

## Personas

### Zuri Okonkwo



Zuri is a 32-year-old entrepreneur from Mombasa, Kenya, she is a mother of three children. Zuri lives with her husband Akil and their two children, Inira, and Chandu, and Jafari, in the Nyali district of Mombasa. She enjoys knitting and walking in the park in her free time.

Zuri is looking to expand her successful small business that exports premium Kenyan tea. Zuri purchases a variety of teas from local farmers and works with shipping companies to export them to foreign markets. As her company grows, she is looking for new companies to help expand her business.

## Asha Dimka



Asha Dimka is a 23-year-old single woman living with her mother and father in their family home located in Nairobi, Kenya. Asha is the oldest of 4 siblings and she recently graduated from the University of Nairobi. She is an avid chess enthusiast and enjoys reading in her free time. Asha has a small friend group that she is really close with and typically spends most of her hanging out with them. Instead of going out and partying she and her friends would rather have dinner at each other's homes and have deep conversations about life.

Asha runs her own private teaching service and is the sole employee. Her business has been doing well, as her business gets more exposure her clientele is growing and she struggles to handle all the work herself. Asha is looking to hire more employees to support the workload and ultimately expand her business.

## Jamal Kalu



Jamal Kalu is a 22-year-old Office supplier. Jamal resides in Nairobi Kenya and he recently graduated from Community College of Kenya specializing in Business administration. He is the middle child with a younger sister and older brother. He currently lives alone in a one-bedroom apartment near the city center. In his free time, Jamal enjoys playing soccer and is a supporter of Manchester United.

Jamal is also a food connoisseur, he enjoys cooking and eating the fine food of Nairobi on a Saturday night.

For a living, Jamal offers his services to offices in the city. He purchases his collection of office supplies from a variety of local office suppliers.

Jamal has received mild success after starting his business, he struggles to find a steady clientele. As a relatively young businessman he is looking to build his network and associated clientele. He believes with the proper marketing and expansion strategies his business can become successful.