

Name of Enterprise - PATTY ARTS (Doesn't have a logo yet)

Name of Entrepreneur

My name is Patrick Mutinda Charles and I am 25 years old. I come from Machakos County in Kenya. I was raised up alongside my younger brother by a single parent and I did not get a chance to enrol for my college education due to lack of fees. I discovered my talent to draw architectural designs while I was 11 years old.

I have a passion for a clean environment which is the major driving force for my business

All about the Business

- 1) My enterprise involves architectural landscaping using old recycled cartons to make design of outdoor public areas and structures to achieve environmental or aesthetic outcomes.
- 2) I am involved in this green business because it is a talent in me that I have nurtured to help me become an entrepreneur. Also the business helps protect our environment from biodegradable materials that threaten our environment. The fact that cartons are very light makes it very easy for them to be blown from place to place and as a result, the unending littering of the environment.
- 3) Water systems like springs, ponds, rivers e.t.c are blocked during continued dumping of these materials along the shore, the water flow is affected and may be stopped causing floods, disease habitation and unpleasant scenery. When wastes are poorly disposed, we end up having the beautiful natural environment losing its beauty this may scare away many tourists and visitors in an area.

The Product/Service – description

- I use old cartons to make designs for houses, success and love cards, wall decorations and cupboards
- The house designs are used by masons to construct buildings
- The Cupboard designs are used by carpenters to make cupboards.
- I use old cartons which could have otherwise caused damage to the environment, razor blades, glue, biro pens, ruler and marker Pens

The Product/Service - Photograph



The Market – description

My business targets and clients are

- Churches
- Schools
- Families
- Fellow Group members (youth)

I originally developed the below church design which was used to build the church behind me. The leaders of the church approached me for the business.



Product to Market

1. Investment: I started saving after joining Hand in Hand Eastern Africa and the trainer taught us the importance and the different channels of saving. I saved every little shilling i got from my work as a farm hand. It cost me \$7 to start this enterprise.
2. Production: I'm housed by my employer and that tiny single room is where i carry out my business. I make 4 designs in a day depending on the design.
3. Distribution. The Hand in Hand trainer taught me about digital marketing and i use my facebook, Instagram, Twitter and OLX platforms to sell my products. I post different designs on social media and this is able to reach many people who then become my customers. I also use word of mouth and referrals especially in my neighbourhood.
4. Profitability. On average per month I am able to generate \$200 based on the design I have sold. To make a house design, it costs me \$2.5 and I then sell it for \$50. A cupboard design cost me \$2 and I'm able to sell it for \$30. Success cards and other deco designs cost me \$1.2 and I'm able to generate \$5 from it.

The time perspective

Where am I now? I am now my own boss. I know how to account for my business in terms of profit, expenses and loss. Right now I'm saving for my college education

I want to establish training centers for jobless youths in all the 47 counties in Kenya. This way I will be creating value and employment for others.

What do I need to go forward?

I need more exposure and visibility to get more clients so as to grow my business. I also need business mentorship on how to scale up my business.

How has Hand in Hand helped me to come this far?

Hand in Hand has made me be my own boss. I never knew that I would use my talent to make a living for myself. I have learnt that entrepreneurs do not fear taking risks. My confidence and self esteem has since improved. I used to fear standing before people and telling them about my business. I have also learnt that I do not have to go looking for white collar jobs to earn a living. I have been taught to look around and within and see that thing that can make me an entrepreneur. Thanks to Hand in Hand.