

GRAMEEN SOCIAL BUSINESS HUB, MANILA

CASE STUDY #1 Rowena Rocaberte

"natuto akong humawak ng pera at kaalaman sa negosyo. Paghihiwalay ng expenses at income. Natuto din akong mag impok. Higit sa lahat lumaki kahit papaano ang negosyo"

"I have learned how to manage my finances and business management principles. I have also realised the importance of savings. Above it all, my business has slowly expanded."

Rowena commenced her business in 2003, when the area in Silanganan was still in the development stage. She used to sell halo-halo (fruit shake), cooked food for breakfast, lunch and merienda (snacks), rice cakes and other items. Clients were mostly carpenters and masons in the area. However, when the houses were built and the area was developed, demand for cooked food gradually decreased.

Rowena decided she needed to evolve her business to sell bananas, vegetables and other items. She only had a small amount of capital so was only able to purchase a limited number of bananas. The business generated revenue of PhP 500.00 a day. Her husband works as a developer in the area and earns PhP 500.00 a day also. The couple has 2 daughters aged 11 and 7 years. Due to the high price of commodities and household expenses the couple found it difficult to make ends meet.

Late last year, a friend of Rowena's told her about the Grameen Australia Social Business Hub Project. She immediately attended a meeting and passed all the requirements.

Rowena was granted PhP 8,000 for her first loan, which allowed her to purchase additional stock for her small variety and fruit store enabling her to double her products. From PhP 500.00 a day, the business now generates revenue of PhP 1,000.00-1,500.00 daily. Rowena's entrepreneurial character is evident in her preparation of banana cue and maruya, which uses nearly overripe bananas and enables her to sell them before they spoil.

