



2012 PEACE THROUGH BUSINESS® Program



NAME: Teta ISIBO

COUNTRY: Rwanda

BUSINESS: Inzuki Designs

Bio Information

Teta has always had a special interest in design. Although she loved the materials in the local craft markets, she felt that the majority of products could be enhanced to appeal to a trendier market. Teta contacted local producers and began creating her own custom-made jewelry.

During this time Teta was employed at Kigali City Council as an urban planner under a female boss. She says this experience taught her that Rwandan women must be firm and confident in order to make their voices heard, and this stance has helped her in her entrepreneur venture. Teta was later appointed by the Land Center as Chairperson of the Regulatory Council of Property.

As Teta's friends started placing orders for her designs Teta recognized the business potential of her creations. Rwanda has always inspired her, so it was only logical she opened a business designing and producing Rwandan products.

Business Information

Inzuki is a retail brand specializing in hand-made jewelry, accessories, clothes, home decor and light furniture. All products are made from local materials and are inspired by Africa. They are designed with contemporary and international style concepts in mind, making them appealing to a wider market. Teta hopes to start an online store and get into exporting as she believes Rwanda has much to offer the world. As an entrepreneur, she is inspired by Rwanda's evolving success story and is very excited to be a part of its growth and development.

By attending the PEACE THROUGH BUSINESS® Program, Teta hopes to learn strategic planning, bookkeeping skills, marketing, and branding.