

## Rahel Hiruy,

### Demessence Essential Oils, Addis Ababa

Rahel started her business with a capital of 20,000 ETB, today the business is worth over 1,700,000 ETB. A pharmacist by training, Rahel has always had the passion to cultivate and process essential oils and spices. Her business directly empowers women farmers by providing them with trainings to grow and process over 15 types of raw materials used for essential oils and spices that are sold in Ethiopia traditional medicines to be in the market. Studied pharmacy for this purpose. Started essential oils using raw plant materials therefore entered into the processing business due to the shortage in the market. Technical trainings and EDC 2014 – 2015. Started working with out growers (farmers) to produce the raw materials. Studied the buys needs in terms of quality, volume and types of products.

Starting capital 20,000 ETB, now: 1,700,000 ETB Starting working as a project manager for other companies to attract 350 farmers in Bonga into 6 cooperatives, started with 25 farmers. 4 products: rosemary, lavender, sage and mint, now 15 products from 1 to 6 locations in agro ecology. Producing 5 essential oils, message oils and incense. Provides training to the farmers on the way to farm to help grow the community. From 10 hectors up to 50 hectors

Established 2013 started working with the farmers 2015. Started producing spices and is working with Addis Ababa Industry Bureau and Ethiopian development bank to open a factory to produce additional produces such as shampoo and creams.

- Future vision: begin exporting and looking for investors
- Starting capital 20,000 ETB, now: 1,700,000 ETB
- Number of employees: 4 – 7
- Revenue: 700,000 per year
- Customer: hotel and resort
- 2 shops and 2 working premises



### **Yemane Mesfin (TIGRAY, Adigrat)**

#### **Hayasebat Cafeteria and Restaurant**

Yemane Mesfin managed to double his capital and increase his revenue by almost 100% after receiving EDC services. Prior to enrolling in the Entrepreneurship Training Workshop, Yemane Mesfin was managing a cooperative cafeteria business in Adigrat University with five other members from 2013 to 2017. Upon completion of ETW, he was determined to revisit his long term plan and establish his own restaurant located in the city center.

He started his business with very limited working capital but a great vision. Based on the “customer is king” motto, he delivers quality service to his customers which resulted in progressive increases to his revenue. EDCs services enabled him to implement various quality control and supervisory mechanisms, host promotional events and manage his finance through proper record keeping and opening a business savings account. Yemane’s long term vision is to build a 3-Star hotel in Adigrat and has already begun the process by winning the bid to lease a 300 square meter piece of land from the Adigrat Urban Investment Office.

#### **Achievements resulting from EDC Services**

- Annual revenue increased from 910,000 ETB to 1.7million ETB.
- Profitability increased from 110,000 ETB to more than 190,000 ETB
- Number of employees increased from 4 to 9
- Capital increased 580,000 ETB to 1.2 ETB million



### **Aregawi WoldeGiorgis**

#### **Aregawi WoldeGiorgis Greenery and Beautification**

##### **Ayder sub city, Mekelle, Tigray Region**

Aregawi WoldeGiorgis Greenery and Beautification was established in 2012 with a total start-up capital of 7,000 ETB. Today, the company's capital is 1.8 million ETB. The enterprise serves different customers with supplies of quality greenery and beautification services.

Prior to receiving EDC's support, the enterprise faced challenges in market expansion, product and service diversification as well as cash flow management. The support Aregawi received from EDC inspired him to take calculated risks and improve his business behaviors. As a result, he was able to diversify his business to include cleaning and janitorial service and expand his target market to other towns of the region.

#### **Achievement resulting from EDC service**

- Increase in annual revenue from 150,000 ETB to 1.2 million ETB.
- Increased Profitability by 30%
- Increasing number of full time employees from 1 to 4 and part timers from 1 to 76



### **Abera Dechasa**

#### **Mekdes Printing Press**

##### **Location: Adama, Oromia Region**

Abera Dechasa, a young and energetic entrepreneur, owns a printing press that he manages to grow to middle scale business and diversified to woodwork and metal business within three years of operation.

Abera, a graduate in plant science in 2012, started his own business after two years following some experiences he gathered while working with import-export business men in Merkato. By then, he was working only as a commission agent for the business men who were working on importing machineries and other equipment related to printing business. He started a business with only around 6, 000 birr but now he has expanded his business having a capital of over 5 million birr including a mini-bus vehicle that he uses for transporting his products to

and from Addis. In 2016, he received entrepreneurship training from EDC which helped him to be more powerful and persistent to his business, manages the business well. He has also expanded and diversified his business to wood work and agriculture ( working on 12ha of family owned plot), and special order (any) that he will accomplish following any order from customers.

#### Achievements resulting from EDC Services

- Number of employee increased from 2 to 17 (9 permanent and 8 part-time employees)
- Capital increased from 80,000 ETB to over 5 Million ETB.
- Annual net profit has increased from just 3000 ETB to 700,000 ETB, excluding some profits that goes for investment for expansion (purchasing other big machineries)
- Increased number of products,
- Diversified his business to other areas such as wood work and agriculture
- Transformed to medium-scale businesses

#### **Dr. Nega Biyazin (Dessie, ANRS )**

##### **Nega and Habtamu Poultry Partnership**

Dr. Nega and Habtamu poultry business was established in September 2016 in Dessie city, Menafesha sub-city with a total of start-up capital 15,000 birr. The start-up source of capital was from his own savings as well as his partner (Habtamu). Both Dr. Nega and Habtamu were prospect graduates when they proposed the start-up business and attended EDC' training right at the beginning of the business operations. During its initial two years of operations, the business has created jobs for six people (founders plus four). The enterprise's main products include 45 days' chicken, egg laying hens and eggs. The enterprise started operating in a very narrower place secured from local government but with great commitment and passion, they managed to register an annual net profit of more than 160,000 Birr.

Since December 2016 the enterprise has been provided with ETW training and BDS services and has practically implemented customer handling techniques, promotion, human resource management, marketing, profitability, strategic growth, access to finance and other technical skills such as business plan preparation, basic accounting and fixed assets record keeping and expansion of the business.

The business has a very good working relationship with EDC and has used the opportunity seeking skill to establish strong links with Dessie Technic Vocational and Enterprises Development Department to access other complementary services provided by the government. The business has graduated to a medium level enterprise and rebranded itself as **Hanos Agro-Industry** with a total project capital of 8.7 million Birr. The business secured a well-constructed 520 square meter working premise/ industry cluster/ in Dessie industry village. The new business is proposed to create employment opportunities for additional 22 people (16 of them will be permanent). The agro-industry enterprise will locally produce and supply feed for the poultry business, folder and feed for dairy farms and chickens. The business will also be a local distributor of animal medicines, equipment which are relevant for poultry and dairy business operations in Dessie and beyond the zone.

The total accumulated capital has increased from 15,000 birr to more than 950,000 birr. Moreover, the enterprise's new project is estimated to have a capital investment of 8,700,000 Birr and the number of permanent employees from 6 to 22. Poultry businesses in Dessie, and many parts of ANRS get their chicken, feeds, and equipment from other regions or Addis Abeba with higher price and with less dependable qualities. Now, Hanos Agro-Industry is working hard to change that trend and be the best model other enterprises in Wollo and the rest of the region.

The Enterprise Status Before the launch of the New Project (Summary)	Growth Strategies under Implementations: The Enterprise with Hanos Agro-Industry(Summary)
<p>It used to work in a very narrow place but managed to reach a capital of 950,000 Birr</p> <p>EDC's services effectively used</p> <p>It created jobs for six people</p> <p>It had no business plan</p> <p>Its last year's net annual profit was 162,500 Birr</p> <p>It has applied marketing and promotional strategies and was very good in local partnerships and networking</p> <p>It had growth strategic plan</p>	<p>It has a capital investment of 8,700,000 Birr</p> <p>It managed to secure 520 sq.m working shade appropriate for the business</p> <p>The government facilitated loan for the project</p> <p>The project will have a net profit of 500,000 Birr</p> <p>It has prepared a growth strategic plan; making market linkages with several local businesses</p> <p>It has other businesses in two districts in South Wollo Zone.</p> <p>The enterprise founders are very thankful of EDC's and training and BDS for making them visionary</p>

The enterprise owners are self-confident indigenous entrepreneurs who can be model for emerging start-up businesses. The owners were able to convert their dreams in to reality through active engagement in behavioural and capacity development training sessions provided by EDC.

## Esubalew Mitku

### **Esubalew Mitku and Friends Bloket production share company**

Esubalew was a student when he first seen and become interested on bloket production machines and its production processes. After he accomplished his secondary level education on 2007 EC, he took 60,000 Birr loan from ACSI and start Bloket production business. Unfortunately, due to long bureaucratic works at sub city level and absence of legal working premises he forced to stop the business after six month operation and become an employee in nearest bloket production business found in his locality. At the time of his employment, the subcity Micro and small enterpirises office proposed him to take EDC's ETW training. At the end of the training Esubalew promised for himself to restart his business and to overcome challenges that let him to withdraw from the business. On November 2008 he re-opened the business in share company form with 10 employees. To date his business created job opportunity for 26 full and part time employees and his production capacity and market coverage expanded.

### **Achievements resulting from EDC Services**

- Received knowledge, skill, and motivation to re-open closed business after six months.
- Develop business plan submitted for ACSI and get 700,000 loans.
- Become good on networking and customer handling.
- Keep financial records formally and made periodic analysis and reporting.
- Implement customer database.
- Create job opportunity for 22 permanent and 4 temporary employees.

## Shewaye Tekie

### **Shewaye and Hildana Injera and cereals "Baltina" production**

Shewaye had been a housewife for years, but she was not comfortable to be dependent only on her husband income. On 2007, she starts Injera baking and cereal production business at household level. Day to day her business shows incremental change and she interested to expand the business and registered as formal business on 2009 and she takes EDC ETW training simultaneously. At the end of her training EDC also assigned her BDS advisers and the business adviser assist her to get 200,000 birr loan from Enat Bank. Currently Sheway's business supply injera and processed cereals for Debre Tabor university and other clients found in Bahir Dar. She also take export import license and working on to export her products to abroad.

### Achievements resulting from EDC Services,

- Receive successful way of business management knowledge, skill, and motivation to expand her business.
- Secure 200,000 Birr Enate Bank loan and Develop business plan submitted for ACSI for 4.7-million-birr loan.
- Keep financial records formally and made periodic analysis and reporting.
- Implement customer database.
- Create Job opportunity for 11 full time employees.
- Able to manage her human resource wisely and employee's payroll.

Please note that all dates are on Ethiopian calendar



**Tigist Zerihun Shegute**

**Hope Electromechanical Engineering Enterprise**

**Hawassa, SNNPR**

Tigist Zerihun Shegute transformed her business from a micro to a small scale enterprise in just four years. Prior to receiving EDC's support services, her enterprise was dependent primarily on government bids. Her business model only focused on machinery, bricks, detergent machine, cutter and water pumps. Shortly after completing the Entrepreneurship Training Workshop in May 2016, she diversified her business to include aluminum works, marble, electric pole, terrazzo machine, stove and bio-gas. Her customer base includes Regional Government and NGOs. Her business has also expanded its services to Hosaena and Addis Ababa.

The training she received from EDC inspired her to see her full potential and helped her set a long term vision for her business. As a result, her annual business profitability increased to 500,000.00 ETB at which point she was awarded a certificate as a model entrepreneur from the federal, regional and Hawassa city Trade and Industry Bureau. She has also received recognition from the Japan International Cooperation Agency (JICA), Ministry of Water, Irrigation and Electricity and the Ethiopian Revenue and Customs Authority.

### Achievement resulting from EDC service

- Increased capital from 50,000 ETB to 1.5 million ETB
- Increased the businesses annual revenue by 75%
- Increasing number of full time employees from 2 to 5 and part timers from 4 to 49.
- Increased awareness about market expansion opportunities within SNNPR and other regions.
- Improved human resource management through capacity building training for employees as well as instituting a reward system to increase employee motivation.



### Ejigayehu Tsegaye

#### 3 Star Bakery

#### Hawassa, SNNPR

Ejigayehu Tsegaye has created job opportunities for 13 people individuals. She received Entrepreneurship Training Workshop in May 2016, followed by the Business Development training on Marketing. As a result, she expanded her bakery from one to four branches in different locations throughout Hawassa. The trainings helped her improve her product quality, business efficiency as well as customer handling and satisfaction. Through a traditional savings mechanism called “Equb,” she managed to purchase a baking machine. Due to the growth in demand following the establishment of the industrial park, she expanded her business to produce Injera in addition to the different types of bread sold in her stores.

Ejigayehu continues to stay alert on market trends and potential opportunities by incorporating customer feedback into her products to allow for product improvement. Like other successful entrepreneurs, Ejigayehu was awarded certificate of recognition, trophy and medal as a model entrepreneur by Hawassa City and Sub City Trade and Industry Bureau.

### Achievement resulting from EDC service

- Increased number of employees from 3 to 13
- Increased current capital from 150,000 ETB to 350,000 ETB
- Annual revenue increased by 15%
- Profitability after receiving EDC’s Services increased by 10%
- Unsold breads were started to be reused by haymaking (ድርቆሽ ማዘጋጀት)



## SELAMAWIT ALEMAYEHU

Selam Ethiopia Tour and Travel

Hawassa, SNNPR

Selamawit began her entrepreneurial path by renting vehicles in the Hawassa area. In 2017, she enrolled in the Entrepreneurship Training Workshop and also received Business Development training in marketing, business operation and human resource management. Upon completion of the trainings, she diversified her rental business to include a full-fledged tour and travel services, event organization, small machinery rentals as well as construction material supply.

Currently she owns 3 travel buses and provides car rental services as well as construction materials to the companies located in the Hawassa Industrial Park, Government and NGOs. Due to her visionary business approach, Selamawit has received an award from the Hawassa Tourism and Culture Exhibition and Bazaar. In all her business dealings, Selamawit continuously strives to encompass a strong work ethic and ensures accountability for business outcomes.

### Achievement resulting from EDC service

- After receiving EDC's Services increased from 160-200 customers per day.
- increased her capital from 1 million ETB to 4.5 million ETB
- increased annual revenue and profitability by more than 50%
- Increasing number of full time employees from 4 to 7 and part timers from 4 to 6.





### Zehabu Aragaw

#### Seada, Yeshareg, and Friends Kids' Education Support Material Production Partnership

**Location: Dessie, Amhara Region**

Zehabu Aragaw is the Co-Founder and Owner of Seada, Yeshareg, and Friends Kids' Education Support Material Production Partnership with an annual profitability of 480,000 ETB. Zehabu is a graduate in Garment from a Poly Technique College and attended technical training on the production of education support material for children. In 2016 she enrolled in the Entrepreneurship Training Workshop and subsequently received business development support in business plan preparation. She also received one-to-one business development support from EDC.

At the end of the training, Zehabu and her seven female friends established a partnership business on the production of kids' educational support materials that contribute to the mental development of children of all ages. They received a loan of 80,000 ETB for the initial startup capital for the business. Five months later, the business was granted a working premise. EDC's training and business development support has allowed Zehabu to develop self-confidence to become a successful sales person for the business. She has also been able to implement and sustain bookkeeping and financial record keeping.

#### Achievements resulting from EDC Services

- Increase in current capital from 80, 000 ETB to 1.8 Million ETB
- Employed 8 full time and 12-part time employees
- Customer base grew from 28 schools when the business first launched, to now over 100 schools



## Zenebe Tesfaye

### Zenebe Tesfaye Metal & Gabion Works

#### Location: Bahir Dar, Amhara Region

Zenebe Tesfaye, an entrepreneur engaged in Metal & Gabion Works, has created job opportunities for 12 individuals. Zenebe began his entrepreneurship journey with a watch maintenance shop gradually expanding to include electronic materials maintenance and auto electronic service. Six years ago, noticing a market gap in metal work and accessory materials modification, he shifted the focus of his business model to produce accessory materials used in vehicles, mills, Fly 8 cloth weaving machines and other heavy construction machineries.

In July 2016, Zenebe participated in the Entrepreneurship Training Workshop and also enrolled in the marketing and business operations and human resource management business development courses. He also received one-to-one Business Development Service. As a result, Zenebe has been able to expand his network and continue to increase the competitiveness of his business through application of Kaizen and employing marketing strategies to increase his customer base by 30%.

#### Achievements resulting from EDC Services

- Annual revenue increased from 2 Million ETB to over 4 Million ETB with a profitability increase of 45%
- Capital increased from 3 Million ETB to over 5 Million ETB.
- Number of employee increased from 4 to 12.



## Haileyesus Mengistu Tesfaye

### Haileyesus, Elsabet, and Friends Fiberglas Production Partnership

Bahir Dar, Amhara

Haileyesus Mengistu started his fiber glass production partnership in 2014 with 2 customers, today he has increased his customer base to over 20 institutions. The company produces 500, 1,000, 2,000, 3,000 and 5,000-liter fiber glass water tankers as well as other gardening materials made from fiber glass. His target clients are wholesalers in Bahir Dar and Debre Tabor as well as Universities, retailers and individuals found in the major towns of the Amhara region.

In addition to receiving the Entrepreneurship Training Workshop in July 2016, Haileyesus also participated in Business Operations and Human Resource Management, Marketing, Accounting and Finance and Business Plan Preparation group BDS trainings. He also received one-to-one Business Development Support. The training provided him with motivation and a strong work ethic to produce quality products and become customer centric. The training has also taught him how to manage his employees well in order to ensure their punctuality, productivity and sustain a positive work environment.

#### Achievement resulting from EDC service

- Increase in annual revenue from 250,000 ETB to 550,000 ETB.
- Profitability increased from 7% to more than 25%.
- Number of employees increased from 3 to 5
- Expanded permanent customer base from 2 to 20
- Secured 1.5 Million Birr loan from ACSI



## Melaku Lemma

### Melaku, Tigist and Friends Poultry Production

#### Sebeta, Oromia

Melaku Lema has a successful poultry production business with a capital of over 4 million ETB. Prior to becoming an entrepreneur, Melaku was a government employee. Prior to launching his business in 2017, he enrolled in the Entrepreneurship Training Workshop (ETW) and conducted a market assessment where he realized the potential in the poultry production sector. He enrolled in a one-month technical training in poultry production before launching the business.

Melaku's primary client base are wholesalers from Addis Ababa and Sebeta but he also sells to individuals directly. He uses direct marketing and mass promotion strategies to attract new clients in addition to participating in various bazars and exhibitions organized by the City Administration. The City Administration has provided Melaku with a working premise. The business has many opportunities for success which includes the close proximity to Addis Ababa where many wholesalers are located and the ease of accessing inputs such as feed.

#### Achievements resulting from EDC Services

- Expand his business from 1,000 to 3,000 poultry units
- Annual revenue after receiving EDC's Services increased from 765,000 ETB to 1.2 million ETB
- Profitability increased from 388,440 ETB to more than 1.3 million ETB
- Employees increased from 2 to 6.
- Melaku was also able to increase his current capital from 600,000 ETB to 4.2 million ETB