



Vivian Seranah with her apprentices in Bogoso, Prestea Huni-Valley Municipality, Ghana, June 2018 (Photo Credit: WAGES)

MOVING FORWARD

A Case Study on Vivian Seranah
By Stella Smart-Asare – June 2018

Vivian Seranah is a seamstress in Bogoso that joined the profession after completing her basic education. Despite her experience in the trade, her business suffered tremendously. She had little technical and financial management knowledge and could not find a way to expand her business. She had the opportunity to participate in the WAGES entrepreneurship training and in just 8 months, she saw significant improvements. She saved 413 GHC per month on average, and used these savings to acquire a knitting machine, which in turn reduced her cost and time of sending her knitting work elsewhere.

Introduction:

Vivian Seranah is 35 years old and married with one child. She completed her basic education in Wassa Dawurampong and then went on to become a seamstress. She has been in the seamstress business for almost 20 years in Bogoso, in the Prestea-Huni Valley Municipality, located in the Western Region of Ghana.

Despite years of experience in the seamstress profession, she faced difficulties in running her business. Any progress of expanding her business was a mere dream: she had little technical knowledge on business practices; she engaged in impulse buying; she spent a lot of time and money to send her knitting elsewhere; she didn't save or keep business records; and, she had no knowledge of loan acquisitions or reinvesting into her business.

The intervention and the result:

The West African Governance and Economic Sustainability in Extractive Areas (WAGES) project – a joint initiative of the World University Service of Canada and the Centre for International Cooperation (CECI) – working together with the Business Advisory Centre (BAC), organized an entrepreneurship training for various trade associations in the Municipality. The BAC is the branch of local government that is responsible for the development of local micro, Small and Medium Enterprises, as well as providing Business Development Services.

Changes after training:

- She keeps records of all transactions and is able to track savings (GHC 413 / month)
- She has a bank account where she deposits savings each month
- She has a bigger shop and a knitting machine, acquired through a loan from the bank
- She has improved customer relations



Vivian took advantage of the opportunity and found the training to be very useful. In just seven months, she saw many changes in her business. Particularly, she obtained a loan from the bank to acquire a knitting machine and a bigger shop. She now also keeps records and deposits savings in the bank each month. Purchasing a knitting machine was a significant step for Vivian, because she used to have to send material elsewhere for knitting. Now, she can save on time and cost by knitting in her own shop. In fact, other seamstresses come to her shop for their knitting, thereby supplementing her income.

*Left: Vivian Seranah, at her workshop in Bogoso, June 2018
(Photo Credit: WAGES)*

Conclusion:

The table below shows Vivian's saving trends from November 2017 to June 2018, after undergoing the WAGES training:

Month	Total Savings / Month (GHC)	Average Daily Savings ¹ (GHC)
November 2017	592.00	19.73
December 2017	483.00	15.58
January 2018	550.00	17.74
February 2018	127.00	4.54
March 2018	239.00	7.71
April 2018	290.00	9.67
May 2018	610.00	19.68
June 2018	420.00	14

She has no records of her transactions before she attended the WAGES training, but now she realizes the importance of savings: on average, she has been saving GHC 413 per month. She is therefore hopeful that with these new and improved practices, her business will continue to progress. She is optimistic about her future as a seamstress and thanks the WAGES project for its role in improving her business.

The WAGES project aims to break the vicious circle in which local communities, especially women and youth, are excluded from the benefits of mining investments. Through WAGES, **World University Service of Canada (WUSC)** and the **Center for International Studies and Cooperation (CECI)**, work in three regions of Burkina Faso, Ghana and Guinea impacted by extractive industries. The project works to empower local communities, and specifically integrate women and youth, to participate fully in local governance, economic opportunities and the sustainable development of these areas. The project collaborates with local and national governments, select mining companies, as well as small and medium-sized businesses and civil society organizations to attain those objectives. Global Affairs Canada funds the implementation of WAGES from 2016 until 2022. For more information on the project follow this link: <https://resources.wusc.ca/project/wages>

¹ Average Daily Savings = Total Savings/ # of Days per Month