



Local SME Adopts Lessons from Elevator Speech Training to Grow Business

USAID assists SME growth through targeted trainings

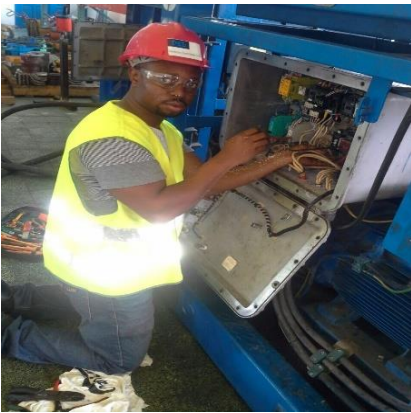


Photo Credit: Alexander Ahiokpor

David Tronu servicing a Hydronic machine at Baker Hughes Ghana Ltd

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**- David Tronu
CEO, Davitron Electricals**

David Tronu, CEO of electrical engineering company Davitron Electricals, has benefited from the Ghana Supply Chain Development (SCD) Program’s targeted trainings. David started his career as an electrical engineer at Landing Mining Company, where he worked on one of the company’s ships. After three years, David started his own company using the knowledge he had gained at Landing Mining Company and the money he had saved to pursue his dream.

David’s professionalism and expertise won him jobs servicing power generators with oil and gas companies, but because his company did not have many of the required policies and systems in place, he was unable to sustain long-term relationships with international oil and gas companies (IOCs). When an IOC bypassed its usual procurement processes to quickly acquire an electrician, Davitron Electricals was able to secure the job. However, after completing the two-year contract with the company, David’s renewal proposal was rejected on the basis that Davitron Electricals was missing the documents and systems now required, including VAT registration, a business plan, Environmental Health and Safety (EHS) policies and manuals.

After an existing SCD Program client introduced David to the program, David received the support he needed to develop the necessary documents, policies, and systems that would enable him to bid on contracts. Through the SCD Program’s trainings, David learned how to draft a business plan. He also attended a Breakfast Meeting on creating elevator speeches and a training on SME branding, both of which gave him the necessary skills to sell his services. Davitron Electricals now has a comprehensive business plan, a company logo, an EHS policy, and VAT registration certificates. David attributes his recently secured contract with Komenda Sugar Factory valued at Ghc 222,000 to the help of the SCD Program. “Trainings organized by the SCD Program have really boosted my confidence as a young entrepreneur and I hope SCD keeps up the good work it is doing for SMEs,” says David.

Telling Our Story

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