

Connecting the dots

Stories of change: Women in Local Economic Development

Healthier foods lead to healthier profits

Summary

Beverly Mumbi, entrepreneur businesswoman, Luwingu, Zambia

Project involvement: Women in Local Economic Development training and mentorship

A restaurateur, Beverly Mumbi was badly affected by Covid-19, but has turned things round thanks to WLED training and mentorship which has taught her how to improve marketing and build a good after sales service resulting in a growing number of customers visiting her restaurant.

Background

Beverly Mumbi, a businesswoman based in Luwingu district northern province, has been running a restaurant as her core business since 2014. Her philosophy for her restaurant is to offer the best beverages, good customer service and to ensure she is providing what her clients want.

Aims

Beverly wanted to increase her income and grow her business by providing good and healthy food to her customers. She planned to expand by growing her own food to cut down costs of production and maximise profit. She joined the WLED project for training and mentorship to help her improve her business skills and management so she could set about achieving these aims.

How the CtD project has helped

There have been some bumps in the road such as losses as a result of Covid-19 and competition from other restaurants, but the WLED training and mentorship helped Beverly to weather the storm. Through online workshops Beverly learned new skills such as book keeping, after sales service and how she could manage running a business on her own, skills that have been vital in growing her business.

“The journey was not always easy, but it was made manageable thanks to the WLED training and mentorship,” she said. “The workshops and online meetings were very helpful and encouraged me to move my business forward.”

Impact

Despite the challenging economic situation, Beverly is managing to grow her business, by ensuring good customer service, introducing some home-grown

products and improving marketing and after sales.

As a result of the restaurant's growth in customers Beverly now has an employee to assist with the restaurant.

"I have gained more customers thanks to the marketing and after sales service training we undertook under the Jo Cox Project," said Beverly. "Further, I have learnt how to manage my business which was a direct result of the book keeping lessons from the Jo Cox project."

Looking ahead

Beverly has future plans for the restaurant including starting to keep chickens, helping to further maximise profit. She is also looking at extending services to cater for wedding receptions, kitchen parties and other events.

