

USAID LENS MSE SURVEY BUSINESS REGISTRATION

THIS INFOGRAPHIC VISUALIZES DATA FROM THE MSE SURVEY, A PROBABILISTIC STUDY COMMISSIONED BY THE USAID JORDAN LOCAL ENTERPRISE SUPPORT PROJECT (LENS).¹ TO ACCESS THE DATA AND LEARN MORE ABOUT MICRO- AND SMALL ENTERPRISES (MSEs) IN JORDAN, VISIT WWW.JORDANLENS.ORG



BUSINESS REGISTRATION

HOW LIKELY IS IT THAT JORDANIAN BUSINESSES ARE REGISTERED?

THREE IN FOUR MICRO AND SMALL ENTERPRISES IN JORDAN ARE REGISTERED WITH THE MINISTRY OF INDUSTRY AND TRADE.²

HOWEVER, NOT ALL BUSINESSES ARE ALIKE. THIS VISUALIZATION SHOWS HOW SUB-GROUPS DIFFER ALONG A SCALE— WITH THOSE **LEAST LIKELY TO BE REGISTERED ON THE LEFT**, AND MOST LIKELY ON THE RIGHT.



55.6% REGISTERED
WOMEN-OWNED
BUSINESSES



77.8% REGISTERED
MEN-OWNED
BUSINESSES

BY SEX
MEN ARE 1.4x AS LIKELY AS
WOMEN TO REGISTER

67.6% REGISTERED
0 - 500 JOD IN
MONTHLY REVENUE



85.1% REGISTERED
500+ JOD IN
MONTHLY REVENUE



BY REVENUE
ESTABLISHMENTS THAT MAKE
MORE THAN 500 JOD PER MONTH
ARE 1.3x AS LIKELY TO REGISTER

68.1% REGISTERED
OWNER DID NOT
COMPLETE SCHOOL



80.7% REGISTERED
OWNER GRADUATED
FROM SCHOOL

BY EDUCATION
OWNERS WHO HAVE COMPLETED
SECONDARY SCHOOL ARE 1.2x AS
LIKELY TO REGISTER



32.3% REGISTERED
CONSTRUCTION

58.5% REGISTERED
MANUFACTURE
OF CLOTHING



72.5% REGISTERED
MANUFACTURE
OF FOOD



78.5% REGISTERED
RETAIL &
TRADE

BY SECTOR
ESTABLISHMENTS IN RETAIL AND
TRADE ARE 1.1x AS LIKELY AS
OTHERS TO REGISTER

70.2% REGISTERED
BUSINESSES LESS
THAN 6 YEARS OLD



84.1% REGISTERED
BUSINESSES MORE
THAN 6 YEARS OLD

BY FIRM AGE
ESTABLISHMENTS THAT ARE 6
YEARS OLD (OR MORE) ARE 1.2x
AS LIKELY TO BE REGISTERED

PERCENT
REGISTERED

35

40

45

50%

55

60

65

70

75%

80

85

90

95

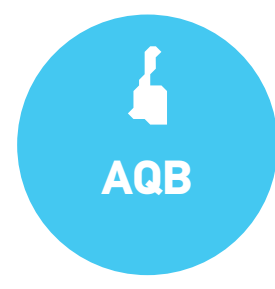
100%

PERCENT
REGISTERED

LESS LIKELY
TO BE REGISTERED

MORE LIKELY
TO BE REGISTERED

GOVERNORATES
AQABA³: **50.4%** REGISTERED
TAFILAH: **59.5%** REGISTERED
KARAK: **70.8%** REGISTERED



GOVERNORATES
AMMAN³: **79.7%** REGISTERED
ZARQA: **76.1%** REGISTERED
IRBID: **73.0%** REGISTERED

BY GEOGRAPHY³
GOVERNORATES OF THE NORTH
ARE 1.2x AS LIKELY AS
SOUTHERN ONES TO REGISTER

51.4% REGISTERED
SEASONAL
BUSINESSES



77.7% REGISTERED
BUSINESSES OPERATING
ALL YEAR-ROUND

BY SEASONALITY
ESTABLISHMENTS THAT
OPERATE ALL-YEAR ROUND ARE
1.5x AS LIKELY TO REGISTER

WHO IS LEAST LIKELY TO REGISTER?

AN INFORMAL BUSINESS IS MOST CHARACTERISTICALLY A **WOMAN-OWNED** MSE IN THE **SOUTH** WITHOUT A BANK ACCOUNT, OPERATING **SEASONALLY** **WITHOUT STAFF** IN A SECTOR SUCH AS MANUFACTURING OF **CLOTHING**.

68.3% REGISTERED
SINGLE-PERSON
BUSINESSES



72.1% REGISTERED
BUSINESSES WITH NO
BANK ACCOUNT



92.2% REGISTERED
BUSINESSES WITH
A BANK ACCOUNT



83.9% REGISTERED
BUSINESSES
WITH STAFF



BY STAFF COUNT
ESTABLISHMENTS WITH STAFF
ARE 1.2x AS LIKELY AS
SINGLE-PERSON BUSINESSES TO
REGISTER

BY BANK STATUS
ESTABLISHMENTS WITH BANK
ACCOUNTS ARE 1.3x AS LIKELY
TO REGISTER



MORE ABOUT REGISTERED BUSINESSES

PRIMARY REASONS FOR REGISTERING

IT IS A BUSINESS
REQUIREMENT



47.2%

FEAR OF FINES OR
PENALTIES



40.0%

LICENSING

3/4 OF REGISTERED BUSINESSES
REPORT HAVING A **LICENSE**
FROM THE MUNICIPALITY



MAIN REASONS MSEs DO NOT OBTAIN A LICENSE
ARE THAT THEY **DO NOT SEE IT AS A
REQUIREMENT** (27%) AND THAT **THEY SEE NO
BENEFIT TO DOING SO** (27.4%)

BUSINESS CHAMBERS



24.2% OF REGISTERED
MSEs BELONG TO A
CHAMBER OF **COMMERCE**

19.8% BELONG TO A
CHAMBER OF **INDUSTRY**

¹ The USAID Jordan Local Enterprise Support (LENS) Project is funded by the United States Agency for International Development (USAID) and implemented by FHI 360. This infographic is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of FHI 360 and do not necessarily reflect the views of USAID or the United States Government.

² As of 2015, home-based businesses outside of the Greater Amman Municipality are not formally able to register (this may change in the future). Yet, 4.5% of home-based businesses nonetheless self-report being registered. This may be either due to respondent bias (fear of telling the truth) or businesses that are formally registered in a commercial location but operate out of their home.

³ The MSE survey's target population includes the governorates of Amman (excluding the Greater Amman Municipality), Aqaba (excluding the ASEZA free zone), Irbid, Karak, Tafila, and Zarqa. Although not national in scope, these areas capture roughly 60% of the kingdom's population. Micro- and small businesses include all businesses and income-generating projects having fewer than 50 employees.