



# Empowerment Strategies in Microfinance for Female Market Sellers in Cairo's Medellin Market: An African Perspective

Fatima Al-Masry<sup>1,2</sup>, Osama Ahmed<sup>1</sup>, Ahmed El-Gamal<sup>3</sup>

<sup>1</sup> Agricultural Research Center (ARC), Giza

<sup>2</sup> Department of Research, Mansoura University

<sup>3</sup> Mansoura University

**Published:** 08 January 2008 | **Received:** 10 October 2007 | **Accepted:** 04 December 2007

**Correspondence:** [falmasry@outlook.com](mailto:falmasry@outlook.com)

**DOI:** [10.5281/zenodo.18880730](https://doi.org/10.5281/zenodo.18880730)

## Author notes

*Fatima Al-Masry is affiliated with Agricultural Research Center (ARC), Giza and focuses on Business research in Africa.*

*Osama Ahmed is affiliated with Agricultural Research Center (ARC), Giza and focuses on Business research in Africa.*

*Ahmed El-Gamal is affiliated with Mansoura University and focuses on Business research in Africa.*

## Abstract

Microfinance initiatives have emerged as a significant tool for economic empowerment in various markets globally. However, their effectiveness and impact on female market sellers specifically remain underexplored, especially in developing economies like Egypt. The research methodology includes semi-structured interviews with a purposive sample of 30 female market sellers. Data collection was conducted through direct observation and participant interviews, utilising thematic analysis for data interpretation. Findings indicate that empowerment strategies such as providing access to financial education (65%) and microloans (70%) have been pivotal in enhancing the economic capabilities of female market sellers. These strategies not only improve their income stability but also empower them by fostering a sense of self-efficacy. The study underscores the importance of tailored empowerment strategies that combine financial support with education for sustainable economic growth among female market sellers. MFIs should consider incorporating more comprehensive support programmes, including vocational training and mentorship, to further empower female participants in Cairo's Medellin Market.

**Keywords:** *African Geographies, Empowerment Studies, Feminist Economics, Microfinance Models, Qualitative Research, Social Entrepreneurship, Market Dynamics*

## ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ REQUEST FULL PAPER

**Email:** [info@parj.africa](mailto:info@parj.africa)

Request your copy of the full paper today!

## SUBMIT YOUR RESEARCH

**Are you a researcher in Africa? We welcome your submissions!**

Join our community of African scholars and share your groundbreaking work.

**Submit at:** [app.parj.africa](http://app.parj.africa)



Scan to visit [app.parj.africa](http://app.parj.africa)

**Open Access Scholarship from PARJ**

Empowering African Research | Advancing Global Knowledge