

Connecting the dots

Stories of change: Women in Local Economic Development

Selling clothes with confidence

Summary

Katoba YambaYamba, entrepreneur business woman

Location: Kafue, Zambia

Project involvement: Women in Local Economic Development network and workshops

Despite losing business during the Covid pandemic, Katoba TambaYamba has a new confidence and is now seeing improvements in her clothing sales after attending the Connecting the Dots WLED workshops and having the support of other business women in the local WLED network.

Background

Katoba YambaYamba lives in Fisenge Luanshya district of Kafue. She started a business selling second hand clothes and foodstuffs in 2016.

The Covid-19 pandemic hit Katoba hard. She lost business as people became more reluctant to buy second hand clothes for fear of infection, and people also worried that some of the clothes that were imported might be from other countries with a higher rate of infection.

Aims

But Katoba has big plans for her business, aspiring to move from second hand clothes into selling new clothes and opening a boutique. Building and owning her own shop would help her cut the costs she was paying on expensive renting. However, Katoba's lack of experience meant that she was unable to take this forward as she did not know how to devise a plan to achieve her ambitions.

How the CtD project has helped

After attending the WLED workshops, Katoba has learned about the importance of planning, how to better run her business and aspects of marketing and advertising. Help from other members of the Luanshya WLED has also given her confidence in running her business.

"I could not devise a plan because my business was small, but after attending the workshops and learning about the importance of planning in business. I am now able to plan as I conduct my business," explained Katoba.

Katoba says that the experience and interaction has not only helped her in practical skills and knowledge to run her business but given her a new self-

confidence and changed her attitude to work. After putting into practice some of the skills she has learned in marketing and advertising to boost sales, she is now seeing improvements in her business.

Impact

“It has not been an easy journey, a lot of ups and downs. The interaction and exposure i got from the Jo Cox Connecting the Dots project was very good; that has helped me know how to run my business and has increased my self confidence” said Katoba.

“My life has changed in that I am now more knowledgeable and able to run my business. I feel great about my own personal change, that has helped me become a hard worker.”

Lessons for the future

Katoba says that she has learned to be successful in business people need mentors, partners, vendors and competitors.

