



A Diamond in the Rough:

Growing Karen Fruits and Veges into a Community Anchor



2024 IMPACT STORIES



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What began as a desperate move to make ends meet has become a vital part of Wanjiku's community.

"I was unemployed, and no one was hiring in the field I had trained for," she shares. "But we've always been in farming. I saw a gap in the market and opened a small retail shop to sell our farm produce."

Her shop quickly became a vital link between local farmers and customers in her neighbourhood. But behind the fresh displays and steady sales, Wanjiku was fighting quiet battles such as staff motivation, poor planning, theft, and the overwhelming pressure of doing everything herself.

"I lacked professionalism in how I ran my business. It was run on instinct, not systems. I was just trying to survive."

That changed when she joined the Grow Your Business (GYB) programme. Through AMI's practical training and coaching, Wanjiku began reshaping the way she worked, starting with herself.

"The programme revealed some hard truths about how I was running things. It wasn't easy. But I had a choice: give up or knuckle under. **I chose to grow.**"

With AMI's tools and guidance, Wanjiku introduced new systems for accountability, clear recordkeeping, and staff motivation. She learned to outsource time-consuming tasks like bookkeeping and began making decisions based on data, not just gut instinct. One of her biggest lessons?

"You can't know or do everything. Asking for help isn't weakness, it's smart. I've become obsessed with learning now, always seeking new info on business and farming."



The Grow Your Business (GYB) programme pushed me to face tough truths about my business, from poor planning to staff issues, even theft. But it also gave me practical tools to turn things around. I became more organised, improved accountability, and learned how to motivate my team. Since then, our revenue has grown by over 84%, we've hired a young team member for fulfilment, and even started co-marketing with suppliers. I've learned that asking for help isn't weakness, it's growth.



**Wanjiku Ng'ethe, Founder
Karen Fruits & Veges**

Grow Your Business
Programme Participant

IMPACT STORY



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