

Rose Nwene – attended the DBSP training in Niger in September 2009.



Rose is 35 years of age and originally came from Nigeria, although she now lives in Niamey, Niger with her husband and four children. Rose was introduced to the world of business by her mother who was a businesswoman in Nigeria, and right from an early age, she wanted to do business and started her first business activity by selling some things whilst she was still at school. Before coming on the DBSP program, Rose started a cake baking and ice selling business. She ran this business for one year before hearing about the DBSP training and the business struggled to make any form of profit. The main reason why her business was not doing well was that she lacked the

basic skills of running and managing a business, especially in keeping records. After the DBSP program, her business really took off and she has doubled the output of the business. Rose says that she learned customer care, producing the right amount of stock, record-keeping, general management, how to beat her competition and being more serious about business from the training. Since the training Rose now views her business as a calling and her business has greatly improved and benefited from her change in attitude. An example of this is that before the training Rose was baking in the region of



3 to 4 kg of flour a day, and now she is baking 12 ½ kg a day, thereby quadrupling her output. She is a wholesale bakery and has 20 customers to whom she supplies her cakes on a daily basis. When Rose started her business, she had only 23 US Dollars, and was supposed to take this money and buy food for her family but instead she bought flour and ingredients to make cakes. She sold her cakes and from that day onwards the family has lived from the money



she has made from the business. She says that life for her and her family has really changed since going on the DBSP program. She is now able to fully support her husband, who is in the ministry, she is able to send her children to school, to upgrade her house, to buy more equipment that the business needs and to save

money. She also employs two full-time workers and one part-time worker, thus providing a steady income for these three people. As part of her future plans, Rose has spotted another business opportunity, in that she wants to open up a shop selling drinks and general provisions because the road outside her house has just been upgraded, so she expects many more people to use this road. Rose is very thankful for the opportunity to have attended the DBSP training and feels that her life and that of her family is completely different since going through the training.

