

Christina Joram, clothing shop

Title	
Name & Sex	<i>Christina Joram, male</i>
Location	<i>Misungwi</i>
Age	<i>25 december 1985 (36)</i>
Education	Primary school
Marital status	Not married, alone
No of children	<i>3 children, (17, 13, 3)</i>
Organization	<i>YEP Tanzania</i>
Program	<i>YEP Tanzania 2016 joined the program.</i>
Description	<i>Before she joined the program, she already had a small secondhand clothes shop Misungwi. When she started the program she changed from secondhand clothes to new clothes and now she has two shops in Misungwi.</i>
Domains of Change	
Income and livelihood	<i>She is renting a house, with two rooms, she is building her own house she expect to go and live there March 2022. Her own house is in Misungwi, an has a has living room, dining room and 3 sleeping rooms. Her oldest daughter is going to pharmacy college form 2, her second child is in boarding school and her last born lives with her.</i>

	<p><i>Her sells a week is 1.7 million, the profit is 400000 THS a week for the two shops together.</i></p>
<p>Business and natural environment</p>	<p><i>The business she is in is in clothing, she is selling new clothes for children, women and men. The difference between the two shops is that the second branch is only for men and children. The reason for that is that the women are buying in the first shop and there is no reason to sell the same things in the second shop.</i></p>
<p>Personal skills and confidence</p>	<p><i>Good motivation, discipline, good network skills, she now makes goals and she can dream now.</i></p> <p><i>Her big dream is to have a small factory for making clothes. She need different steps, she need knowledge, she has to do research of which for machines she needs and where to get the materials.</i></p>
<p>Achieved Impact</p>	<p><i>Before she started the program, she had a small shop in secondhand clothes which was not sustainable. Because of the YEP program her motivation had changed, and she now knows how to manage her business. When she just started her business the profit was very small, she couldn't live for the profit. She had sells for 100.000 THS per week. Now her sells are around 1.7 mil. She is paying herself a salary for 300.000 THS a month, this is enough to pay for everything. She has two employees and she pays them 150.000THS each. She pays rent for 6 month for 800.000 THS. She has a bank account, she use this account for her profit not for her sells.</i></p>

They profit she gained she use for her business but also to pay the school fees for her children, which she can do now, and she used it to build her own house. In the future she want to use her savings and perhaps a loan to build her own clothing factory.

She is doing bookkeeping every day and is very disciplined in that. She still has a lot of help from YEP, if she has questions or challenges she will come to yep to ask for help. She is still in contact with other yep entrepreneurs.



Christina in February 2022 picture 1 is in here first shop and picture two is her second shop. In both shops she has an employee.