



## SUCCESS STORY

---

*"FROM TABLE MARKET TO TRADE STORE, TAXI SERVICE AND RENTAL PROPERTY"*

---



Mrs. Elizabeth Tandapi, an informal table market woman developed into a businesswoman by Women's Micro Bank.

**"The dream that I had since day one is a dream come true today, from table market to trade store, taxi service and rental property." Testified Elizabeth Tandapi, one of the pioneer customers of Women's Micro Bank.**

Hailing from Enga province, Elizabeth Tandapi was one of the pioneers of Women's Micro Bank (WMB). Her dream was to become a businesswoman since 2009 when she was a member of Women in Business Foundation (WIB). At that time Elizabeth was doing informal table market at her resident in Port Moresby to support her family. Using a small 100 cm by 100 cm table, she began by selling dough nuts, ice blocks, cigarettes and betelnuts. From the little she earns; she budgeted for her family's food and did her savings with WIB with a dream to become a successful businesswoman one day. Till May 2014, WIB gave birth to WMB and was offered a banking business license from BPNG. Elizabeth was one of the first customers to open up bank account with WMB as the 19th customer in queue as indicated by her Meri Moni Savings Account number 0019.

Following the legacy of founder Late Ms. Janet Sape, Elizabeth stood firm, committed and worked hard towards achieving her dream. In 2014, Elizabeth's savings was more than K10, 000. Using her savings as an equity, on 15 August 2014, she first took up 1:1 loan of K10, 000 which she used and built a trade store and migrated from table market to trade store by selling all grocery items.

Elizabeth's motivation began to rise and she envisioned how she will develop her entrepreneurial ambitions. With that motivation, Elizabeth repaid her loan accordingly as per the loan repayment schedule without any defaults. During the tenure of WIB, she has already got five times small loans to support her table market so had the knowhow of loan repayments.

**"It was my dream to become a businesswoman and to become equal with men given the challenges we womenfolk in PNG face daily as men tend to consider us as inferiors even though we contribute a lot in the family. So, I want to break that barrier and be equal with men by becoming a successful businesswoman,"** Said emotional Elizabeth. She explained that just after one year from the first loan

of K10, 000 she obtained in 2014, she used part of the proceeds to purchase a second-hand taxi in January 2016 to run a taxi service in Port Moresby.

On 2nd March 2016, Elizabeth obtained her second loan of K25, 000 with an ambition to scale up her business, which she ventured into building a five (5) bedroom rental houses. She said that she hasn't been to any formal education or business courses, however, with the Financial Literacy Trainings and Business Development Skills Trainings that she obtained from WMB, she is able to manage and run her business. Elizabeth is now running a trade store, a taxi, rental house and recently she purchased a land to upscale and develop her business. Elizabeth's plan is to upscale her trade store into a mini shop, build two (2) more rental houses and build a proper parking bay for her taxi and purchase one more. During covid-19 lockdown period she withdrew just a part of her savings of K2, 000 to support her business and has confessed the importance of savings culture that embeds WMB's business philosophy as experienced now where all the women are happily using their savings money during this covid-19 lockdown period. Elizabeth plan to take up another loan when the Covid-19 situation improves so she can continue on with building up her business. When asked what would be her best advice to other women, smiling Elizabeth said "Simple, start small, have a goal, work hard, seek fund support from WMB, honor your commitment and rest will follow suit. Like me, "from table market to trade store, taxi service and rental property."