**Grantees’ Barriers to Savings Product Outreach**

***Output of small group work during the MicroLead Expansion Workshop***

Kigali, Rwanda

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1. Clients don’t need your product because saving elsewhere (how to attract savings) – similar offering as competition
2. Marketing and branding for specific populations
3. Appropriate product for specific sectors of the market
4. Dormancy / inactive accounts
5. Terms and conditions for opening and operating savings account
6. Seasonality of revenues
7. Quality of service
8. Product pricing
9. Communication infrastructure
10. Technology: lack of modern IT and infant mobile industry
11. Regulation – non-existent, not understanding, terms and conditions
12. Reorganizing systems for greater complexity
13. Internal mindset (credit culture)
14. Staff buy-in (incentives, lack of information and ownership of products)
15. Knowledge of staff
16. Adapting institutional culture
17. Cultural norms
18. Client demand for credit
19. Perception of clients / my reputation as a credit provider
20. Trust – lost money before
21. Lack of financial education (i.e., goal of savings, importance)
22. Educating on importance of saving
23. Lack of savings culture
24. Culture of money management
25. Proximity
26. Access / distance
27. Frequency of branch openings
28. Few service points and wide area to cover
29. Access to financial institutions
30. Lack of presence in rural markets
31. Rural is hard to reach