



LITTLE STEPS TO SUCCESS

Adewoye Lucy

Married to a civil servant and a mother of four, Mrs Lucy is a focused entrepreneur with an exciting story to share!

It was time to make the right decision

Prior to joining the TechnoServe program where she was familiarized about cashew apple, she was into sachet water and flavored drinks processing in Erin-Ile, Kwara state. Giving us an insight of her experience, she said that initially, her product only included sachet water and flavored drinks. This small scale business did not yield the kind of returns she'd like, and even her rent had almost expired in the former factory. Besides, the power supply in Erin-Ile was pretty bad.

These factors, coupled with the fact that she needed more space to accommodate her new Cajuina processing business called for relocation. Thus, she now runs the new unit in Okuku, a border town which is much bigger, providing more scope for innovation. Also, by including the new cashew based product, her condition has improved drastically.

Receiving trainings to enhance her knowledge

In order to gain enough knowledge in cashew, she, along with five other entrepreneurs generously received trainings by TechnoServe. During the course, she learnt about the production methodologies of Cajuina





as well as business management. The knowledge helped her include best practices in her own business of Cajuina, which is a non-alcoholic, non-carbonated beverage made of blended cashew apples.

Always on the lookout for opportunities

One major attribute that has got her this far is the fact that she sees opportunities where many people don't. This was demonstrated through her acquisition of a delivery bus shortly after the commencement of Cajuina production, to aid the distribution of her products. During an interview, she said, "I have just

acquired another bus that is capable of distributing a bulk of my products. The knowledge I acquired during the project has greatly helped me to manage my business and helped me to tap into more opportunities."

A positive feedback

Talking about the customers' feedback, she disclosed that she has received many positive feedbacks from them, especially concerning the nutritional benefits of Cajuina. "Many of my customers call me to register their satisfaction at the taste and nutritional values of consuming Cajuina. Personally, I am a witness to the refreshing and healthy attributes





of Cajuina. I used to experienced loud heartbeats in the past, but it has stopped since I started taking Cajuina,” she informed.

Going places

Currently, her customer base is growing as she supplies her products to many parts of Kwara and Osun states. Her brand, ‘Davey Cajuina’ can be found in many shops within and outside her locality. She also made it clear that her customers are expectant of the new cashew season. This gives us an insight of the wonderful work she has been doing.

Standing out amongst others

When asked about the impact of her production on the community, she responded, “Right now, I am the only producer of natural fruit drinks in this part of the state. In fact, I can say that I am the only female producer of Cajuina in Nigeria. This makes me stand

out from my peers, I’m unique.”

Heading towards a better world

She further said that the advent of Cajuina production in her community has led to the generation of jobs and improved lives of many people. Since the time she started producing Cajuina, she herself has employed some people to in the production section.

Breaking stereotypes

When asked, she says the success she has achieved today and her determination stand as big challenges to many male counterparts who did not believe she could achieve all this being a woman.

Giving due credits, she stated her achievements could not have been possible without TechnoServe and the Vitol foundation. She expressed profound appreciation to both for giving her the amazing opportunity to turn waste into wealth and improve lives.

We congratulate her for her achievements and wish her all the best for her future endeavors!

