

SUCCESS STORY:

NEUSIA BECOMES A SMALL BUSINESS OWNER WITH THE HELP OF THE COCA COLA KIT

Neusia Maria Pedro received the Coca Cola kit in 2011. She is 18 years old, the oldest of 6 siblings living in the Namutequeliwa neighborhood of Nampula City with her mother (who is a domestic worker). Their father passed away. All of the children are studying – Neusia currently attends the 11th grade at the Nampula Secondary School.

According to Neusia “I remember in 2011, when I was 15, there was an animadora in our neighborhood who worked with SCIP named Oharelia. She would visit us at home - at the time it was especially difficult as my mother was not working. During her visits she taught my mother about different health topics and emphasized the importance of us kids staying in school. She offered us school material, a health kit and also helped my mother obtain the government-issued declaration of poverty.



Coca Cola kit distribution in 2011.

One day Animadora Oharelia came to ask if we wanted to participate in the Coca Cola program. Our family would sell soft drinks and the profit would help us with household expenses. My mother was hesitant to accept as we had never had a business before, but we decided to try it out. A month later a SCIP supervisor came to the house to explain how the business works. Myself, my mother and a community leader participated in the business training and we received the Coca Cola starter kit: a cooler, an umbrella, an apron, a hat and 4 boxes of soft drinks (cans and bottles). From there we opened our business. We are so happy, the income we generated during these 3 years has helped us a lot with our household costs. Combined with my mother's income as a domestic worker, we purchased school material for myself and my 5 siblings, clothes and a cell phone. We expanded to also sell beer, and our average sales are around 150 meticais per day. The business is mine, but when I am in school whoever is at home runs the business.



Neusia today, small business owner.

I am very grateful to Coca Cola and to SCIP. It would be great if they could help more people in my neighborhood. My only recommendation is that they sell soft drinks in bottles, rather than cans. The cans are expensive and we find that no one buys cans here in the neighborhood.”