



Success Metrics and Feedback in Entrepreneurship Training for Female Small Business Owners in Côte d'Ivoire's Urban Markets: A Theoretical Framework

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Abstract

Entrepreneurship training for female small business owners in urban markets of Côte d'Ivoire has been a focus area within African studies. However, there remains limited theoretical guidance on how to measure success and gather feedback effectively. Theoretical development will be employed, drawing on literature reviews and expert consultations to identify relevant success criteria and feedback themes. A systematic review of existing studies will inform the framework's design. A structured theoretical model for assessing entrepreneurship training programmes in urban Côte d'Ivoire's markets is proposed, offering a robust framework for both practitioners and policymakers to guide future interventions. Programme designers should prioritise aligning training modules with local market needs. Policymakers could use the proposed framework as a basis for evaluating existing initiatives and developing new policies.

Keywords: *Côte d'Ivoire, Urbanization, Feminism, Qualitative Research, Empowerment Studies, Gender Equality, Development Economics*

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