



thank you!

*Because of a cabi Stylist, cabi continues to empower women throughout the world. It's our pleasure to introduce to you...*

## RITA

### *a Sister Entrepreneur from Wono, Ghana*

Rita Ayama lives in Wono, Ghana with her husband and their three children. Since the beginning of their marriage, Rita and her husband farmed cocoa together to provide for their family. However, in order to meet the rising costs of raising children, Rita knew she needed to branch out and find income in the off-season. Knowing her way around a kitchen, Rita began to offer traditional home-cooked cuisine to locals. Her food took off, and she soon found herself hustling to meet demand. But in order to get serious and grow her new business, she needed investment capital she just didn't have on hand. Rita wasn't sure what was going to happen to this new venture if she didn't find resources.

When Rita met with representatives from Opportunity International, everything began to change. Because a cabi Stylist is building her business, Rita received valuable financial training and a small loan to invest into her new business. She applied her lessons toward coming up with an efficient business plan. She used her loan to begin purchasing her ingredients in bulk directly from providers at lower prices. She was able to produce more at less cost and boost her profits. She continues to grow and acquire kitchen equipment that support her popularity. She hopes to continue learning and growing to one day afford a home for her family.

This partnership with Rita has paved the way for her to live out her dreams and plan a prosperous future for her business and family.

*Because a cabi Stylist began her business, Rita was able to begin hers.*

We are so grateful to Opportunity International for enabling us to support remarkable women like her around the world. Through the way they have established financial services across the globe, we are able to fulfill our goal of empowering women, helping them work their way out of poverty, strengthen their families, and improve their communities.

From the entire cabi family, thank you for playing a meaningful role in our W.E. are cabi movement!

