-friendly practices by encouraging customers to bring their own containers.

Despite initial resistance, her persistence in educating customers about reducing plastic waste and its benefits led to widespread acceptance, inspiring her community and cutting her business expenses while positively impacting the environment.

#### After the training...

**Promoted environment-friendly practices among customers**

**Reduced business expenses by 55%**





## GROW DIGITAL: MALAYSIA

### Combining passion for science and business

**Dr. Chan Pick Kuen**, a scientist turned entrepreneur from Ipoh, Malaysia, founded Nature Pick Sdn Bhd in 2018 to promote gourmet and medicinal mushrooms.

Despite early challenges in marketing and high production costs, she leveraged Grow Digital training to refine her business strategies, launch innovative products like Candy Delight mushroom candy, and offer “lab to farm” cultivation workshops.

By enhancing her online presence and partnerships, Dr. Chan increased revenue by 40% and expanded her product line to new flavors, with plans to enter the dietary supplement market in Australia and Singapore.

### After the training...

**Expanded product line to 7 new flavors**

**Revenue increased by 40%, preparing for overseas expansion**





## GROW DIGITAL: PHILIPPINES

### Boosting homegrown produce and employment

**Rhodora Garonita**, from Guimaras, the “Mango Capital of the Philippines,” co-founded Parolas Guimaras in 2016 to showcase the region’s renowned mangoes through products like yema, a local confection made of mango and nuts.

When the pandemic forced the closure of over 20 of her stores, she pivoted to digital platforms, learning e-commerce strategies from Grow Digital training.

Parolas now sells online via Shopee, processes 500 kilos of mangoes annually, and employs nine people, including senior citizens and a person with a disability, while promoting Guimaras’ agricultural potential and supporting the community.



### After the training...

#### Optimized online store on Shopee

**Increased production, using over 500 kg of mangoes to produce new delicacies**



## GROW DIGITAL: SINGAPORE

### Promoting financial literacy through stories

**Zoe Poh**, the Co-Founder and CEO of SpedGrow, combines her expertise in finance and special needs education to create innovative tools for teaching financial literacy and independent living skills to neurodiverse learners and children.

Preparing to expand their operations to Southeast Asia, Zoe joined Grow Digital and learned how to use AI and data analytics to refine their marketing efforts. After 6 months, SpedGrow's engagement on Facebook and Instagram grew by 35%. Zoe discovered the kind of content generating the highest engagement especially from parents and educators, allowing the business to expand their reach.

### After the training...

**Increased online engagement by 35%**

**Improved business reach, preparing for regional expansion**







## GROW DIGITAL: THAILAND

### Uplifting local communities through coconut sales

**Pannee Rahan**, from Buachet, Thailand, has been growing and selling coconuts for over two decades, with help from her husband and sons. She typically sells 100 to 200 coconuts per day costing 15 to 17 baht each.

In 2023, she joined Grow Digital training and learned to use digital tools like Google Business and Facebook to promote her coconuts, gaining visibility beyond her village.

By engaging with customers and showing the fresh coconuts through live video calls, she expanded her market to Cambodia and China, boosting sales to 5,000 coconuts daily. Profits allowed her to buy trucks, hire neighbors, and improve livelihoods in her village.

### After the training...

**Increased orders by 50x, selling 5,000 coconuts daily**  
**Bought 2 trucks for the business, provided employment to neighbors**



## GROW DIGITAL: VIETNAM

### Pivoting to sustainable farming business

**Ha Van Thian**, a farmer from Kon Tum, Vietnam, manages his family's pig and coffee business, relying largely on traditional practices of meat production and agricultural farming.

When he joined Grow Digital training, he learned how to better manage pig waste and use it as fertilizer for his coffee plants, reducing his reliance on industrial fertilizers and contributing to environmental protection.

Since he adopted sustainable practices, Thuan increased his coffee yields from 10-15 to 25 tons per hectare, and expanded his market using social media. These changes boosted his income and improved his family's quality of life.

#### After the training...

**Increased coffee yields from 10-15 to 20 tons per hectare, generating more profit**

**Expanded his customer base on Zalo and Facebook**

# Regional Highlights: Explore Digital

Brunei, Cambodia, Indonesia, Laos, Malaysia, Philippines, Singapore, Thailand, Vietnam



**Explore Digital featured the diverse stories and experiences of ASEAN entrepreneurs through 6 regional webinars. Country-led webinars were also organized in Thailand and Vietnam.**



- A total of 31,156 participants took part in the online speaker series
- The series provided a platform to convene small business owners from the region and share their first-hand experiences and perspectives with their peers
- Live Q&A sessions allowed the participants to interact with and hear from their fellow entrepreneurs on the common struggles among small business owners, and the solutions that digital tools and platforms offer
- Participants reported increased knowledge, skills and confidence in using digital tools after attending the webinar

*\*Data collected from post-webinar survey responses representing a sample from the regional webinar completes of 1,050 participants.*

The regional series covered practical topics on using digital tools and platforms in business. Each webinar followed a conversation format and engaged with the participants through a live Q&A with the guest speakers.

**EXPLORE DIGITAL**

## Unlocking Digital Success for Women-led Businesses

18 January 2024 (Thu)  
5:00 - 6:15 pm ICT

Watch Live

LORNA BONDOC  
Founder, YOVEO

MK BERTULFO  
Founder, FHMoms

KARA NGUYEN  
Founder, MPACT

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**EXPLORE DIGITAL**

## Leveraging Digital Solutions for Business Resilience

24 April 2024 (Wed)  
10:00 - 11:15 am GMT+7

Watch Live

GINA ROMERO  
Founder, Connected Women

HADI OTHMAN  
Founder, Blanja

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**EXPLORE DIGITAL**

## Empowering MSMEs in their Journey to Digitalization

8 May 2024 (Wed)  
10:00 - 11:15 am GMT+7

Watch Live

ARLENE MARTINEZ  
Founder, MyKartero

NOFI BAYU  
CEO, Kommerce

AMBIKA SANGARAN  
COO, Mereka

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**EXPLORE DIGITAL**

## Championing Sustainability through Digital Innovation

21 May 2024 (Tue)  
10:00 - 11:15 am GMT+7

Watch Live

JASON OCCIDENTAL  
Founder, Ecogift Davao

JULIANA ADAM  
CEO, Biji-biji Initiative

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**EXPLORE DIGITAL**

## Building an Inclusive Digital Economy for Local Communities

11 June 2024 (Tue)  
10:00 - 11:15 am GMT+7

Watch Live

VERONICA BAGUIO  
Founder, Balik Batik

IRSYAD RAMTHAN  
Product Consultant, AgriG8

TAIPIDA MOODHITAPORN  
Sustainable Developer

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**EXPLORE DIGITAL**

## Maximizing Business Potential Using Digital Tools and Insights

25 June 2024 (Tue)  
10:00 - 11:15 am GMT+7

Watch Live

KOUNILA KEO  
Managing Partner, Mekhala

WENDY - CHAWISA CHEN  
CEO and Co-Founder, Talk to PEACH

SOMCHIT PHANKHAM  
Director of Communications and Marketing, TailBaan

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The Asia Foundation

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## Post-webinar survey results highlight the impact Explore Digital has had in the following areas...

**88%**

felt equipped with the knowledge and skills to use digital tools in their work or business

**89%**

gained insights on business and digital trends in ASEAN helpful to support their work or business online

**89%**

felt more confident in using digital tools



KANTAR

# Go Digital ASEAN 2 Impact Research

Questions? [godigitalasean@asiafoundation.org](mailto:godigitalasean@asiafoundation.org)