

TAYO

UNIFORMS & EMBROIDERY

Hargeisa, Somaliland



OVERVIEW

Tayo Uniforms and Embroidery was established by Amina Aden Mohamed in 2012. With operations based in Hargeisa, Somaliland, Tayo manufactures high-quality and affordable uniforms and distributes them to schools throughout the Somali regions. Although most of Tayo's operations and customers are in Hargeisa, Tayo also supplies uniforms to government schools in other regions of Somaliland and Somalia. Tayo spearheaded a nascent apparel industry catering to the growing demand from schools and other institutions while creating skilled jobs for women and youth.

“Women should not be afraid; since they are helping their family and community they have to be strong and move forward.”

*Amina Aden Mohamed
Tayo Uniforms Founder*

THE CHALLENGE

Before Tayo began operations, the Somali uniform market was scattered and undefined. Although there was high demand for custom uniforms, suppliers mostly comprised small-scale tailors and the uniforms were often low-quality and imported from overseas. Ms. Aden saw an opportunity to produce high-quality uniforms locally to meet the growing demand.

Tayo quickly gained a large customer base and a reputation throughout the Somali regions for its outstanding quality and reasonable prices. Tayo needed to scale its operations to satisfy the purchase orders that were pouring in, especially during the busy back-to-school season. Ms. Aden soon had 25 full-time employees and needed to train them on the new equipment she was acquiring. She also had to fix broken embroidery machines and train staff on how to maintain the equipment in the event of future breakdowns.

THE SOLUTION

As part of her participation in the Work in Progress (WiP!) program, a three-year capacity-building program funded by the Ministry of Foreign Affairs in the Netherlands as a part of Local Employment in Africa for Development (LEAD), Ms. Aden attended business development workshops where expert consultants helped her establish a plan to efficiently scale her business. Ms. Aden gleaned expertise from expert management consultants and representatives from peer organizations with experience managing large staffs. Shuraako helped Ms. Aden identify areas where grant funding for technical assistance could have the greatest impact and split the cost of a new embroidery machine with the company. Shuraako also helped Tayo identify an international technician who trained staff on how to fix the machines in case of subsequent malfunctions.





Staffing



RESULTS

Tayo scaled operations, and with its expansion, hired and trained additional women and youth employees. After participating in WiP! Ms. Aden utilized her management skills to **educate 40 women from the local community in tailoring. After the training, Tayo employed 14 of these women** and also helped others gain skilled jobs in the tailoring sector. Ms. Aden's superior management skills are now widely recognized in Hargeisa as she is the chair of the Somaliland Women in Business Association, and in achieving this, has become a role model for other Somali female entrepreneurs. Last year, **Tayo provided uniforms to 14 schools and is now in the process of signing contracts with nine more, servicing about 20,000 students**, or about 9 percent of the estimated 210,000 students in Somaliland. Tayo is on track to secure 50 percent of Somaliland's uniform market by 2020.

