

WMI Borrower Interview

Tailor Shop Owner



This is Cenia

She has been sewing since 1985
now, at 70 years old, she benefits her
community through a tailoring school



WOMEN'S
MICROFINANCE
INITIATIVE

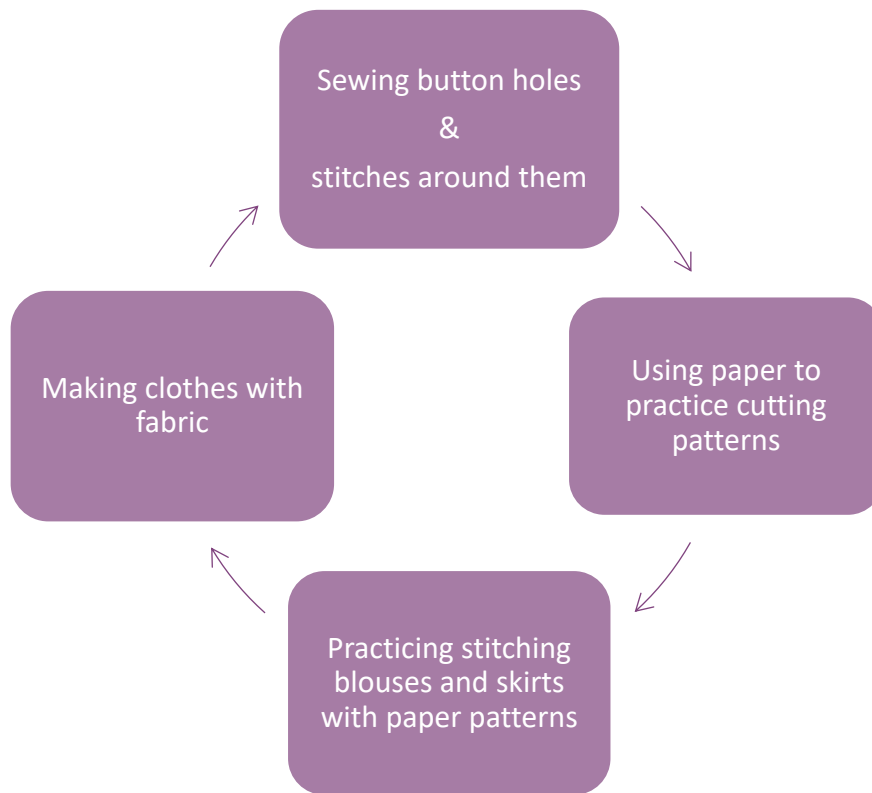
Cenia started sewing in 1985 working as a tailor in somebody else's shop. In 1990, she bought her first sewing machine to become an independent business owner. Today, she runs a successful tailoring business and employs three other women - impacting her community by including others in the financial system.

In 2010, Cenia received her first loan from WMI. She used the loan money to buy multiple sewing machines for her shop. Now, she is more equipped to make bags, uniforms, skirts, blouses, trousers, and gomesi- the traditional dress in Uganda. Through WMI, she has learned how to keep records as well as the best marketing practices for her

industry. Using the skills she has acquired, she was able to complete the construction of a house which she now uses for commercial purposes. This provides another source of income.



One of the most unique aspects of Cenia's business is the addition of her tailoring school that opened in 2011. She teaches her students how to sew in different stages.



Cenia's comprehensive teaching style has resulted in 26 graduates receiving certificates of completion. Her tailoring school is reminiscent of the era when she learned how to sew. With these certificates of completion, her students are going on to start their own small shops.

The tailoring school's community impact does not stop at education. Cenia has a program called the "compassion project" where she gives a sewing machine to an apprentice.

One of these students now works at her shop. Cenia does not collect any money by charging her a fee for using her space, but the graduate covers all of the material costs. Cenia also lets the woman keep all of the money she makes from tailoring.



Cenia's business has been quite successful, collecting 2 million (about \$527) per month in income. Despite this, she still faces business challenges.

1. The space she works out of is very small, making it difficult for her to fit all of her fabrics, machinery, and employees inside.
2. In April and May, she cannot sell as much because most people are still working in their gardens and fields. This means they have not harvested anything to sell and, as a result, do not have money to spend at a tailor.



Cenia's goals for the future include saving money each month so that she can buy land to build a larger space for her business and expand her school. This will provide better working space for her employees but also allow her to accommodate more students. When Cenia has fifteen students, she has to spread them out between the morning and the evening. With more space, she will be able to better distribute her time between the school and her business.

