



**NAME:** Allen Joy Mbabazi

**COUNTRY:** Rwanda

**AGE:** 27

**BUSINESS:** East Africa and Beyond Craft Shop

### Bio information

Allen Joy Mbabazi holds an MBA from the Maastricht School of Management, Holland. She began her business in 2009 while maintaining full-time employment; in May of this year however, she will commit entirely full-time to her business.

Allen is passionate about the products she sells. Arts and crafts are part of the culture and a reflection of the traditions and historical events her country has endured. Her attention to detail is key in selecting the best from her suppliers. And at the end of the day Allen has a sense of satisfaction knowing the shop not only provides her and her employees an income, but also the women and men who supply her items.

### Business information

East Africa and Beyond Craft Shop is strategically located within the city center at UTC, the busiest shopping arcade in town. Its greatest strength amidst a highly competitive industry is the prime location - attracting thousands of people a week to the different businesses within the shopping center. Allen's shop enjoys a competitive advantage over other arts and craft businesses in the area by offering native Rwandan, Kenyan, and Ugandan pieces.

Allen is proud to utilize mostly women suppliers, widows, and genocide survivors from remote areas; boosting their income and the areas' economies.

By attending the PEACE THROUGH BUSINESS program, Allen wants to learn business networking techniques, marketing skills, and increase global exposure.