

Connecting the dots

Stories of change: Women in Local Economic Development

Taking stock to boost profits

Summary

Felistus Tindi, entrepreneur, business woman, Lusoke village, Chongwe district, Lusaka Province, Zambia

Project involvement: Women in Local Economic Development network and workshops

Introducing new products, combined with a rise in the local population has been a win-win for Felistus Tindi's grocery business. Thanks to the business skills she learned at the WLED workshops, she has been able to capitalise on these opportunities and has invested in her business to grow it, resulting in bigger profits. She is able to afford to fund her children's education.

Background

Felistus Tindi has a grocery business in Chongwe district which she started in 2018. In 2019 she joined Women in Local Economic Development (WLED) network to help her gain experience and learn more about business development and management.

Aims

Felistus is a widow and has had to use any profits she made from her business to cover the costs of schools and college for her children, so she has not been able to reinvest in the business.

Felistus wanted to improve her grocery business by increasing the quantity of stock available in her shop. She recognised that increasing the amount of stock she held would reduce overall costs as it would mean less trips to replenish stock and thus reduce her transport costs.

Since opening the business she has seen both opportunities and challenges. Sales went down as a result of the Covid-19 pandemic reducing the money in circulation as many people were laid off work. However, increases in population in the area are leading to more demand for groceries and providing a bigger customer base for Felistus to sell her products in future.

Felistus was also hoping to introduce some new products to offer her customers, including ice cream and would like to buy an ice cream machine for this.

How the CtD project has helped

By attending the WLED workshops Felistus greatly improved her business

skills and the assistance from colleagues from the WLED network was invaluable. She has learned how to invest money in her business to reach her goals.

“When I started my grocery the population was small but currently the population has increased thus an increased demand for groceries in my area,” explains Felistus

Impact

The increase in business that Felistus has been able to achieve has resulted in increased profits that she has been able to use both to educate her children and invest in extending the shop.

People in the local community are also benefiting as they now don't have to travel such a long distance for their goods Felistus can offer them with a greater range of goods.

“I am grateful for the support i have received from the Jo Cox Foundation, from my family, and colleagues from the WLED network. I have also learned and gained experience through the challenges I faced,” said Felistus.

“I now know how to prepare a business plan for my business to grow.”

Felistus says that as well as the practical skills in managing a business, she has also learned other things such as determination and to never give up.

