

Nominee: *Doreen Amia*
Company Name: *Sashya Company Limited*
Industrial Area, Mbale
Industry: *Mobile Money Financial Services*
Years in Business: *4 years*

Introduction

My name is Amia Doreen, Managing Director Sashya Telecom. I started this company in 2012 after resigning from my formal employment. I started in a small container and opened up a second outlet after eight months and employed a lady to take care of it. I currently have eight outlets dealing in mobile money, power backups, modems, phone and SIM packs.

What would you describe as your biggest achievement?

My biggest achievement is having the eight outlets and having purchased myself a plot of land all from operating mobile money transactions.

How is your product/service unique from others in the same industry?

We offer mobile money transactions, airtime SIM card selling and activation and registration. The main factor that has made us who we are is the availability, accessibility and convenience of our service. We try as much as we can to understand the customers and market demands in the places where the outlets are located. I also closely monitor the employees and carry out the training on customer care.

What would you say are the major challenges experienced by your business and how have you managed to overcome them?

Capital limitations, I have had to borrow at one time to increase the capital base. There is also stiff competition in this area. Networking and improving our operational processes especially reconciliations and records keeping are critical.

Where do you see your business in the next 3-5 years?

We are planning to move into a bigger shop in a new building by July this year and we intend to have more than just mobile money, but all MTN products. We also want to increase the range of mobile phones that we sell. We want to explore partnership with MTN to connect fast Internet in our shop so that we offer other services like Internet. In this part of the country, this is a business in high demand.

Apart from providing the product/service offered by your business, how has your business contributed to your community?

Last year Sashya telecom participated in cleaning the town, we printed t-shirts and gave out to all boda boda cyclists and also participated in cleaning the entire Mbale town. We also helped our customers with value added services, I have trained my employees to attend to any customer who walks into our shops to inquire about MTN products especially concerning, airtime chopping, blocking of lines among others.

Advice to women

Young people should not undermine any work despite their qualifications, I am a Diploma holder, I drive my own car with Sashya brand behind it but despite that, I do mop my own workplace, I walk to the market and when these young women see me doing that, they ask Mama Sashya, why do you do that and when you employ them with small salary telling them that when you work well, we shall increase, they don't want, so my advice to young women is that start small and grow big.

How has MTN Uganda contributed to your achievement?

MTN has offered me a platform as an agent to better my life and lives of other women and people around me. I started small and despite enormous challenges, I have stood firm and kept moving. The business has expanded and is now self reliant employing women to also earn a livelihood.