

DADA GENGE HUB

MAY 2024



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INTRODUCTION

On May 31st, 2024, TIBA hosted a session at the DADA Genge Hub focused on branding and marketing for small-scale women vegetable entrepreneurs. Facilitated by Halima Mmari, a successful vegetable vendor turned business owner, the event highlighted the importance of branding, packaging, product development, and selling techniques. Halima shared her inspiring journey, providing practical insights and motivating the participants to enhance their businesses. This event aimed to empower women entrepreneurs with essential knowledge and tools, fostering a supportive community and promoting economic growth and self-sufficiency.

BACKGROUND

The event was a significant initiative aimed at empowering small-scale women vegetable entrepreneurs through effective branding and marketing strategies. In many communities, women play a crucial role in agricultural production and food supply, yet often face challenges in scaling their businesses due to limited access to resources and knowledge. Recognizing these barriers, TIBA organized this session to provide valuable training and mentorship.

The event featured Halima Mmari, a successful vegetable vendor who expanded her small operation into a large business. Halima's journey from a modest vendor to a thriving business owner exemplifies the transformative power of strategic branding and marketing. Her story served as a beacon of inspiration, illustrating how proper packaging, product development, and sales techniques can significantly impact business growth.

TIBA's initiative sought to bridge knowledge gaps, promote economic empowerment, and create a supportive network for women entrepreneurs, ultimately contributing to their long-term success and self-sufficiency.

TARGET AUDIENCE

**Small scale women vegetable
vendors and farmers group
leaders**

METHODOLOGY



Interactive Training Sessions :

01

These sessions were designed to engage participants actively, allowing them to learn through hands-on activities and discussions. Participants were encouraged to ask questions, share their experiences focused on branding and marketing strategies.

Personal Storytelling :

02

Halima Mmari shared her personal journey from a small-scale vegetable vendor to a successful business owner. This storytelling approach provided real-life examples and practical insights, making the concepts more relatable and inspiring for the attendees.

MOVING FORWARD

Ongoing Training and Mentorship :

- Monthly Training Sessions: Focus on advanced branding, digital marketing, and financial management.
- Mentorship Program: Pair participants with experienced mentors for six months, providing personalized guidance and progress tracking.

Networking and Market Exposure

- Networking Events: Bi-monthly events to connect with customers, suppliers, and partners.
- Market Opportunities: Feature products on TIBA's platforms, organize pop-up markets, and collaborate with local stores for product placements.



CONCLUSION

The session hosted by TIBA at the DADA Genge Hub on May 31st, 2024, marked a significant step forward in empowering small-scale women vegetable entrepreneurs through effective branding and marketing strategies. Facilitated by the inspiring Halima Mmari, the event provided participants with practical insights and hands-on training essential for business growth.

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