

“College students thank me for having Yene Guzo here. They can easily buy bus tickets to go home.”

Service Agent - Kidus Markos Pharmacy

Owner of Kidus Markos Pharmacy, and Kifiya service agent in 6 Kilo, next to the Addis Ababa University campus. Kifiya is a financial technology company based in Addis Ababa, which seeks to use technological means to make financial transactions easier, and within reach for all. Enterprise Partners is working with Kifiya to develop initiatives specifically targeting those at the base of the economic pyramid within Ethiopia.



At the Kidus Markos Pharmacy in Sidist Kilo, business is bustling. Due to its location next to Addis Ababa University, the pharmacy benefits from targeting nearby college students.

During a visit, the owner of Kidus Markos Pharmacy, shared how becoming a Kifiya – Yene Guzo service agent has benefited him. Yene Guzo is an e-ticketing payment service platform, which allows customers to purchase bus tickets to journey across Ethiopia, weeks in advance of their travel.

Since becoming an agent, he has seen how sales for his products have increased and allowed him to promote other services his pharmacy provides. He is also happy to have given his customers, mostly college students, the convenience of easily purchasing bus tickets to return home during break. As an agent, the owner indicated that he receives a 1.8% commission from each ticket purchased. Down the line he intends to expand to include Lehulu services, another system created by Kifiya, which is the consolidated system of paying for electric, water, and other utility bills all at once.

We watched as he simulated a normal ticket purchase through the Yene Guzo app on his android smartphone. The app first asks for the destination city, and the city and date of departure. In the subsequent prompt, questions regarding customer details, such as the passenger name, and age are then requested. Finally, the customer is asked if they prefer a level 1 or 2 bus. Upon finalizing, the agent is shown a screen which indicate the date and locations of travel, name of the bus association, cost of adult and child fare, bus level, and number of available seats remaining.

Although the app has proven to be a reliable means of attracting customers, the app has its challenges as well. According to the owner, the network, or internet connection continues to be an obstacle in his ability to service clients interested in purchasing a bus ticket. He elaborated on the fact that the network is down on average, two to three days out of the week.

Despite those issues, the owner of Kidus Markos Pharmacy says that having the Kifiya logo on the side of his building continues bring customers into his store. He excitedly mentions the brochures he has created to better advertise the Yene Guzo

app and knows he is helping his customers with their needs.