

Kadie Hassan, 26 sells Fertiliser in an agricultural community in Kenema, Sierra Leone

Kadie was selling fertiliser before the trainings but had never done any research into the different types of fertiliser available or asked what type of fertiliser customers preferred and needed. She rarely made a profit.





Because of what she learnt during the training, Kadie now asks customers what they need before purchasing any stock, she then researches how much it costs to buy the fertilizer and how much she can charge for one cup of it to determine its profitability before investing her money.

The training also helped Kadie to start a new business, selling gas. Through her research Kadie identified no one was selling gas and her customers need it to transport their goods. She quickly realised she could make a profit and has increased her income considerably.

Kadie Hassan, 26

"From the training I learnt to manage my life, my heart is so glad for this training as I have 5 children and I want to help them to finish school and come out fine"

"Before the training it was very difficult, my children would ask me for money but I was not able to help them. Now when they need money for food, clothes or exams I can give them money from my profits. In fact often I now just say how much do you need as I know I can afford it"

"The training helped me to understand my costs in the business but also my family. When I run my business I think about all my costs, then I will take out money for me but the profit I put back into the business to help it grow. Before the training I did not do that, I just sold and then used all the money"

Mabintu Mansaray, 22 has a Cosmetics business. She has a stall in the local market.

Mabintu now understands the importance of market research and financial controls, something she believes has made a significant difference to her sales. She now focuses on making sure her stock matches demand and her pricing includes all the additional expenses incurred to get her products.





Since completing our training Mabintu has over doubled her income. Her husband is currently out of work, he is now helping to run the business.

“It makes me level with him, we are in partnership and he respects me because I am able to support our family with money”

Mabintu Mansaray, 22

“The training changed my life so much and helped me in so many ways. I sell so much more now than before. I’m able to support my family, I feed my children every day buying them fruit and rice, I can also help with the school fees, I don’t need to depend on anyone. I feel proud”

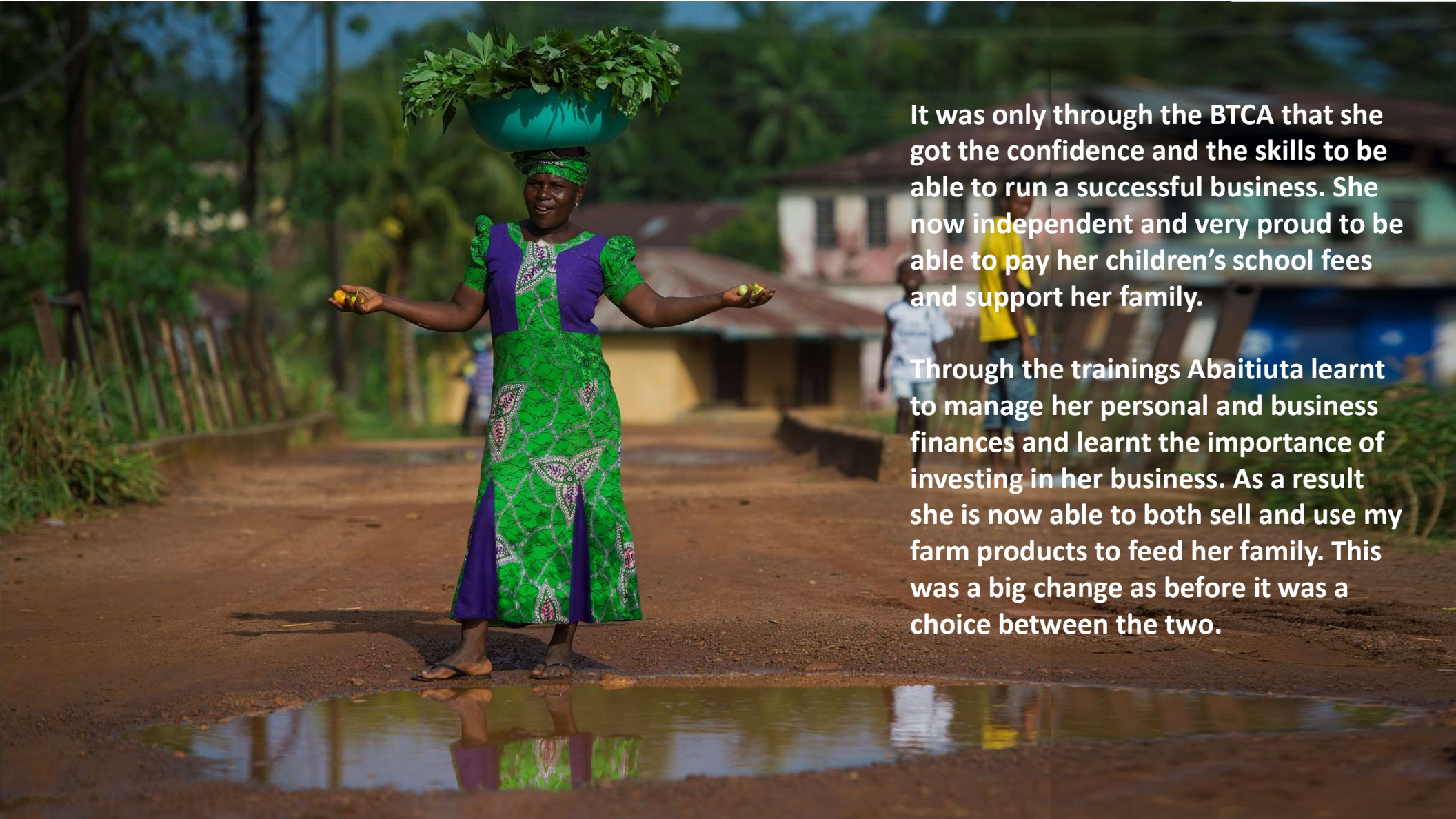
“Today I am sure that my business will succeed. I now understand the difference between my money and the business money. Today I can improve my business through savings I have made from the business, I don’t borrow from bank, susu or my family, I myself am able to do this for myself”

"I am no longer afraid to talk and make my views heard with my husband and family. From the training I got so confident and now I am able to stand on my own. I can talk for myself, I don’t need someone to talk for me”



Abaibiuta Beyan, 32 is a Pepper farmer.

Abaibiuta was not working when she joined the trainings. Abaita believed her family were ashamed of her and felt bad to the point where she stopped the business. She is now a successful and proud business women, managing four profitable farming business's and earning approx 1,5m leons per week (\$200).



It was only through the BTCA that she got the confidence and the skills to be able to run a successful business. She is now independent and very proud to be able to pay her children's school fees and support her family.

Through the trainings Abaitiuta learnt to manage her personal and business finances and learnt the importance of investing in her business. As a result she is now able to both sell and use my farm products to feed her family. This was a big change as before it was a choice between the two.

Abaibiuta Beyan, 32

“The BTCA changed my life totally in every way and helped me to be the woman I am today”

"The training helps me to support my family, but also I have now been able to help my sister and younger brother, by teaching them what I was taught. I am now able to support them to make sure they are on the right track“

"I make sure now to tally all the costs of the business, like transportation and that means at the end of the day I know how much I have made from the day. From there I have been able to grow my farm as I have better understanding of my money and am able to put more money back into the garden"