

Quotations from Entrepreneurs who have benefited from **Small business Grant**

Alaa Al-Aboun

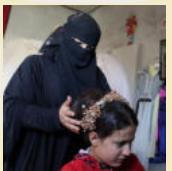


Age: 29

High school education, works in motorcycle repair.

“ I can hardly believe that my profits increased by 60% in a short period thanks to the grant from WHH. With the modern tools I bought, along with advertising through large stickers and electric signs on nearby streets, work increased significantly. I even hired an additional worker to help manage the workload. ”

Haloum Khaled Al-Najjar



Age: 31

Middle school education, mother of seven, one of whom suffers from an eye disability.

“ This project gave me a new lease on life. With the first grant, I opened a salon and benefited greatly from the training WHH provided, enhancing my skills both technically and administratively. The salon quickly gained popularity, attracting customers from distant areas. I feel empowered and independent, capable of participating in my community as a productive individual. Thank you, WHH! ”

Jameel Talha Haidar

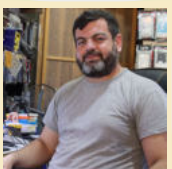


Age: 51

High school education, father of three, and caregiver for his sick mother.

“ Honestly, I couldn't believe the success my shoe shop achieved. I was at the point of despair regarding this shop, with debts piling up, until I received an invaluable opportunity from WHH. I treated it as my golden ticket, gave my best in the training, and implemented everything I learned. Soon, life started flowing back into my shop, which quickly filled with customers. My profits increased by 70% compared to before the grant. I paid off all my debts and now live a dignified and stable life with my family. I'm also planning to further develop my shop. ”

Mohammad Ahmad Shalat



Age: 35

Married with two children, studied electrical engineering at Aleppo University.

“ After receiving the grant from the project, I became one of the few in Afrin and its surroundings to own an electronic device for automatic phone processor repairs. With this development in the equipment I purchased using the grant, the demand for my services surged, and my business revenue increased by 60% compared to before. ”

Activity box

Participants:

81 business owners participated in the Business Expansion Plan Training. Among them, the top 50 participants were selected for advanced Business Scale-Up Training and financial support.

Key Interventions

Business Scale-Up Training

The training was conducted in two groups, with 7 sessions per group, each lasting 5 hours.

Topics covered:

Market analysis and competitor evaluation.

Customer behavior and risk management.

Advanced financial management and bookkeeping.

Marketing, promotion, and pricing strategies.

Digital marketing skills using platforms like WhatsApp and Facebook.

Grant Disbursement

Grants were provided in two installments:

First installment: Issued upon signing the Memorandum of Understanding (MoU) and starting project implementation.

Second installment: Issued based on 3-6 months of progress, tracked through monthly reviews of inventory and financial performance.

Mentorship and Coaching

Regular visits by business developers to monitor progress and provide tailored support.

Data collection focused on marketing tools, financial records, and inventory management.

Peer-to-peer mentoring sessions encouraged collaboration and problem-solving among participants.

Promotion and Networking

A Mini Business Fair was organized in Afrin to showcase businesses that implemented their expansion plans.

Participants received \$50 promotional assistance to provide free samples or improve packaging (reimbursed upon invoice submission).

Invitations were extended to local vendors, suppliers, and former participants.

The event featured success stories and lessons learned from earlier projects.

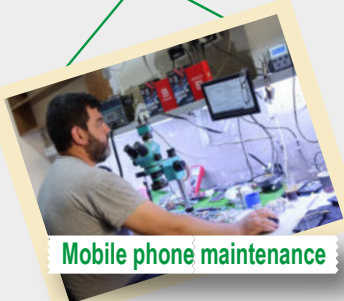
Feedback was gathered through attendance forms to improve future interventions.

Objectives

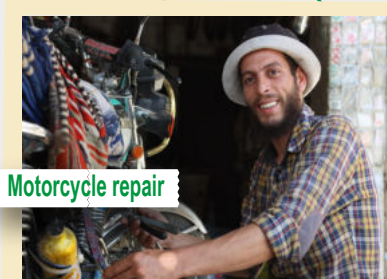
Enhance participants' entrepreneurial skills.

Expand market exposure and create networking opportunities.

Strengthen local economies by fostering sustainable small businesses.



Mobile phone maintenance



Motorcycle repair



Shoe sales

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Nirouz Primo



Age: 42

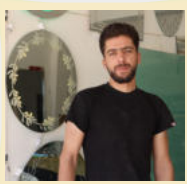
High school education in arts, works as a hairdresser.

“ The project provided diverse benefits, but for me, the greatest was the psychological satisfaction and self-esteem it brought. It was truly remarkable.”



Hair curling process

Nazeer Al-Maghrabi



Age: 27

Middle school education, works as a glass painter

“ Through the grant, I was able to purchase a lot of work equipment and stock my shop with highly demanded products based on a market study I conducted. I learned all this during the entrepreneurship training.

By organizing the shop financially and administratively with a journal, my work started improving. My Facebook posts showcased my skilled and professional work, attracting customers from distant areas. Now, I dream of expanding my shop and moving it to the city center, where competition is fierce, but I am confident in my skills and ability to compete. ”



Glass cutting process

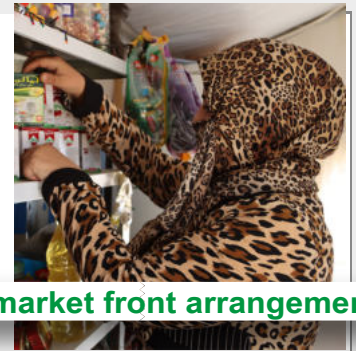
Reem Ameen Haj Muhammad



Age: 31

Middle school education, a widow with diabetes and thyroid issues, recently.

“ The project was a turning point in my life. It didn't just provide suitable work; it gave me the opportunity to stand on my own feet and face life's challenges, both financially and emotionally.”



Supermarket front arrangement

Registration SBG Afrin , 25/04/2024



Business Scale up training, Afrin ,02/05/2024



Competition Season , Afrin , 07/05/2024



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Shawqi Mohammed Sheikho



Age: 40

High school education, owns a shop selling perfumes and accessories.

“ The project is unique; we have never seen anything like it. Providing support, training project owners, and following up step by step until success is something truly rare. ”



Mixing perfume essence

Samaher Smisem



Age: 42

Mother of five, specializes in making sweets and pastries.

“ The best projects are those with lasting impacts. I was fortunate to be supported by WHH's small grants project. After receiving the grant, I purchased the essential equipment for my work and began with great passion.

I feel immense joy in being a productive individual who provides security for my children. I even managed to get them back to school. My next goal is to open a full-fledged workshop to meet demand from various areas. ”



Making Barazek

Zuleikha Zaloukh



Age: 47

Graduate of an arts institute, a widow..

“ After being accepted into the small grants project, I rented a shop in a busy street, filled it with various types of clothing, and used social media to promote my business. The results were remarkable; the shop started thriving, profits grew, and our living conditions improved.

Thanks to WHH, my children are back in school. Today, I am a different person than I was before. ”



Clothing sales



Business Scale up training, Afrin ,16/10/2024



Business Scale up training, Afrin ,16/10/2024



Business Scale up training, Afrin ,26/05/2024

Quotations from Entrepreneurs who have benefited from

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Zara Bilal



Age: 47

Faced significant financial losses due to unstable conditions in northwest Syria.

“ I had lost over \$10,000 and was in a state of despair, unable to connect with anyone, even my children. WHH’s small grants project changed my life. I received a grant to purchase a thread-making machine, and the marketing

strategies I learned during the training were key to my success. Using WhatsApp groups and Facebook, I expanded my network and increased demand for my products. This transformed me from a defeated individual into a hopeful, active member of my community.”



Thread winding process

| Suat Muglaj, field coordinator

“ Through our work in small businesses grants activity, we witness creative entrepreneurs who have turned their dreams and ambitions into businesses through hard work, passion, and innovative thinking.

This represents a significant step in supporting the journey of stability and development, embodying the spirit of innovation and challenge within the ERL sector.

I feel a deep sense of happiness and pride when I see them applying the entrepreneurial ideas they were trained on during the training sessions organized for them.”



Certificate ceremony, Azaz , 29/10/2024

| SAHUD EL ALIVI, Business Trainer

“ After 7 months, I could note beneficiaries who are able to apply the 4 pillars of marketing in their businesses, use financial records, double their profits, some businesses transformed from closing into

reopening and and expand their businesses and building a business canvas. It may be difficult to describe the joy of achieving an accomplishment when you note and check the level change from poor to excellent. Truly, the joy of reaping the fruits makes you forget the fatigue of developing them...”



Business Scale up training, Afrin ,27/05/2024

| Ali Yildiz, Head of Project

“ Seeing the people who get supported from the project gives us invaluable emotions and feelings, showing to us how much people can do if they are supported correctly.

The lack of opportunities, effects of war, even the effects of the devastating earthquake could not stop the people of Syria from working, putting efforts and creating goods to their communities.

The project demonstrated to all of us how much people are eager to work and create beautiful products even with a drop of assistance.

I am so proud and thankful to my wonderful team and wonderful people who have participated in this project.”



Business Scale up training, Afrin ,27/05/2024

Mini business fair



Mini business Fair, Afrin , 20/11/2024



WHH

WELT
HUNGER
HILFE

من أجل عالم بلا جوع