

# ABOUT MICRO-ENTERPRISE



Micro-Enterprise is a way to empower people to become self-sufficient. Small loans are given to talented men, women, families and marginalized communities in developing countries. Those receiving the start-up money have demonstrated a skill or have articulated a business idea that will allow them to generate income. Some are artisans making handicrafts, others are entrepreneurs providing a needed service such as tailoring and others are hardworking people who want to do farming, woodworking or welding. The possibilities are endless if the person can afford to get the project off the ground. The funds loaned to them are used to buy the tools, supplies and services needed to get a small business started. Micro-Enterprise (also referred to as Micro-finance, Micro-Credit) businesses are as unique as the people who create them.

The investment made in talented men and women can provide the hope, resources and opportunity needed to help the working poor start or expand a business, develop a steady income, provide for their families and create jobs for their communities. Although the amount of the loan may be relatively small the impact can be profound. The money needed to buy a sewing machine or a few chickens would be impossible for some to generate in any other way. In a subsistence life any money a person earns is generally only enough to meet their basic needs for that day. The micro-credit loan creates a means to break the cycle of poverty. Once the person begins to generate revenue they pay back the loan (including interest) while retaining enough to continue their business and support their family. There is a very high rate of success and loan repayment, between 95 and 100 percent. Loans are drawn from a revolving fund that is used to finance new enterprises. This creates a new cycle, where dollars can be invested and re-invested leading to a truly sustainable system of support.

**WHEN YOU PURCHASE A NATIONWARES PRODUCT YOU ARE DIRECTLY SUPPORTING THE ENTREPRENEUR WHILE CREATING SEED MONEY TO FUND SIMILAR MICRO-ENTERPRISE PROJECTS.**