

**Building
Bridges** for
Women's Economic
Empowerment



**WILMAR
FLOWERS**

Empowering Dreams through Flowers in the Flower Business

The Story of Mary Waithera

In the scenic countryside of a small village, Mary Waithera, a 20-year-old entrepreneur, has blossomed into a trailblazer by venturing into a business that has deep-rooted family ties. Her determination, guided by the wisdom of her grandmother, has transformed a simple flower plantation into a thriving enterprise, providing employment opportunities and hope for the future.

Mary's story begins with her grandmother, the nurturing force behind her ambitions. A seasoned flower cultivator, her grandmother's green thumb paved the way for prosperity. Witnessing the success and financial stability that came from flower farming, Mary found inspiration in the garden's beauty and the promise of economic growth. Seeing the fruits of her grandmother's labor, she realized that the toil of working the land was always rewarded, and this instilled in her a sense of purpose. While still in school, she would often leave early to assist in the flower harvests, recognizing the lucrative potential of the endeavor. Her dreams took shape, and upon completing her education in 2021, she saved diligently from her job at a road construction site to make her vision a reality. In June of the same year, Mary embarked on her entrepreneurial journey, diving headfirst into flower farming. With her grandmother's guidance, the duo prepared the land for planting, working tirelessly for two weeks to ready the soil. Although initially inexperienced, Mary was determined to make her mark in the industry.

The turning point came when Wilmar, a flower distribution company, entered their village. Intrigued by a new flower species her grandmother had planted, Mary sought to explore the possibilities further. Connecting with Wilmar opened new doors, granting her access to valuable knowledge and resources. As with any venture, challenges presented themselves. The foremost hurdle was securing adequate capital to start the business. Additionally, climate change emerged as a pressing issue, as the flowers Mary cultivated required significant water, making dry seasons particularly problematic. Rising living costs and the steady price of flowers, fixed since her grandmother's time at KES 10, further added to the challenges. However, Mary's passion for her work remained unyielding. She found immense joy in witnessing the fruits of her labor each day, knowing that she was earning a livelihood without the need to borrow money. Additionally, flower farming kept her busy, a stark contrast to the idleness that plagues many youths in her community.

Looking toward the future, Mary envisions expanding her flower business on a grand scale, empowering her to offer employment opportunities to others. Her aspirations are deeply rooted in her desire to bring prosperity and growth to her community. With her grandmother's legacy guiding her every step, Mary is determined to create a flourishing enterprise that not only nurtures the land but also the dreams of those around her.



WIN-WIN

STRATEGIES

