Pathways to Profits — Marketing vs Finance Skills Training for Cape Town Entrepreneurs

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Quality score: 52/100

Evidence strength: Moderate

Summary

A World Bank RCT split 852 Cape Town entrepreneurs into marketing-skills, finance-skills and control groups over a 10-week programme. Marketing training raised profits 61% and sales 64%; finance training raised profits 41% via cost discipline — two distinct growth pathways.

Key dimensions

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

Evaluated by C-NAPSE

Data sources

C-NAPSE web research — accessed 2026-08-22

Business Bridge (with World Bank Group research team) — accessed 2026-08-22

Management Science 2018 (SSRN working version) — accessed 2026-08-22

World Bank Policy Research Working Paper 7774 — accessed 2026-08-22

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