



Phillip Nyenzu, at his workshop in Ateiku, Wassa East District of Ghana, in April 2018 (Photo Credit: WAGES)

THINGS ARE GETTING BETTER

***A Case Study on Phillip Nyenzu
By Bismark Nketsiah — April 2018***

Phillip Nyenzu is a hard-working and upcoming tailor in the Wassa East District. He hopes to one day, showcase his work on the internet. Initially, he had little to no knowledge on financial management, and limited capacity to generate savings from his business. With support of the WAGES project, he saved enough to purchase a new machine which led to a doubling in productivity, and he improved his customer service standards.

His beginning:

Phillip Nyenzu is a 28-year old tailor and fashion designer who resides in Ateiku – a predominantly farming community – in the Wassa East District of the Western Region in Ghana. Since he completed Junior High School, Phillip took up an apprenticeship, and has now been an entrepreneur and tailor for the last four years. Financial constraints pushed him to enter the tailoring sector – a decision, he says with a smile, he has never regretted.

With the support of his parents, he was able to secure a shop to start his business using an old hand-tailored sewing machine. Eventually, he started to face challenges. He had little to no knowledge on financial management, little capacity to generate savings for investment and he was unaware of basic customer service standards. As a result, he was unable to invest in his business or meet the demands of his customers. He knew it was only a matter of time before his business collapsed.

The intervention and the change:

Phillip had the opportunity to participate in an entrepreneurship training of The West African Governance and Economic Sustainability in extractive areas (WAGES) Project, a joint initiative of the World University Services of Canada (WUSC) and Centre d'étude et de coopération internationale (CECI). The training sought to equip young women and men with basic entrepreneurial and financial management skills, in order for them to excel as entrepreneurs in their respective communities. The training was organized for selected trade associations in the project's catchment areas and Ateiku happened to be one of the communities.

Phillip felt very lucky to have participated in the training, because he noticed a significant improvement in his business, within just four months. After the training, he started to maintain proper records, he started saving and he prioritized improving customer relations. He also trains two apprentices and one of them said he noticed a great change in his boss' attitude towards work, further adding, that he now takes his customers' demands very seriously. With his savings, Phillip is now able to pre-finance some of his work. His productivity per month has also increased, since he used part of his savings to purchase an electrical sewing machine.

"I now save GHC 20 a day which has enabled me to purchase a brand-new electrical sewing machine. With this new machine, I can now complete 50 to 80 articles of clothing a month, compared to only 20 previously, when I used the hand-tailored machine." – Phillip Nyenzu

What's next:

