



Nadine's Long Journey

Toward Sustainable Growth



2024 IMPACT STORIES



Nadine's Journey toward sustainable growth

Business: **Ijabo Farming Group**

Location: **Rulinda District**

Year of AMI Enrolment: **2023**

Revenue before vs after:

RWF 3,000,000 → RWF 5,000,000

(monthly)

Jobs before vs after: **2 - 5**

Limited access to affordable and nutritious animal protein has long challenged the dietary well-being of many communities, especially among lower-income households.

Nadine Umutoni recognized this persistent issue as both a hurdle and an opportunity. Driven by her dedication to food security and community development, she founded IJABO Farming Group, a poultry farm committed to delivering high-quality chicken meat and organic fertilizer to hotels, restaurants, local markets, and nearby families.

"I wanted to create something that not only addressed a nutritional gap but also empowered the people around me," Nadine shares.

Yet, like many entrepreneurs, Nadine's vision outpaced her operational capacity. Before joining the AMI Hanga Ahazaza programme, she struggled with key business functions, especially cash flow management, marketing, staff recruitment, and training. "I had the vision," she admits, "but I lacked the practical business skills to scale sustainably."

Everything shifted after enrolling in AMI's Micro Enterprise Accelerator programme. Nadine began using tools like the growth goal tracker and understanding your customers, which brought clarity and structure to her operations. "These tools helped me make better decisions and plan more effectively," she says.



"Before joining AMI, I faced challenges with cash flow, team management, and long-term planning; I was working hard but without a clear path. The programme gave me practical tools and a new mindset. Today, I make decisions based on data. I used to rely on instinct, but now I rely on strategy."



**Nadine Umutoni, Founder,
IJABO**

Hanga Ahazaza



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Now I set monthly goals, manage the team more intentionally, and track revenue and customer satisfaction, something I never did before.

A breakthrough came with consistent performance tracking. “Now I set monthly goals, manage the team more intentionally, and track revenue and customer satisfaction, something I never did before.” This strategic shift had a dramatic impact: monthly revenue increased from RWF 3 million to RWF 5 million, and Nadine hired two new staff: a farm manager and a support worker, both of whom are young, first-time job seekers.

“My business is still small,” Nadine shares, “but now I’m planning to hire more women and young people as we grow and offer better salaries.” IJABO Farming Group’s growth has also brought value to its ecosystem.

The business was officially registered and began sourcing regularly from local feed suppliers like Zamura Feeds and Tunga Feeds, who responded by opening distribution points near Nadine’s farm. “It’s a win-win,” Nadine says. “They expanded their reach, and we gained easier access to quality supplies.”

Additionally, Nadine shares insights from the AMI programme with neighboring farmers, promoting a ripple effect of skills transfer and knowledge sharing. Environmental and social impact are at the heart of IJABO’s model.

The farm uses biodegradable packaging and repurposes organic fertilizer from its operations to grow crops sustainably. Nadine also encourages local women to adopt similar practices on their farms, fostering both sustainability and solidarity.

“We’re not just raising chickens, we’re building a healthier, more empowered community.”

As Nadine looks to the future, she envisions a thriving, inclusive agri-business that provides nourishment, creates jobs, and strengthens local food systems. With the right skills and tools now in place, she’s well on her way.



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