

There are thousands of incredible women business owners in Eastern Africa and elsewhere; each with a unique story.

Episode 8: Christine Auma – Jubilee House of Hospitality, Uganda

Christine Auma, Managing Director of Jubilee House of Hospitality seeks to introduce a formal and professional approach to the hospitality sector, as an alternative to the informal approach taken by many in Uganda. She hopes to narrow the gap between the formal and informal practitioners of hospitality. Jubilee offers professional catering services as well as a variety of hospitality training services to market vendors, domestic workers, unemployed youth and to individuals, on-demand. Under Christine’s tutelage, a group of 25 unemployed youth have formed a baking network through which they generate about US\$ 1,000 a month in sales. Jubilee employs two full time workers and over 20 part-time employees depending on the nature of the project at hand.

What you’ll hear in this episode:

- How as a Catering Officer in an organization, Christine spotted the opportunity to make a difference and worked herself out of a job by training her department to run without her.
- The challenge issued by Enterprise Uganda where Christine undertook entrepreneurial training: “Use your brain as capital.” Learn how Christine responded to this challenge and thus started her business.
- Jubilee’s services: catering services, hospitality consulting services, training in cookery, baking skills and housekeeping. Jubilee’s products: roasted peanut butter and confectionary.
- Jubilee trainings cover skills as well as safety and hygiene, nutrition values and personal hygiene.
- Repeat customers as a measure of success.
- Christine’s joy in training part-time employees who in turn leave to start their own enterprises. This is part of Jubilee’s mission.
- Her work to train 25 unskilled youth in bakery skills in Northern Uganda. The resulting network which earns \$1,000 per month and Christine’s plans to grow the network.
- Challenge overcome: Losing her start-up capital and replacing it by joining a women’s Savings and Credit Cooperative (SACCO).
- Pending dream: Opening a formal hospitality management training school with a functional hotel where trainees can practice everything they learn.
- Lessons learned: Understand your offer. Know what you offer and to whom.
- Words of inspiration: Have passion for whatever you are going into. Entrepreneurship is the best journey you can ever embark on. Look for and join networks.

Useful Resources

Enterprise Uganda:

<http://enterprise.co.ug/>

Jubilee House of Hospitality

Website:

<http://jubileehospitality.com>

We would love to hear from you

Website: <https://bizchatshub.com/>

E-mail: info@bizchatshub.com

Twitter: @bizchatshub