APPRENTICE JOB WORK AFRICA LTD (AJW AFRICA) COMPANY PROFILE

June 2026

About Apprentice Job Work (AJW) Africa Ltd

Apprentice Job Work Africa Ltd (AJW Africa) is a Kenyan, woman-led **evidence, insights, and advisory firm** with an African outlook and operations spanning the East African region that helps Governments, Development Partners, Foundations, Financial Institutions, and private sector organizations make better decisions through rigorous research and analysis. The firm specializes in generating evidence and translating it into practical strategies, programmes and investments that address complex economic and social development challenges across the public, private, and development sectors.

AJW Africa's work is delivered through **three interconnected pathways**: a) Consulting and Advisory services for Corporates and Institutions, b) Enterprise development and skilling programmes for MSMEs, and c) Research.

Research is the foundation of AJW Africa's methodology and the starting point of every engagement. The firm believes that effective programmes, investments and policies must be grounded in a rigorous understanding of markets, institutions, communities, and the systems within which they operate. Through triangulating primary and secondary data, stakeholder perspectives, market intelligence, and field-based evidence, AJW Africa generates robust decision-oriented insights that inform strategy, programme design, implementation, and evaluation. This integrated approach enables the firm to identify the structural drivers of development challenges and in response designs practical, context-specific solutions that deliver measurable and sustainable impact.

This research-led approach has enabled AJW Africa to build strong capabilities in large-scale research studies, market intelligence, socio-economic diagnostics, stakeholder engagement, ecosystem mapping, and evidence-based programme design across diverse sectors and development contexts. The firm combines **quantitative and qualitative methodologies** including Computer-Assisted Personal Interviewing (CAPI), Computer-Assisted Telephone Interviewing (CATI), Key Informant Interviews (KIIs), Focus Group Discussions (FGDs), institutional surveys, desk research, and data analytics. The methodologies are deployed within robust analytical frameworks that allow AJW Africa to move beyond simple data collection and toward generating insights that are commercially relevant, operationally practical, and policy responsive.

AJW Africa's capability is demonstrated through a portfolio of diverse assignments undertaken for development finance institutions, corporates, foundations, and public sector actors.

They include: **4 Market Intelligence Studies** conducted for the African Guarantee Fund (AGF) under the FinRise Programme – (funded by Mastercard Foundation through AGF)- a flagship initiative aimed at improving access to finance for women-led agribusinesses across Africa. Under this assignment, AJW Africa undertook an extensive mixed methods study that mapped the agricultural value chains and its actors and

Business Associations in Kenya's 47 Counties and 10 Provinces in Zambia, with a view to assessing women and youth led MSMEs financing barriers, institutional gaps, and investment readiness challenges. This assignment involved extensive agricultural sector diagnostics, financial ecosystem mapping, predictive modelling, and institutional assessments aimed at informing AGF's programme architecture, financing instruments, and overall implementation approach.

AJW Africa further demonstrated its ability to analyse complex economic systems and translate development challenges into scalable, evidence-based programmes through an assignment commissioned by the **Executive Office of the President of Kenya under the Office of the Chief of Strategy Execution**. The assignment involved the conceptualization and design of a private sector-led "**Marshall Plan for Job creation**" targeting large-scale youth employment creation. In undertaking this assignment, AJW Africa combined extensive desk research, policy analysis, KIIs, and FGDs to build a comprehensive understanding of Kenya's employment ecosystem, enterprise landscape, and institutional financing architecture. The study involved engagement with a wide range of stakeholders including the Central Bank of Kenya Executive Committee, Commercial bank CEOs, Cabinet and Principal Secretaries, County Governors, Development Partners, Diplomats, Faith Leaders, and MSME actors. The resulting framework proposed a national roadmap for large-scale employment creation through MSME formalization, youth deployment, and public-private sector collaboration.

In the private sector, AJW Africa was retained by **Absa Bank Kenya Plc** to support the establishment of the and Absa Kenya Foundation through the development of a five-year strategic plan and the design of flagship programmes focused on youth and entrepreneurship. AJW Africa further demonstrated its nationwide research capabilities through this assignment in which we undertook a **multi-method evidence-based research involving CATI interviews, FGDs, and KIIs** to gather nationwide perspectives on enterprise growth, youth employment, and women entrepreneurship. Insights generated through this process informed the redesign and integration of existing programmes into a unified Shared Value model linking work-readiness training with MSME development support. The assignment demonstrated AJW Africa's ability to bridge research, strategy, and programme implementation within commercially driven environments while ensuring social impact outcomes remain measurable and scalable.

AJW Africa also undertook a national Agricultural Energy Value Chain Mapping Study for **CLASP under an IKEA Foundation-funded initiative**. Conducted across **39 counties in Kenya**, the study sought to identify barriers and opportunities related to Productive Use of Renewable Energy (PURE) within smallholder agricultural systems. The assignment utilized a combination of CAPI, CATI, KIIs, FGDs, and secondary data analysis to map value chain actors and assess operational, financial, and energy-related constraints affecting agricultural productivity. Through this work, AJW Africa identified over 1,500 aggregators, close to 16,000 SACCOs, and more than 2.2 million smallholder farmers, providing a comprehensive national picture of the agricultural ecosystem.

The **CLASP assignment** demonstrated AJW Africa's capacity to coordinate geographically dispersed fieldwork, manage large datasets, undertake ecosystem-wide mapping exercises, and synthesize findings into practical recommendations for investment and programme design. It also reinforced the firm's expertise in inclusive stakeholder engagement involving SACCOs, farmer groups, aggregators, off-takers, and community-level actors across diverse regions of the country.

Collectively, these assignments demonstrate **AJW Africa's strong capability in undertaking complex socio-economic research studies** that require methodological rigour, large-scale stakeholder engagement, national coordination, and strategic analysis.

SUMMARY OF COMPLETED ASSIGNMENTS UNDER RESEARCH

Client Name	Project Title/Description	Year of the assignment	Location (Country/ Region)	Services Provided	Study Type
African Guarantee Fund	FinRise Programme, funded by MasterCard Foundation	2025/2026	Kenya	Mapped over 90 Business Associations in the agricultural value chain.	• Desk Research • Key Informant Interviews
African Guarantee Fund	FinRise Programme, funded by MasterCard Foundation	2025/2026	Zambia	Mapped over 62 Business Associations in the agricultural value chain.	• Desk Research • Key Informant Interviews
African Guarantee Fund	FinRise Programme, funded by MasterCard Foundation	2025	Kenya	- Mapped the financial ecosystem supporting the agricultural value chain, including fintechs, microfinance institutions (MFIs), and SACCOs, and identified best-fit partners for programme onboarding. - Clustered the agricultural value chain into 7 clusters (Input Suppliers, Producers, Aggregators, Transporters, Offtakers, Value Addition Actors, Consumers and Exporters) and mapped the key actors in each cluster.	• Desk Research • Key Informant Interviews
African Guarantee Fund	FinRise Programme, funded by MasterCard Foundation	2025	Zambia	- Mapped the financial ecosystem supporting the agricultural value chain, including fintechs, microfinance institutions (MFIs), and SACCOs, and identified best-fit partners for programme onboarding. - Clustered the agricultural value chain into 7 clusters (Input Suppliers, Producers, Aggregators, Transporters, Offtakers, Value Addition Actors, Consumers and Exporters) and mapped the key actors in each cluster.	• Desk Research • Key Informant Interviews
Government of Kenya - Executive Office of the President	Conceptualize and design a private sector–led “Marshall Plan” programme for youth employment	2024	Kenya	Developed a comprehensive, end-to-end Marshall Plan roadmap designed to catalyze large-scale job creation through the systematic formalization and scaling of NMSMEs. The programme targets the creation of 5+ million dignified jobs for Kenyan youth within an accelerated timeframe, driven by a coordinated model that brings together government, financial institutions, and development partners. At its core, the Plan positions youth as economic enablers—deploying them into	• Desk Research • Key Informant Interviews • Focus Group Discussions

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				enterprises as structured support trios to unlock productivity, de-risk lending, and expand the country's productive and taxable base.	
Absa Bank Kenya PLC	Absa Kenya Foundation	2023	Kenya	- Undertook a countrywide Market Research to gather insights on the set up and positioning of Absa Kenya Foundation in addition to Focus Group Discussions and Key Informant Interviews with Company Staff - Refined the Absa Kenya Foundation Strategy Development - Developed & executed a fund-raising strategy	• CATI – Computer-Assisted Telephone Interviewing • KIIs - Key Informant Interviews • Focus Group Discussions
Collaborative Labelling & Appliance Standards Program (CLASP)	Agricultural Value Chain Actors in Kenya	2022	Kenya	Mapped smallholder farmers, farmer producer organizations, aggregators & off-takers across 39 Counties in Kenya	• CAPI – Computer-Assisted Personal Interviewing • CATI – Computer-Assisted Telephone Interviewing • KIIs - Key Informant Interviews • Focus Group Discussions
Nation Media Group	Nation Media Foundation	2022	Kenya	Set-up of the Foundation & its institutional architecture, Research on the flagship programme concept, program design and Foundation launch.	• Desk Research • KIIs - Key Informant Interviews • Focus Group Discussions
Family Bank Limited	Family group Foundation	2020	Kenya	Provided organizational support to set up the foundation's systems & structures	• Desk Research • KIIs - Key Informant Interviews • Focus Group Discussions
Pearl Dairy Farms Limited	Pearl Dairy Farms Foundation	2022	Uganda	- Provided organizational support to set up the Foundation's systems & structures - Redesigned their flagship programme in Dairy Sector; undertook deep-dive diagnostic (including collection of insights from the ground in Mbarara) on the local dairy farmers, the challenges they face and how the Foundation could design and implement Shared Value Solutions	• Desk Research • KIIs - Key Informant Interviews • Focus Group Discussions

Client Name	Project Title/Description	Year of the assignment	Location (Country/ Region)	Services Provided	Study Type
The National Council of Churches of Kenya (NCCK)	Social Impact	2022	Kenya	Designed 5 highly effective social impact programs, proposals & project implementation plans, all of which were preceded by research	• Desk Research • KIIs - Key Informant Interviews • Focus Group Discussions
DCB Commercial Bank, Tanzania	DCB Foundation	2022	Tanzania	Provided organizational support to set up the foundation's systems & structures. This assignment was preceded by research.	• Desk Research • KIIs - Key Informant Interviews • Focus Group Discussions

D. Partnerships

AJW Africa is an avid believer of **Sustainable Development Goal 17,** which emphasizes the importance of partnerships for achieving global goals. We collaborate with diverse stakeholders to create synergies that deliver transformative and sustainable outcomes. Some of our Partners include South Korean Mahanaim Institute of Education, Africa Shared Value Initiative (South Africa), Kipeto Energy (Kenya), and National Transformation Initiative, (NTI) (Barbados). Our tagline, "*Connecting the Dots*," embodies our commitment to **breaking down silos** and **fostering meaningful connections**. The image below shows our clients, past and present and partners:

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