

Resilience Pays Off for Businessman

Meet Francis Seghi Mwangombe a 43 year old and man married with 2 kids and a resident of Wundanyi town. Francis Seghi is the proprietor of Chicago Butchery whose road to owning and running Chicago butchery is one that speaks of sheer determination and endurance.

When Francis finished his secondary education in 1991 he decided to join his father in Mombasa and for 2 years he did odd jobs though he wasn't making much headway. During his entire stay in Mombasa, his cousin who was still residing in Wundanyi kept urging him to come back to Wundanyi and worked in his butchery from 1992 up to 1995. He left his job at the butchery to work at his uncle's hotel but later on left his hotel job when a friend approached him to partner up and start their own butchery in 1995 in Wundanyi town to which they operated up to the time he got married in 1998. Mr. Francis Seghi then started his own butchery in 1999 and added butchery and a hotel in 2001 but in 2005 he was forced to close all his businesses due to losses and got broke from that year up to 2011 however Francis was able to get back up on his feet and started Chicago butchery in December 2011.



Figure 1: Mr. Francis Seghi in front of his butchery

Through the K-SALEs project, Francis Seghi has been a beneficiary of the project and its interventions. He learnt of the project through his fellow butcher owners and from then on his interest in the project's intervention grew. Francis Seghi attended the business to business forum and also value addition training and has learnt a lot particularly on prime cuts, the equipments that are required to elevate my butchery i.e. meat mincer, display unit and also bone saw. During the trainings and the business to business forums through the K-SALES project Mr. Francis Seghi has learnt of value addition (prime cuts), equipments needed to elevate his business i.e. meat mincer, display unit, bone saw, hygiene practices (meat handling hygiene, use of PPEs). Mr. Francis Seghi was also trained on business plan development and with that knowledge developed a business plan for his butchery. Chicago Butchery was the recipient of a Bone Saw and is now able to supply meat that is void of bone chippings from the use of wrong

equipment (Panga) and this has improved customer satisfaction. He has since been able to acquire 3 supply contracts from various institutions within Taita Taveta county including: St. Mary's teachers training college, Mwafuga high school and Mghalu high school. Armed with a bone saw, Francis intends to acquire supply agreements with hotels and holiday resorts within Taita Taveta County.



Figure 2: Chicago Butchery employees (2 on the left) being trained on proper meat cutting and display of meat by Direne packaging trainer

For Francis Seghi, the K-SALES project has indeed been an eye opener 'when I attended the training on value addition I was shocked when I saw how we can extract value from the meat we sell' and now has intentions of making renovations to his butchery and has plans to buy a display counter after the acquisition of the bone saw so that there can be proper display of meat, meat mincer because there has is demand for minced meat.



Figure 3: training on the use of bonesaw