

# Marketplace Today

*A Monthly Bulletin of the Small Business Administration*

August 2017 Edition

**Contact Details:**

**Sba\_info@moci.gov.lr**

**Visit our website at:**

[www.moci.gov.lr](http://www.moci.gov.lr)

[www.sbaliberia.org](http://www.sbaliberia.org)

Or

**Facebook Page:**

[www.facebook.com/sbaliberia](http://www.facebook.com/sbaliberia)

Or

[www.facebook.com/theliberianmarketplace](http://www.facebook.com/theliberianmarketplace)

**Consumer**

**Hotlines:**

**Lonestar 9911**

**Orange 6624**

**Novafone 991**

**Customer Service:**

**0886-559-224**

**077-006-4459**

**0880-077-600**

**0886-677-938**

**0881-798-910**

**Next Publication**

**Date:**

**September 2017**

## What is 'Marketplace Today'?

The Marketplace Today Monthly Bulletin is a product of the Ministry of Commerce and Industry developed to inform the public on key activities of the Bureau of Small Business Administration in its implementation of the Small Business Empowerment Act of 2014 and to give spotlight on Liberian Marketplace Farmers Day Event and Liberian made product.

### LIBERIAN MARKETPLACE FARMERS DAY

The Liberian Marketplace Farmers Day Events takes place on the 2<sup>nd</sup> and last Saturday of every month at the Liberian Marketplace, Nancy Doe Market.

It is designed to promote local vegetable/fruit farmers by linking them to supermarkets, restaurants, individuals and local marketers.

Functions of the Liberian Marketplace	
1	A place where Liberian owned MSMEs can display and market their product.
2	Links local Farmers to Supermarkets, Restaurants, Individuals and other marketers from the various markets around Monrovia and its environs
3	Builds relationship among local farmers
4	Serves as a One-Stop-Shop facility for Made in Liberia products

The Liberian Marketplace Farmers Day is an initiative of the Ministry of Commerce & Industry and provides a platform for vegetables/fruit farmers to bring their produce to the Market as well as for MSMEs to exhibit their respective innovations with the full support of the government and our partners.

- ❖ DATE: 2<sup>nd</sup> and last Saturday of every month from 9:00am to 5:00pm
- ❖ ADDRESS: Nancy Doe Market, 8<sup>th</sup> St, Sinkor, Monrovia

**COME & ENJOY YOUR SHOPPING!!!**



# Marketplace Today

*A Monthly Bulletin of the Small Business Administration*

## Special Announcement!

The Ministry of Commerce and Industry through the Small Business Administration will be conducting training under the banner “Improving Your Business”. This event is a one day training session for all Small Medium-sized Enterprises (SMEs) in Liberia and is slated for Saturday, August 26<sup>th</sup>, 2017 at the Liberian Marketplace, Nancy B. Doe Jorkpen Town Market, 8th Street Sinkor. This training is intended to provide practical steps on how SMEs can properly keep record on their day to day transactions and how they can maintain and improve their finances. Come one, come all and be a part of this training. The training is absolutely free of charge. Vegetables/Fruits to be sold on the Farmers Market Day will include: Watermelon, Tomatoes, Sweet potatoes, Cabbage, Bananas, Cucumber, Avocado, Lettuce, etc.

## MSME OF THE MONTH

### “CAM FASHION DESIGNS”



#### Awardee Profile

CAM FASHION DESIGNS won in **The Best Booth Presentation Category** for best product display and presentation of booth. The business was established in March 2015 by Mrs. Mamie Pelham and it is located in the Okoro Building-VP road, Old Road Market, Sinkor. Cam Fashion Designs is in the design and production of fashion clothes for males and females.

#### Business Story

CAM FASHION DESIGNS was a first-time participant in the MSME Conference, and the trainings provided were extremely helpful. Speaking further on the conference benefits, she said, “the conference has given me so much exposure and enable me to establish business contacts with many individuals who have helped to increase my customer base.” The conference she said created the necessary platform to really showcase her work in the fashion business in Liberia. Mrs. Pelham said she used the award money to do the following for her business. Improved the business facilities and services. Bought additional tailoring materials (lappas and design thread) and accessories. Bought additional mannequins to display the African fashion cloths. According to her, the business has seen significant increase in contracts as a result of connections she built during the conference, thereby leading to increase in number of employees from 4 when she started to 9 today.

### Spotlight -Local Enterprise!

Company:	J. WEST CLOTHING			
Profile:	J. WEST CLOTHING is a major producer of custom made cloth at the Liberian Marketplace.			
Product Type:	T-shirt, Lappas, African Slippers, Hand Bangers, Back Bag, Hair, etc.			
Unit:	1pice	1pice	1pice	1pice
Price/kg:	15.00	15.00	15.00	15.00
Contact info:	Contact info: Perauthumnjoy O. Nagbe Phone: 0881960117 / 0770556642			