



SUCCESS STORY

Building a better business

Working hard to provide for her three children, Mrs. Sok Moniroth has a business preparing and selling breakfast and lunch to Muslim students at the Hun Sen Prey Nub College. She works five or six days each week, serving about 100 meals per day. Chatting to us before she starts serving lunch, Moniroth she says that her business profit has increased from about 20,000 riel (\$5) to about 50,000 riel (\$12.50) per day since attending the *Value Chain Analysis* training conducted by the Khmer Women's Cooperation for Development under the Chevron-funded "Women's Business Development" project.

The *Value Chain Analysis* training is designed to help participants to map out value chains for products they sell, and to assist participants to identify changes that may be made to their businesses in order to capture more value. The training gives the women confidence to use their knowledge to analyze the markets in which they participate while providing additional information they do not necessarily have, including prices paid by buyers along the value chain.

Moniroth says that the training gave her the knowledge and skills to run a better business. Previously she bought goods such as fish sauce, lemon, sugar and chilli from the local market in Prey Nub. Now she spends 2000 riel (\$0.50) every weekend to take a tuk-tuk about 10 kilometers to the Veal Rinh market to buy most of her supplies. Buying direct from a wholesaler, rather than from a middleman, allows her to make more profit from her sales.

Moniroth is the Treasurer of the *Strey Mittapheap (Women's Friendship) Saving Group*. The group has 20 members, including Moniroth's sister who runs a nearby motorbike repair and spare parts shop. Contributing 5,000 riel (\$1.25) on a weekly basis to her saving account, Moniroth's savings have reached 500,000 riel (\$125) after two years, and the group's total savings now stand at nine million riel (US\$2,250). Talking about her future, Moniroth says that, with the higher income, she can ensure her children get a good education. She is also saving to buy a motorbike to transport goods from her house to her business. She hopes to be able to do this soon using her own savings and a loan from the group.



Mrs. Sok Moniroth serves meals to the Muslim students at the Hun Sen Prey Nub College in Prey Nub District. She is one of many women in the region participating in the "Women's Business Development" project run by Pact in collaboration with the Khmer Women's Cooperation for Development and with financial support from Chevron Overseas Petroleum (Cambodia) Limited (COPCL).

*Story and photo by Kate McKinna
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