

Ready4Trade Central Asia

Supporting inclusive development through trade and digitalization



Funded by the European Union

KYRGYZSTAN: Inesse Fashion

“Many companies in Kyrgyzstan faced difficulties due to Covid-19 crisis. I mentor four companies with different e-commerce backgrounds. Inesse Fashion is a digitally sophisticated company but we are working on further improving their digital content and expanding their client base.”

Yulia Spasskaya, ITC E-commerce coach

SME Profile

Inesse Fashion is one of 75 businesses in Kyrgyzstan receiving training and one-on-one coaching to sell internationally through online channels. The business was hit hard by the pandemic in 2020 and the owner Gulnaz Baiturova had to act quickly to keep the business afloat.

Fortunately for Ms. Baiturova, Inesse Fashion joined the Ready4Trade project in early 2020 and benefited from tailored support from one of the 40 advisors trained by the project.

Interventions and Recommendations

Through Ready4Trade, Inesse Fashion and other participating companies are trained on how to create a website, sell through online marketplaces, use online payment solutions, develop a digital marketing strategy and understand logistics for e-commerce to sell to international customers through new online channels.



Coaching Mission Outcomes and Outputs

Thanks to the support received, Ms. Baiturova made important changes to their digital content development for social media.

As a more digitally advanced business, Inesse Fashion was also invited to participate in the eBay e-lab and opened an account that is featured on the [eBay Central Asia hub](#).

“Thanks to in-person on-the job consultations we have decided to change a concept on our [Instagram page](#) to make it more client-oriented and diverse. We are creating more stories, videos, and live photos to attract more visitors. I have a clearer vision of the marketing and digital strategy for our brand and hope we will succeed in implementing our future plans.”

Gulnaz Baiturova, founder of Inesse Fashion