

## PROJECT ABSTRACT (BR-L1270): TENDA ATACADO, LTDA

### “MUNDO VOX TENDA”

**Borrower.** *Tenda Atacado Ltda* was established in 2001 as a spin-off of the traditional wholesale company “*Atacado Vila Severini Netto*”, which had been operating in the Brazilian market since 1962. It employs over 3,000 people and belongs to the GRUPO TENDA which consists of four other business units: *Técnica Comércio e Participações*, *Logística Integrada*, *Integral Serv. Representações*, and *VoxCred, S/A*. The GRUPO TENDA, founded as a traditional Brazilian family business, is one of country’s top five food wholesalers.

**The Project.** The objective of Mundo Vox Tenda is to increase access to finance and provide business training skills to low income microentrepreneurs in the food services sector in the state of Sao Paulo. Specifically, the project involves: (i) expanding a credit program to Tenda’s clients who are microentrepreneurs in the food services sector; and (ii) setting up the business training program that will provide them with basic education and useful skills in such areas as financial literacy, and business planning, as well as guidance on the process of business formalization.

This project is consistent with the objectives of Opportunities for the Majority because: (i) it addresses two of the main market failures faced by the low-income, low-educated microentrepreneurs, which are access to credit and business training; (ii) it aims at improving the living standards of the majority by supporting more stable and improved income flows for low-income entrepreneurs; (iii) it backs the innovation of a major Brazilian wholesaler in implementing a comprehensive and tailor-made training program to develop the entrepreneurial skills of low-income microentrepreneurs in the food services sector; and (iv) it is a scalable and replicable model.