

// Business profile

Your name	ESTHER ABOYINGA
Business name	POKA SHEA
Link to website and social media (if available)	FACEBOOK ACCOUNT (POKA SHEA)
Email and phone number (indicate if you want it to be published on the FI website or if you want us to use it only internally)	eaboyinga6@gmail.com 0545391137
Region/city	Wa, Upper West Region
Product + description / What do you offer?	Shea butter; It is meant for consumption and cosmetics purposes. Engage in buying and selling to both retailers and wholesale

What makes your business / your product special? What sets it apart from others?	Shea butter is one product that is in high demand on the world market because of its health and nutritional value. Due to this, the market is getting choked with inferior products to match the increasing demand. However, my shea butter is distinct due to its high level of quality, taste, and packaging.
Motivation to start the business	Three factors drive my motivation: 1. Interest 2. To be able to offer support to others in terms of creating jobs 3. Self-employment 4. Contribute to meeting the increasing demand for the product
Objectives of the business	1. Produce and supply quality shea butter 2. Employ people, particularly women 3. Establish my processing unit.

At what stage is the business now? (e.g. Have you started running the business? How are you running and marketing it?)	The business is at its primary stage. I started running the business in January 2020. The market has since slowed due to the COVID-19 Pandemic My main marketing platform is on social media such as Facebook and wassap and most importantly, referrals of new customers for my product by my existing customers
Which challenges are you encountering?	1. The high price of products from suppliers affects my prices 2. Low patronage 3. Low finances to start my production
What have been your biggest achievements?	My ability to start the business and my sustained interest to be a producer one day.

Next steps that you plan for your business for the next 12 months.	My next plan is to establish my shea butter production firm by engaging women's groups from the beginning to the end of the production cycle. I also intend to expand my production scope, thus from the production of the raw product (shea butter) to semi-finished and finished products ie body pomade, soap, hair shampoo, etc. Using the shea butter
Long-term vision for the future of the business	My long-term vision is to become a successful and leading shea butter producer and firm in my region and the nation at large and subsequently worldwide.
Any other information about your business	I am hoping Farafina will help mold me and serve as a great platform for me to succeed in my business Thank You
Business plan (attach if available)	