

Consulting and Capital for Microenterprise Tailors — Accra's Randomised Test of Business Advice vs. Cash

City Innovation Library · Good practice · Ghana

Quality score: 33/100

Evidence strength: Randomised controlled trial

Summary

A randomised trial gave 160 Accra tailoring microenterprises free Ernst & Young consulting, a cash grant, both, or neither. All arms changed business practices, but none raised average profits — a cautionary result for consulting-led SME growth support.

Key dimensions

Dimension	Score
Evidence of impact / measured results	1/3
Transferability / demonstrated replication	1/3
Scalability	0/3
Sustainability / continuity	0/3
Innovation	2/3
Inclusiveness / equity	1/3
Multi-stakeholder collaboration	2/3

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-08-08

[Innovations for Poverty Action & Ernst & Young Ghana](#) — accessed 2026-08-08

[Journal of Economic Behavior & Organization \(2015\)](#) — accessed 2026-08-08

[Stanford Social Innovation Review summary](#) — accessed 2026-08-08

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