

Connecting the dots

Stories of change: Young Women in Local Economic Development

Top to toe training

Summary

Nomvuselolo Malinga, young business woman, Nhlangano, Eswatini
Project involvement: Young Women in Local Economic Development network and mentoring

Nomvuselolo Malinga has learned a lot about managing and marketing her perfume and shoe business through the Connecting the Dots programme. She now has more confidence in developing her business and is forging ahead with a five-year plan for what she wants to achieve, including owning her own shoe shop.

Background and aims

Nomvuselolo Malinga lives in Nhlangano where she has a business selling Villa perfumes and shoes. Like others, the health restrictions due to Covid-19 had a big impact on her business.

Nomvuselolo needed some support to help her through the difficult time of Covid, help her develop better improve her business skills, and to help her think ahead and plan how to grow her business in the future.

How the CtD project has helped

Nomvuselolo says that she has learned a lot from the Connecting the Dots programme, including how to manage a business, how to market it, and ways to help a business grow.

The focus on using social media to promote businesses helped Nomvuselolo to advertise her products and services through the women's network, helping her keep it going during the difficult time of Covid-19.

"We worked a lot using social media. This has helped me to advertise my business in other platforms using the women's network. During the programme I have seen an ample growth in my business," noted Nomvuselolo.

Nomvuselolo has also gained a greater confidence and boost to her self-esteem as a business woman. She now has the confidence to be able to plan for the future - what she wants to have achieved in five years time as a business woman.

"The programme has opened my eyes and I was able to meet other women

with whom we share information, and also help each other on how to grow as business women. We also help each other on how and where to get the products we want to sell. That has helped us a lot," she said.

““The training has really helped me as a young entrepreneur. And our mentors have helped us a lot by encouraging us, and by being there for us when we face challenges to advise us on what to do so you can develop.”

Impact

Nomvuselolo feels she has achieved a lot through the programme: her business is growing, and she has ambitious plans that she hopes to achieve in the next two years.

“The programme has helped me grow and I have great dreams, I wish to one day have my own beautiful shop for shoes. And I know that I will be able to achieve that as we continue to learn through this programme,” she concluded.

