

Learning to Grow from Peers: In-Shop Coaching Lifts Profits 35% for Jakarta's Micro-Retailers

City Innovation Library · Good practice · Indonesia

Quality score: 43/100

Evidence strength: Randomised controlled trial

Summary

A four-arm RCT with 1,301 Jakarta shop owners found a printed best-practice handbook alone had no effect, but two short in-shop coaching visits raised profits 35% and sales 16.7% after 18 months, while a peer-success video alone produced weaker, insignificant gains.

Key dimensions

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

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-08-19

[World Bank Development Economics Group & Tilburg University](#) — accessed 2026-08-19

[SSRN — Learning to Grow from Peers \(World Bank Policy Research Working Paper 8933\)](#) — accessed 2026-08-19

[Tilburg University Research Portal — Learning Business Practices from Peers](#) — accessed 2026-08-19

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