

Marketplace Today

A Monthly Bulletin of the Small Business Administration

July 2017 Edition

Contact Details:

Sba_info@moci.gov.lr

Visit our website at:

www.moci.gov.lr

www.sbaliberia.org

Or

Facebook Page:

www.facebook.com/sbaliberia

Or

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

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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 take place on every 2nd 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: 2nd and last Saturday of every month from 9:00am to 5:00pm
- ❖ ADDRESS: Nancy Doe Market, 8th St, Sinkor, Monrovia

Side event: Training in value addition and customers service

COME & ENJOY YOUR SHOPPING!!!



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Special Announcement!

The Ministry through the Bureau of Small Business Administration in collaboration with the Liberia Standard Laboratory wishes to inform all small medium-sized enterprises especially those in processing/value addition and the public that there will be a special training session on food security, labeling and packaging at the Liberian Marketplace on the Farmer's Market Day August 12, 2017 at the Nancy Doe Market, 8th St Sinkor from 9:00 am to 5:00 pm. 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 "MAID BRIGADE SERVICES"



Awardee Profile

Maid Brigade Services won in **The Best Marketing and Services category**.

It is owned and operated by a young Liberian Female (**Ms. Kadiatu K. Pussah**) and is located in Congo Town, Opposite RC Lawson. They provide home maids, waitresses, cooks, office assistants, grass cutters, babysitters, and other house-keeping jobs.

Business Story

She started the business with five (5) employees in 2015 from her own savings after several years of being an employee. This was the business first participation in the MSME Conference, and she said it allowed her to network with other local businesses, individuals, and international organizations. The conference training prepared her for participation in the Conference, improved her marketing skills. Because of the conference, she has contracts with private entities and international organizations like The Rose Garden Plaza and the EU office in Monrovia, enabling her to grow her employees from 5 to 26 (22 maids and four office staffs) in 7 months. Today the business is fully tax-complaint and is eligible to compete for government contracts.

Spotlight -Local Enterprise!

Company:	Life Focus Liberia Inc.			
Profile:	CNFA/LADA Vegetable Aggregator Initiative is a major distributor of produce at the Liberian Marketplace.			
Product Type:	Cucumber, Watermelon, Tomatoes, Palava sauce, Cassava Leaf, Collars Greens, Bread Fruits, Sausau, and Bitter Balls			
Unit:	1kg	1kg	1kg	
Price/kg:	60.00	60.00	60.00	
Contact info:	Contact info: Abraham Tomboe Phone: 0881960117			