

Jamil Karijiraki, CEO of YILDI Flavoured Black Tea - Uganda



When opening a small confectionery business during his student years, Jamil discovered his passion for entrepreneurship. Even though his confectionery business was not working as well as he would have liked, this first little venture set the tone for his entrepreneurial spirits.

Extremely ambitious by nature, Jamil had a multitude of business ideas but struggled to focus on one plan consistently and to develop it further. But in 2012, Jamil attended the Start Your Business training and was able to turn things around.

Jamil never thought a short course of only few days could bring such radical change in his life. The training helped him to identify one innovative and concrete business idea - processing and packaging flavoured tea - and to focus on it. It was then that he understood the importance of creating a solid business plan to guide his business operations, and he started to make a habit out of conducting an annual business plan evaluation at the end of each year.

Today Jamil's tea is available in many flavours and currently sold in different shops across his town, in the neighbouring districts, as well as being exported to East African countries via his online shop.

With a steep increase in demand, he knows that new challenges related to the expansion of his business are to be expected, but today Jamil is confident and knows that he will be able to overcome them.

“If you don't drive your business you will be driven out of your business”