



What possible difference could a newsletter make? - Read real stories from our subscribers.

The idea in summary

Based on the many [testimonials](#) and emails of thanks we had received from our hundreds of subscribers and clients, we knew we were doing something good to help businesses in Uganda (and elsewhere) to succeed – But just how much of a difference were we making?

We wanted to find out from our subscribers and clients “in their own words”.

So in February 2014, [Dickson. E Wasake, Principal](#) sent an email to our subscribers and clients, asking them about what we are doing. They told us “their story” of how we have made a difference for them.

P.S – in order to preserve their stories, we have not changed the content, even where spelling or formatting mistakes were noted (we are all imperfect after all). We only made very minor formatting changes and where necessary, protected the identity of the person, if they asked us to.

What we asked the subscribers:

“If we inspired you to start something new, to share ideas with family/friends, to be kinder to others, to do something different in business/work wise, please tell me - in your own words. I want to hear your story.”

Their responses are on the pages that follow.

Interested in subscribing?

With a combined experience of over 30 years, the Inachee team is passionate about helping Ugandan businesses to succeed.

To subscribe FREE to the “Advanced thinking” newsletter, [please click here](#).

You can see some of the past articles by [clicking here](#).

Real Subscriber stories to show how the newsletter has made a difference to them (February 2014).

1. So much insight and technical information

"...Now, I have been silent but not a single email you and your team sent me went unread. And I loved each and every one of them...

There is so much insight in each of your proposals and adequate technical information to boot. I have only lacked the necessary capital thus far but I'm working on it. I request you continue with the newsletter and blog....God knows we need it." **Raiden Dennis.**

2. Added value to business plan

"Thanks for this email as a business you guided me in refining my business plan something that added value to my business plan and opened more ideas / insights on doing things.

Personally weekly motivational communications and sector specific information has been very helpful for information sharing and adding knowledge." **Tulinabo Aloysius.**

3. Slow progress but I'm happy

"Thank you for this opportunity and I feel honored to share my story. Since I subscribed for the newsletter they has been great change in my life. The free book and the advice "people don't care about what you do but what you contribute to them" changed my perspective.

I care more on what value I contribute using my talents and skills to people than the money. My progress to building a passive income is slow but am happy and I believe with your tips, encouragements, ideas, research that you give me I know I will succeed in my dream. I appreciate the Inachee team for their devotion to deliver to us the best service. Kind regards." **Jonathan Rheza**

4. Research works are of value

I am an aspiring entrepreneur and hopefully I will be one in due course. However, I should say that your publications enlighten me and build my confidence in how businesses are managed and especially your research works are of most value to me.

Inachee has made me more knowledgeable about business even though am not trained in any business qualification. Thank you for the great work and keep those research and analysis articles coming. Best of regards. **Jurugo Adjumani.**

5. Restaurant in Kayunga opened.

“One thing I can say is that I have been able to open up a restaurant were I was posted becoz such services were not there and that's Bbaale in Kayunga district although am having some constraints in finishing it fully but God willing if I finish it , it will be if not the best among the best restaurant in Kayunga district it's called twizzy restaurant thanks.” **Kakungulu Isaac.**

6. Four (4) times my salary being earned.

“Since I subscribed to Inachee it has become my bible of sorts, probably the first email I open before I even open my personal mail. This is a big deal considering my love for business since I was 15- I am 25 now and I have a lot of friends that say they look up to me especially in the business sense, I feel lot of that has actually been as a result of the different tips I get from the team at Inachee.

I am an auditor by profession and got in touch with you towards end of last year seeking advice from you on a transport business idea I had and I didn't know how best to get the funds and get it running.

I was able to use the advice you gave me and was successful in convincing an aunt of mine to invest in my idea and as per now, we bought the truck which I am managing, it started working mid last month and the figures have kept getting better, I am now looking at income of more than 4 times my current salary and constantly checking my email for any new Inachee emails.” **Vincent Ssemyalo.**

7. Proud of a Ugandan organisation instilling ethics

“When I received the first communication from Inachee, I was impressed by the information provided about investment opportunities in Uganda. Since then, I've received regular articles covering a broad spectrum and the ones I've found particularly interesting are the ones about improving customer service and running a business more efficiently.

I am proud of the fact that there is a Ugandan organisation that is striving to instill ethics in the way businesses are run.” Please keep up the good work! **Rose Nakibirango.**

8. Breath taking

“Dickson you and your team are breathtaking. You always tickle me to read and every time I read your articles and letters you awaken that noiseless craving in me doing a great business. Oh you make me anxious.

I must confess that practically I have not yet succeeded in starting my two business ideas but am getting there and I know with your support I will make it. I would personally love to meet you or your team members to discuss my business ideas. I need help though am out for a short while but I am coming.” **A.B (full name withheld), Lesotho.**

9. Sports academy

Dickson hi, our interaction ever since we met has made a big change in my life on the way I approach things and analyse them. My attitude towards clients has changed a lot and my thinking towards diversification into untapped areas has increased.

We met when I was just a consultant/auditor. Today I'm expanding to farming and I know things will reap out.

But what I have made as an extreme move in my life is the start up of a sports venture. The western world is looking to Africa for resources and you know this very well. I just got to know that one of the richest guys in Ivory Coast is the exporter of young football talent, the kolo toure, drogba, ebue among others. This guy made an academy and he tap local talent, develops it and sells it abroad in a range of 50000 to 1000000 US dollars or pounds.

Sports is a lucrative business in the world only when you are organized and it's the biggest problem to Uganda's sports entities. **Victor Ssebudde.**

10. Farm on road to recovery

My story is simple. Through talking to you i learnt that if i have to get any yield from my farm i have to get experts.

My relatives who took care of my farm didn't know the difference between herbicides and pesticides.

They didn't know crop rotation and even when to plant or weed and apply manure. i lost a lot of money through using old methods suited to the subsistence farming that i grew up seeing. Well now I'm on the road to recovery which isn't easy but still i thank you. A stitch in time saves nine. **O.R (name withheld), Washington DC, USA.**

11. Information on marketing

Thank you for your email and the business information you provided. I particularly appreciate the information on marketing. **Charles Rubaijaniza**

12. Investment club

I thought mentors are people we know in most cases, i personally take this opportunity to thank Inachee for being there for me as i take my first step in business development, Its hard to find someone to give you his or her time passionately. Inachee has educate, nature me into a businessman and showed me where my faults are.

The basics and ideas you send to me every time has signification helped me; out of your ideas i have known the importance of research accountability and team work. i am now mobilizing fellow team members to start-up an investment group. hope you keep us abreast of those brilliant ideas. good time God bless. **Robert Nyangabyaki.**

13. Marketing strategy - Share my story with the whole world!

Am delighted to share my story in fact you can share it with the rest of the world. When we (myself and 2 partners , Flavia and Wambua) had just started *Tweety Events*, there were so many hardles. Business was scarce and for the few we got, some clients would complain.

As partners we sat and thought through our business to see how we could change the trend. That is when we came up with an idea of contracting Inachee to formulate for us a marketing strategy ,our target was to get at least 8 events a month. (I got to read your newsletter that how i got to know you). We have so far implemented some of those recommendations and still working towards others eg

- We hired a full time assistant. With this we hit 2 birds with one stone. He does marketing, he can be a clown, he does setup/down, he knows electrical so he does all the wiring including the generator. We also have part timers
- We printed fliers , stickers and banners and make sure we are visible at every party we organize or in a busy shopping mall, we even slip fliers under gates!
- We promoted our face book page and its in 400s. We are visible on internet and have a website. People call to make orders after getting our contacts from the internet.
- We started proper financial mgt, opened a bank account, save on every payment and reinvest the remainder after costs. We keep proper books of account and every penny is accounted for. We are practicing delayed gratification for the partners.
- We have been able to acquire more equipment to our existing. We now have a stand by generator and power is no longer a challenge.
- Our sales have increased as far as Gulu! We leave very happy and excited customers who make more recommendations for us .We developed a database of all our previous customers.

We are almost hitting the target in Sep -2 events (25%),Oct- 2 events(25%) Nov - 8 events (100%), Dec- 8 events(100%), Jan-4 events (50%) , Feb- 5 events (75%).

We have made progress and still have a lot to do, am hoping by the end of the year we shall be able to add on to this story. We still have challenges but we shall get there. We are yet to tap into corporate clients.

Let me take this opportunity to thank you Dickson , Kenneth and the entire team for showing us direction and your continued follow up. Have a nice day. **Felly Kobusingye, Tweety Events.**

14. Chicken business up!

Thanks so much Inachee.com. My dealings with you have enabled me to see business opportunities in Uganda. My wife and I have started a chicken rearing business to supplement my (inadequate) monthly salary. Good job. Keep it up! **Francis Wasagami.**

15. Family business supported.

The Mugerwa Family Developments Limited Company was privileged to work with Inachee! I am not praising Inachee to get a trophy or something but it is only noble to give credit where it is due.

Inachee handled us professionally and the service provided exceeded our expectation. For instance, the feasibility study that Inachee conducted 2 years ago for our business venture is still relevant to date and it has helped us make better and informed decisions.

Additionally, Inachee has kept in touch with me (as the family representative) by continuously sending me informative articles on various topics that are not limited to business only. We have shared this information with friends and family and acquired an expanded view of the world we live in. A big thank you to the Inachee Team! **Joan Nakanjako.**

16. Analysis of business ideas

First of all your news letters have really inspired me to get many ideas to startup my own business. Through your analysis of different business ideas I have learnt step on which I can use to start up a successful business. **David Fox**

17. Reformed tax dodger?

Am glad to here from you and recommend you for the great work of poverty eradication through sustainable business creation and promotion.

MY SUCCESS STORY: Am youth who joined the business world after finishing my studies and failed to get a "better job", i decided to start a business with my friend in bricking making but it did not go well especially in sharing the the proceeds, however through my sister whom we were struggling to promote the family company, i was able to link up with Inachee consultancy and let subscribed for the news letter. after reading several articles i have been able to do the following;

we have been able to establish a piggery unit with low cost structures that was in November 2012 after inachee team visit and we started with 05 sows and 02 gilts but today we have over 40 litter and 11 sows.

personally i started a business in the distribution of mineral water (highland and rwenzori) referring it as a mobile shop because the companies have there own distributors, with a lot of challenges have been able to remain in the business due to the advise and courage i receive from the news letters. even i was dodging to pay the delivery permit fee and local government taxes but with the advise from inachee i no longer dodge them and always comfortable on the road.

thanks lot for your support. **T. J (Full name withheld).**

18. Entrepreneurship club started

Today, i am able to create a website and design it as i wish, is you who gave me insight. And i can say that as we know the mind is like a parachute, it doesn't work if you don't open it, for really you have helped me to open my mind.

I can remember, when i read your book i started to share with different people your stories and articles thereafter as a result i became the President of Entrepreneurship club in my area and fpr really it is a fruit from the tree you planted. I can say many things but i shall stop by here saying that i am deeply indebted to you for being inspirational and life-changing person i have ever meet.

Thank you ever so much for all! **Agaba.**

19. University Student with big dreams

what i can say about you is the inspiration and confidance³ you have built in me, because i managed to start up an organization its called DOVER INTERNATIONAL.

its still a growing organization. I didnt come direct into bussiness with you because am still a student at Makerere University. i managed to get some people along me so that we can save and later come with a business idea.

i liked the highlights you send me because they show us gaps of investment. and i liked the idea of doing business, though i still have a fear of geting into bussiness now. however our plan as DOVER is to invest into production of fruits and later a juice packing industry. **David Were**

20. I cannot single out something at this point

I cannot at this point in time single out something but all I can say is that Inachee pieces do inspire me a lot. I cannot say this or that piece but I generally find them enriching and hope to get more from you. I am yet to start a personal business due to some constraints but when I do start I intend to use you as a resource/source of information. Thanks. **Jude Katende.**

21. Help in accessing loans.

I came to know about you through a friend, who introduced me to the organization. After having looked around for someone to document for me a business plan for my farm business a year ago, Inachee's accessing and data collection team did this whole process and came up with a draft document which indicated what they found in the farm.

Less than six months later there was an advert for companies to apply for agribusiness funds the document did help me get know in the out side world and through Inachee and Dickson a lot more person have heard about my farm business and future plan.

All in all although i did not succeed to get funding through several attempts, i approached the bank (Centenary Rural Development Bank) and they were able to appreciate and lent the farm a ten million loan to start with hope that after successfully paying this back then they can advance more cash to the farm.

many people have read about the farm online and i have been contacted for partnership by some organizations like Joy goats and some individual foreign nationals to set up a goat breeding station in the farm.

This is what i can say inachee has done to me, thanks alot and hope to always continue working with inachee and help in any information. The farm stills has a lot of gaps, in machinery which a big challenge for production. **Francis Olupot.**

22. Not junk mail

Thanks very much for this newsletter. It is very educative and informative. At first I thought it was just these "junk" mails people keep sending once in a while, but, I have learnt a lot since subscribing. Keep it up. **Patrick Ouko.**

23. Social club in UK

I'm grateful for all your advise while we were starting up our business (Rustington platinum social club). You helped us put things into perspective and take our first step. You were and still are a great support network- you are there when we need you. Thank you!!! **Thelma.**

24. Managing business

Inachee has helped me manage my business enterprises better, in regard to due diligence and marketing. **Anna Namakula**

25. No payment for this recommendation!

I have not been paid for this!! But, If your a businessman /woman who is struggling with your business in Uganda, I recommend you to try Inachee consultancy firm .

How have i benefited?

Before i came across this consultancy firm, i was struggling to identify a viable and profitable business to start so as to supplement my income, but after searching and numerous referrals by people who have benefited from Inachee services, now am seeing the gains in my investment savings.

Inachee's consultancy services helped me to start investing on Uganda's' stock exchange markets where i buy shares and after some time i get back dividends.

I had no idea before ,what stock exchange is/was to be honest, but now am feeling happy .

It has without any shadow of doubt Inachee is one of the most exceptional business consultancy firm in Uganda, an i should recommend any one to try their services . **Henry Ssozi.**

26. A large poultry farmer in the making

Last year August i left office to start poultry. Of course slightly before that i got to know about your work. Through your tips and newsletter i got highly inspired to start something. The birds are now laying. Your analysis of the poultry business has guided me a lot. Also, i have learnt the importance of record keeping, many sales and marketing tips.

END

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