

Pakistan

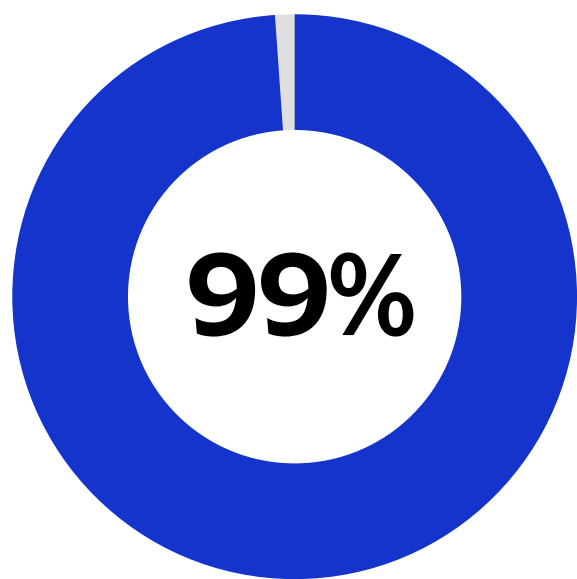
She's Next

empowered by VISA

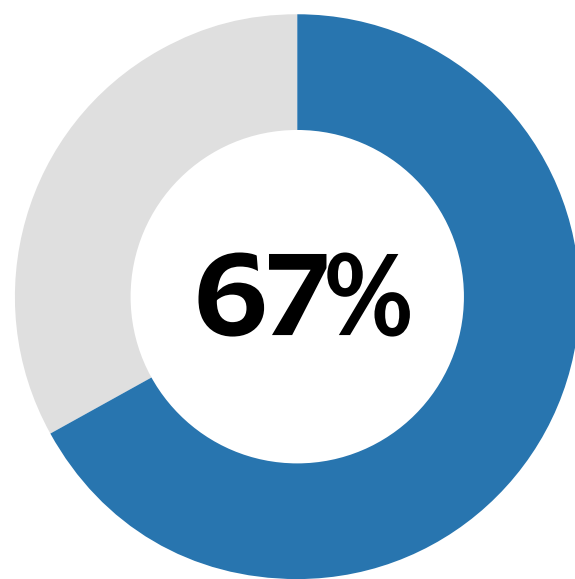


# Visa's Women SMB Digitization Index - Pakistan

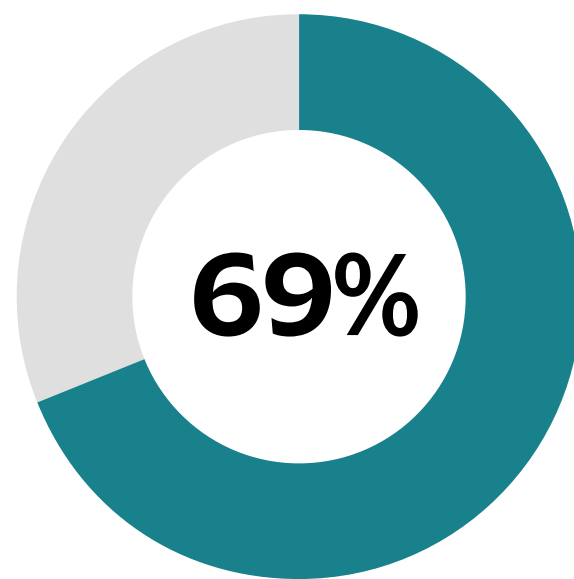
Intent to digitize business



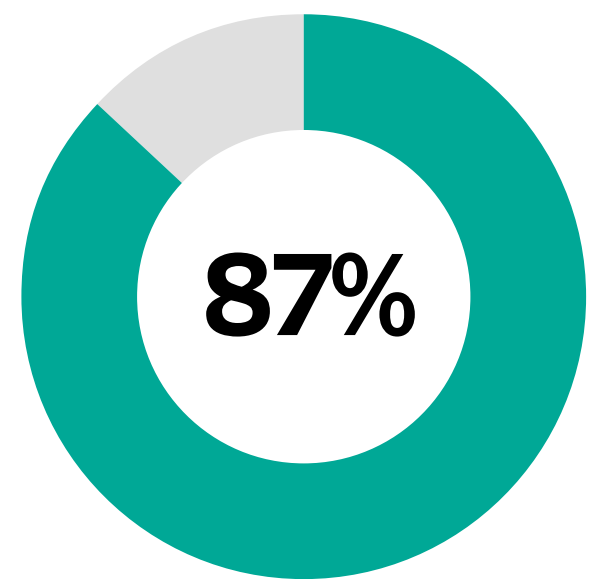
Transition to cashless business



Use cash & cashless payment modes



Use online platform for sales



## Business Environment

86%

Reliance on personal savings for funding

63%

Face gender stereotyping

69%

Competitive market poses challenges

53%

Challenges in securing funds for digitization

## Advisory

99%

Need advice while running business

54%

Develop online sales

98%

Need payment related training

38%

Need planning for profitability goals and business strategy training

## Top Motivations

48% Financial independence

41% Leadership