Customer: Ahmed & Mariam Saif Hassan

Project Name: Mobile Phones and Related Accessories

After the end of the 2015 war in Abyan, vulnerability of the family of client Mariam Saif Hassan increased, and its living conditions collapsed due to its lack of income. And the lack of basic public services was another factor in its poverty.

Mariam and her husband, Ahmed, found only one possible decision to start a small business to improve the family situation but they faced a difficulty in choosing the right trade amid the recession in the local market. They went to the UMP and there they found a staff member who provided them with information about the running income-generating trades.

They studies the proposed options together and consulted their relatives and friends. Finally, they decided to start trading with the mobile phones and related accessories.

The couple got an investment credit from UMP. Ahmed started managing the project and employed his communication and promotion skills in the mobile internet packages trade in a small shop equipped with suitably simple decorations and display boards. He purchased a group of new and used phones and accessories.

The sales were slow at first, but they quickly accelerated with time and good reputation. Ahmed began to learn phone programming and maintenance, thus creating another income-generating service that could meet his family's needs, which was greatly increased by war and rising prices.