



## WCFJC Profile 1: Florence Kitabye, Nutritious Powder Processor

At the Women's Center for Job Creation (WCFJC) we provide technical support and in-kind loans to participating micro women entrepreneurs in peri-urban and rural areas, with the aim of growing their businesses. Through our quarterly **Women in Business Workshops** and **tailored coaching**, we offer training in various aspects of business management and oversee the implementation of the acquired skills and knowledge.

**Florence Kitabye**, a nutritious powder processor has participated in all WCFJC business training events since 2014. Before joining WCFJC, she milled jackfruit and avocado seeds into a nutritious powder, for home consumption and sale to her neighbours.



*Florence shows off her avocado and jackfruit seeds product*

**The Change:** Florence changed her packaging from plastic bags to plastic jars that boast a label with a product picture, bar code and expiration date. Each jar holds twice the quantity she used to sell in each plastic bag and fetches US\$ 3. The plastic bagged product sold for **US\$ 0.27**. Weekly earnings are up from **US\$1.50** to **US\$ 30.63**. Florence is now obtaining a quality mark from the Uganda National Bureau of Standards. This will allow her to supply supermarkets in Uganda and the wider East African Community.

“I started making the product for my family as an alternative to tea. But after three months of consumption, I noticed that my knee and leg aches and pains had stopped bothering me! So I started selling the product to my neighbours, who also reported positive health results and encouraged me to start a business. My religion does not permit me to take a loan so when I joined WCFJC I focused on personal and business development which helped me stay focused. When I changed my packaging, my sales increased. My business has grown and life at home has improved. I have also trained my family.”