



OAS | More rights
for more people



Women's
Economic
Empowerment

Technology for Small Business

Module 1 Resource

OAS WEE Train-the-Trainer Program



For small businesses to achieve growth, it is imperative that they have access to the necessary resources to facilitate expansion. Among the crucial resources, technology stands out as a catalyst that empowers small businesses to broaden their horizons, boost their revenue, and ultimately attain profitability. Presented below is a curated compilation of transformative technologies that significantly influence the growth trajectory of small businesses.

Tech	Details	Example
Cloud Computing	Allows businesses to scale resources, reduce infrastructure costs, and enhance collaboration.	Google Cloud Google Drive Dropbox Amazon Web Services OneDrive
Digital Marketing Tools	Facilitate targeted advertising, SEO, and social media management, driving customer engagement and sales	Marketo HubSpot Hootsuite Drip
E-commerce Platforms	Enable online sales, expanding customer reach and streamlining transactions.	Wordpress Woocommerce Wix Shopify
Customer Relationship Management (CRM) Software	Enhances customer management, sales tracking, and personalized marketing.	Chatbots MailChimp
Data Analytics	Provides insights into customer behavior, market trends, and operational efficiency, aiding in informed decision-making	Zoho Analytics Google Analytics Instagram Business Analytics
Mobile Applications	Offer a direct channel to customers and improve accessibility, engagement, and service delivery	Wave PDF Scanner QuickBooks GoPayment
Artificial Intelligence (AI) and Machine Learning	Automate tasks, enhance customer experiences, and optimize business processes.	ChatGPT ClickUp Asana



OAS | More rights
for more people



Women's
Economic
Empowerment

Tech	Details	Example
Payment Processing Solutions	Secure and convenient payment options, improving cash flow and customer satisfaction	Stripe Wipay Amber Payment PayPal
Cybersecurity Tools	Protect sensitive data and ensure business continuity by safeguarding against cyber threats	Malwarebytes TitanFile
Remote Work and Collaboration Tools	Facilitate flexible work arrangements, enabling access to global talent and enhancing productivity	Upwork Fiverr Envato

These technologies empower small businesses to adapt to changing market dynamics, streamline operations, and compete effectively in the digital age.