

# BURKINA FASO



## ASSETOU, serial entrepreneur

“ Being independent is the thing I’m most proud of ! ”

I lost my father at 9 and my mother at 10 and was raised by my aunt. I had to stop school when I was twelve, whereas I was a good student and I got married at 19.

I’ve been helping my family grow crops and raise livestock since I was little. I also gather shea nuts and turn them into butter, mainly for use in cosmetics. It’s a good business, but only brings money in for part of the year.

That’s why I wanted to start a second business. The idea came from my children: I have six kids and I was spending a lot on after-school snacks. So I decided to bake cakes myself - for my kids, but also to sell. I started out selling from home to people living in my neighbourhood. But now my business has grown. There was competition from other vendors so I adapted, and now I sell also door-to-door. I start baking at around 4:30 a.m. and by 7 o’clock I’m ready to start selling! I’m done by 11 and can get back to farming with the family.

I joined a MuSo\* union, which has been a great help. I’ve been able to take out two loans to buy flour. I more than doubled my income and savings. I reinvested those savings, buying equipment for my business or clothes for the family. Another thing I enjoy is being able to give something back - I act as secretary for my MuSo union.

I’ve always fought to be independent and successful. When it comes to achieve your ambitions, as long as there’s breath in your body there’s hope! Being independent is the thing I’m most proud of. My work brings in enough money to allow me to be financially autonomous and support my family.

My projects: finding a permanent outlet from where to sell my cakes, buying the abandoned plots next to mine to grow onions in, and carrying on supporting my children’s studies. I want to be able to give them the things I never had.

\*MuSo :Solidarity credit unions supported by Entrepreneurs du Monde in partnership with L’Occitane