

Sylvia Abuga, Owner of Mara Machineries store, Kenya

Over 10 years ago, Sylvia has started a business in farm machineries. Her choice of business has surprised many, since female involvement in farm machineries trade is rare. Yet, Sylvia is determined to make her business work.

However, over the years she encountered several challenges in running her business including lack of proper records, no tracking of sales, low staff productivity, low sales and poor financial management.

Sylvia took the Improve Your Business module of the SIYB training in June 2017, and through regular trainings, mentorships and coaching by the trainer she has been able to improve her business significantly. She embraced record keeping and has even installed a digital record keeping system to track all business transactions, and was thus able to separate family expenses from the business funds. She also understood the importance of recruiting skilled personnel, even if it meant that she had to pay them more money in order to offer quality services, which significantly reduced staff turnover. Through all these improvements, she was able to significantly reduce pressure on the business.

Her business, Mara machineries, now has two workshops producing farm machineries, which have been embraced by customers as more durable than some of the imported ones. Today, Sylvia owns 5 shops and she is currently employing over 40 young people. Sylvia also strongly believes that the growth of her business has improved her family life and has led her to more happiness.

Through her determination to propel the business to greater heights, Sylvia now plans to start a motor cycle shop in order to create more job opportunities for the youth of her community.

"I know now how to separate Business money from family money"

