

TOP APEL Micro Enterprise

Barois GARY
Haitian Out-of-School Youth
Livelihood Initiative (IDEJEN)
HAITI



BACKGROUND

- My small business, TOP APEL (*TOP CALL*) provides cell phone cards, minutes, and Cell phones.
- Started in 2007; located in Haiti, Port-au-Prince, a neighborhood called Nazon.
- Four employees, including me, who are also business partners.
- I chose this business for several reasons:
 - Past experience in selling cell phone cards
 - IDEJEN accompaniment track for microenterprise
 - Development of cell phone companies in Haiti
 - High demand in my community for communication



Starting My Business

- First I started as an Individual selling cell phone cards in 2007.
- At the beginning I was not eligible for financial services in my community.
 - No assets
- Started with IDEJEN support through:
 - Help developing business plan
 - Seed money: US \$ 400, in 2008.
 - Training and mentoring for 6 months
 - Helping me build assets so I was eligible for a microfinance loan

My Business Today and the Vision for the Future

- We each work part time running the business and go to school
- Monthly sales revenues:
US \$337. 50 , in 2009
- In 5 years, we want TOP APEL to become an official distributor of cell phone items for a telecommunication company like Digicel or Voila.



Challenges

- Access to Credit
- Development of management skills
 - Continuing business training
 - Access to business mentoring
- Building clients' faith in my business
 - Prejudice of clients about Youth in difficult situations in my community

Key of success



- Team spirit and common vision among the partners
- Discipline
- Providing Response to a real need of the community at an affordable price.
- Start small and right, then grow

THANK YOU !!!