

Business profile

Your name	Hadeezah Bemah
Business name	Darus-Salam Foods
Link to website and social media (if available)	None at the moment
Email and phone number (indicate if you want it to be published on the FI website or you want us to use it only internally)	hadeezahpretty@gmail.com
Region/city	Ashanti-Region/Kumasi
Product + description / what do you offer?	We produce local foods and beverages such as Shito (Can stew), groundnut paste, spiced chilly pepper, local soft drink (sobolo), cassava flakes (Gari), honey, etc.

What makes your business / your product special? What sets it apart from others?	<p>High quality ingredients and techniques are used in the preparation and production processes of our foods thereby giving them a unique taste there is.</p> <p>We have also modified and upgraded our packaging criteria which makes our products stand out from others</p> <p>Ours products are sold at very affordable prices.</p>
Motivation to start the business	<p>There has been a very high rate of unemployment in our country for years now. The youth of our country are struggling with securing jobs for ourselves. Hence I took the bold initiative to indulge into my passion which led me into making good food on a small scale for sale. It has hence transformed into a very lucrative business.</p>
Objectives of the business	<p>To grow into a more profitable and sustainable business industry nationwide.</p> <p>To reach financial stability where I can give back to the society by creating employment for the young people.</p>

<p>At what stage is the business now? (e.g. Have you started running the business? How are you running and marketing it?)</p>	<p>Darus-Salam foods its in its initial stage. We started operations about a year now. We have acquired a small shop where we market and sell our products together with other food products.</p>
<p>Which challenges are you encountering?</p>	<p>Capital. This is one of the major challenges we are facing currently.we are unable to make high productions due to inadequate funds. Moreover means of transportation is another big challenge we have been encountering so far. Hence making distribution of our products very difficult and unable to reach set targets.</p>
<p>What have been your biggest achievements?</p>	<p>Within our one year of operations, we have been able to attract good customers who are always eger to patronise our products. We have also been able to secure a shop for marketing of our produts and others.</p>

<p>Next steps that you plan for your business for the next 12 months.</p>	<p>First and foremost, getting a business plan to assist towards achieving our goals. Secondly, applying for funds to support growth of the business. Thirdly, getting the business registered to acquire a legitimate certificate to operate our business. Furthermore, creating a business website to ease access to our products and services globally. Last but not least, enforcing good record keeping to keep track of progress of the business.</p>
<p>Long-term vision for the future of the business</p>	<p>Our vision is to excel vehemently on the global market. It is our dream to see our name and products sold across the world judiciously.</p>
<p>Any other information about your business</p>	<p>Darus-Salam Foods is a Ghanaian based food company located at Trede-Kumasi in the Ashanti Region of Ghana. The company is basically into local food processing, wholesaling and retailing of other local commodities such as cosmetics, toiletries, groceries, etc. We provide quality customer services to our customers regardless.</p>

	<p>Please locate us for quality and unique food products at your own convenience.</p> <p>Contact us on +233545505088.</p> <p>Email us on hadeezahpretty@gmail.com</p>
Business plan (attach if available)	Not available at the moment.