



## THE AGENCY FOR PUBLIC INFORMATION

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### **CED BEGINS BUSINESS CLINIC INITIATIVE**

Participants from as far as Lowmans Leeward visited the Centre for Enterprise Development Inc. (CED)'s Business Clinic in Mesopotamia to take advantage of the expertise offered.

The Business Clinic, designed to reach and sensitize rural enterprises on various aspects of operation management, saw several participants ranging from established businesses to startups. Business Development Officer at the CED, Gaidell Andrews, said record-keeping is one of the major challenges that small business owners face.

Andrews disclosed that emphasis is being placed on proper record-keeping before one-on-one consultations with attendees. "...And that is a huge problem, because I had mentioned to them, if you're not keeping proper records, what would happen is that if you're going to apply for a loan, or you're going to apply for a grant, right? ... these institutions, they need to see those records. Or else you're not going to get the loan, and you're not going to get the grant," Andrews explained.

Business Development Field Officer, Madanna Douglas Johnson, stated that the CED ensures that the "business health is still up to par in the next two months, in the next three months, in the next six, maybe even a year."

She further explained that their role is to "keep [business owners] up to date. Make sure [they're] taking [their] medicine, which is your record keeping, making sure that the blood is still flowing to the business, which is cash, because cash is the blood of the business."

Proprietor of Shafari Dezinz, Akisha Henry, makes “custom-made clothing”. According to Henry, her main challenge is “record-keeping and financial management ... because I have not been paid much priority on that aspect.” She cited these as her main reasons for visiting the CED’s Business Clinic.

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