

Income generated for thousands of suppliers

Impact and results Zimbabwe



- > 20 SME women entrepreneurs trained
- > Increased confidence and skills
- > Better delegation to employees
- > Work created for 89 additional employees and 8473 suppliers
- > Memorandum of Understanding signed with Dutch company
- > Innovative product developed through cooperation between three of the participants

From November 2015 until June 2016 the Brilliant Entrepreneur implemented the Brilliant Entrepreneur Accelerator in Zimbabwe. 20 women entrepreneurs participated in the programme.

The Brilliant Entrepreneur approach was experienced as eye opening and life-changing. The combination and interlinking of personal and business development was new as well as the diverse creative and (inter) active training methods.

'It was a life changing experience. I learnt that self-confidence is something you can work on and this helped me to attract more clients.'

Talent builds confidence and skills

Being familiar with their talents and the focus on its development supported the women entrepreneurs especially in building their confidence and skills. It also helped them to realize that they do not need to be good in everything and that it helps to make strategic choices in the delegation of tasks to other people.

'I have learnt to trust and build confidence in my employees and others around me, so I can now delegate and work well with my team.'

Business results

Every participant defined a concrete target for the business innovation that she wanted to realise. Results were above expectations. Some examples:

- > The number of employees increased with 89 and the number of suppliers increased with 8,473. The food processing companies Speciality Foods and Tafadzwa ne Chiedza involved respectively an additional 2,300 farmers and 6,000 farmers in their process.



- > Aloe Enterprises works on social housing made from innovative materials. She signed a Memorandum of Understanding with a Dutch company for the building of social houses in Zimbabwe.
- > Three of the entrepreneurs in the group developed together a drink based on baobab.
- > Tropicool Blinds opened a branch in South Africa.