Micro Enterprise – Macro Impact in Liberia (MEMI)

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Micro Enterprise – Macro Impact in Liberia (MEMI)
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Purpose
Our aim is to support the start up of a few small businesses by collecting quality used and new wedding dresses and sending them to Liberia, West Africa. We plan to begin by helping a 30-year-old mother who just graduated college in Liberia to start a bridal gown rental business which will help her and others earn a living. There is a shortage of wedding dresses in Liberia, and they are very popular and in demand. We also seek to acquire wedding dress fabric, veils, beaded appliqué and lace so that local tailors can increase their business by making wedding dresses to supply the rental shop(s).

Bridal Gowns – Phase I
Send bridal dresses to Liberia.

Bridal Business Begins – Phase II
Emma begins bridal business in Liberia.

Equipment – Phase III
Send sewing machines and bridal fabric to Liberia.

Production – Phase IV
Tailor begins to make wedding dresses to supply the rental shop.

Pass the Torch – Phase V
Recruit post-college Sorority or Church group to administer the project as their own. Group will be introduced to a Liberian who’s familiar with business practices in Liberia.

Expansion – Phase VI
Emma’s apprentice will start a new bridal gown rental business. The tailor’s apprentice will work with the new bridal gown rental business to create gowns.

Meet Emma...
Emma graduated last year from the African Methodist Episcopal University where she obtained a Bachelor of Business Administration (B.B.A.) degree in accounting with a minor in Economics. Emma seeks to help the “less fortunate people here especially girls who are prostituting to support themselves in school. These are my target group and I think if I can help give some of these girls some form of training it will be a good thing.” Emma will start and manage the bridal gown rental business.

You can help by donating:
- Wedding Dresses
- Wedding Fabric
- Veils, Lace
- Beaded Appliqué

Created by Dr. Susan Weinger & Andrea White