

## **YOUNG ENTREPRENEURS PROGRAM TANZANIA (YEP Tanzania)**

### **PROFILE OF ROMBO ENTREPRENEUR IRENE GERALD**

Information on entrepreneurs based in Tarakea, who started their business in 2015.

Created by David Wilson Zabron (YEP Tanzania Program coordinator)



**IRENE GERALD**

**REPORTING PERIOD: STARTING DATE: 24<sup>th</sup> April 2014 -ENDING DATE:  
End of September 2015**

**YEP Tanzania is a microfinance program, supported by SENGEREMA FOUNDATION, THE  
NETHERLANDS**

**NAME: IRENE GERALD**

**TYPE OF BUSINESS: HOME NEEDS**

**SHOP STARTING MONTH: 24<sup>th</sup> April 2014**

**START UP CAPITAL: 3,320,600 Tsh (€ 1.545)**

**GROUP GUARANTOR FUND: 332,100 Tsh**

**INTEREST: 594,000 Tsh**

**TOTAL LOAN: 4,246,700 Tsh (€ 1.975)**

**LOCATION: TARAKEA/KENIAN BORDER**

### **PERSONAL INFORMATION**

DATE OF BIRTH	25 AUGUST 1990
PLACE OF BIRTH	MKUU ROMBO/ HURUMA HOSPITAL
THE PLACE I AM LIVING NOW:	URAUURI
GENDER:	Female
MARITAL STUTUS	SINGLE
EDUCATION	Form four education

### **Family background**

In our family we are four children in number, two are boys and two girls. My parents are still alive, my adult brother is in Dar es Salaam for business.

I started primary studies in 1999 and I completed my secondary school in form four levels in 2010 other studies- procurement skills at Moshi Community Centre.

### **I joined in program 2014**

After the interview I joined the training with idea of opening home needs shop, the program helped to develop my idea by looking opportunities, good location, customers and their behaviors, how to make difference and so on. I am so happy because of business skills I got from YEP Tanzania offered for one year training steps I can do much better.



Business game during the 9 days workshop

### **Status at September 2015**

I started my business in 22 April 2015 so I have five months now in business and my business is going well but is seasonable fluctuated. My shop location is near custom border between Tanzania and Kenya so sometimes I sell my products with Kenyan money that bring to me high margin because of money rate compared to Tanzania money.

### **Money out during report time**

- New stock bought from the start till now

Shopping location- Tarakea/Moshi

**April** 1,419,000

**May** 925,950

**June** 72,680

**July** 1,085,100

**August** 1,954,900

**September** 1, 800,066

## **FIXED COSTS PAID**

- One year rent paid= 600,000. I save 50,000 each month so till now I have 400,000 saved in bank
- Pay back = 461,500 (May to end September)
- Interest = 82,500 for five months
- Electricity 2500 x 5 = 12,500

## **Costs related to my personal life**

- **Cost for food** 60,000 monthly x 5 = 300,000 (I cook my food during a day because home is far from my business) location
- **Cost for hospital/health** 20,000 I got accident for motorbike and my elbow was injured

## **I was able to pay those costs as well**

## **THREATS**

From the start of my business I didn't keep a proper record of book keeping but from today 8/10/2015 I starting keep record of my business by calculating margin every week and also for every month.

## **FUTURE PLANS**

Beside of this business I have also my plan is to start chicken farm at home with 300,000 as a capital and till now I saved 150,000.



### **WHAT DOES SENGEREMA FOUNDATION THINK OF IRENE?**

Irene seems a bit shy but has a pleasant personality. Although she was not very outstanding in her choice of business, she has shown remarkable skills as an entrepreneur. She has chosen a good location and she is constantly looking for new business opportunities. Starting a home need shop, she soon added selling souvenirs to people passing the border, and later opened a small restaurant with food that she is cooking herself. Her payback record is excellent (100%) and she even saved money for new business opportunities.

Irene and her family are also welcoming hosts for the CYB students from the Netherlands.