

Yolande's Story: Sales With a Smile



Yolande, a business owner in her 50s, has been running her small shop in Port-au-Prince since 2004, selling toiletries, household items and soft drinks. After the earthquake, Yolande sacrificed her profits in order help her community, since so many of her customers had lost everything. When people could not pay the full price for necessary items, she would sell them at cost, or simply give them away for free.

To start to grow her business again, Yolande applied for a micro-finance loan from CEDDISEC so she could stock high-turnover items like sugar, rice, flour and milk, and hopefully increase her income. In just three months, Yolande was able to save \$175 toward her yearly rent, and is on track to repay her loan in full. When asked why people choose her shop to buy their goods, Yolande replied with a laugh and a smile: “Because at my shop I give away the jokes for free!”