

Rehema Akwilombe – Finniny Beauty store	
Title	<i>From Instagram to physical shop</i>
Name & Sex	<i>Rehema Akwilombe, Female</i>
Location	<i>Arusha town</i>
Age	<i>24</i>
Education	<i>Accountant</i>
Marital status	<i>Single</i>
No of children	<i>1 child</i>
Organization	<i>YEP Tanzania</i>
Program	<i>YEP Tanzania</i>
Description	<i>She was working as a junior accountant at a certain company, but during corona she had to work from home. In that time she decided to start selling second hand off- shoulder tops through Instagram. She started with a small capital of 300,000 Tsh. It went very well and she managed to grow her business. With that also the lack of discipline in separating personal and business expenses came. She spend a lot of her profit on perfume, make up etc for herself, instead of re-investing it in her business.</i>

## Domains of Change

<b>Income and livelihood</b>	<p><i>She lives in a rental one bedroom house, with shared bathroom. Her son of 4 years live with her.</i></p> <p><i>With the sales from her business she is able to pay all the basic needs, such as food, rent, medicines, and schoolfees.</i></p>
<b>Business and natural environment</b>	<p><i>Before intervention 1,5 mio Tsh per month, after intervention up to 3,7 mio Tsh</i></p>
<b>Personal skills and confidence</b>	<p><i>Education in accounting</i></p>
<b>Achieved Impact</b>	<p><i>Before joining the YEP program, her business was at a starter stage. It was growing, but instead of re-investing her profit, she used it for personal items. So her business did not grow to its full potential.</i></p> <p><i>With the training in financial management she received from YEP, her eyes were opened and she saw how much money she was losing. After one month of keeping records, she started to re-invest the profits back into her business. This made her business grow rapidly, her sales more than doubled; after 6 months she managed to open her own physical shop. In this process, the YEP team coached her and helped her to understand all the steps to be taken.</i></p> <p><i>Not only did this give her business a boost; also herself she gained a lot more confidence in doing business.</i></p>



*Left: Rehema in September 2020 when we first met her, showing some of her products at our meeting place. Right: December 2021, Rehema at her own shop.*

**Role of Programme  
(Trias)**

*YEP Tanzania together with TRIAS and TCCIA Arusha (TCCIA is the local Chamber of Commerce) facilitate an education program for young entrepreneurs. YEP Tanzania is the organization who executes the program and provides the business trainings and business coaching.*

*This training program include the following courses:*

- *Record keeping, calculating margin/ profit, setting price, financial management, separation of business and private expenses*
- *Marketing and promotion (on social media),*
- *Empowerment,*
- *Business plan making,*
- *Special classes tailor made for separate business (for example classes on how to make cakes, fish pond management, poultry, green house management etc).*

	<p><i>After graduation the YEP team will visit the entrepreneurs for 2 more years to coach them and advise them on challenges they face in their businesses.</i></p> <p>In the case of Rehema, the training opened her as when it came to separating business money from personal money. Due to the knowledge she received on this, she started re-investing the profits back into her business and this really accelerated her business. Now she has her own shop, and employs one assistant. She also managed to expand her product base.</p>
<p><b>Consultant's opinion</b></p>	<p><i>Rehema already had a growing business and an entrepreneurial mindset. But with the right education she got from the YEP program, she managed to accelerate her business.</i></p> <p><i>The YEP team also saw her strength in doing the business through social media, so we invited her to teach the Social Media class for the current group of YEP students.</i></p>