

Linet Indiazzi: Ness Hair and Beauty, Kenya

Shortlisted in the Female entrepreneur category

A single mother who escaped from an abusive marriage, Linet Indiazzi has struggled hard to achieve her dream of owning a beauty parlour.

With the help of Kenya Youth Business Trust, she was able to establish Ness Hair and Beauty, a popular and successful salon, and build a better life for her and her children.

Now, Linet is determined to share her success in every way possible, setting up a School of Hairdressing and Beauty alongside her salon in order to offer training and apprenticeships, and giving motivational talks to other aspiring entrepreneurs.



Linet's journey to enterprise

Linet, now 34, had always wanted to be a beauty therapist, but there were many impediments to fulfilling her ambition. Not only did she lack financial support to pay tuition, forcing her to juggle her studies and part time work, but she also had an alcoholic husband who used to beat her and her two young children.

After divorcing her husband and completing her training, Linet was encouraged by friends to apply to Kenya Youth Business Trust for a loan. This enabled her to achieve the dream she had cherished for over ten years: setting up her salon, Ness Hair and Beauty.

Alongside her beauty parlour she also established a School of

Hairdressing and Beauty, where she trains others, thus allowing them to share in her entrepreneurial success and rise out of poverty themselves.

A role model for other women

Linet feels that the challenges she overcame to start her business have shaped her into the entrepreneur she is today. As the daughter of a single mother who also became a single mother herself, she was particularly motivated to escape from poverty and change the course of her and her children's future.

Linet is unique because she is a single woman from a poor background, with little education, but with a desire to be a respected businesswoman. Fellow women and peers admire her and see her as a source of inspiration, believing they too can rise up from poverty and become entrepreneurs.

Linet Indiazi was supported by the Kenya Youth Business Trust, an accredited member of the network led by Youth Business International



Linet is determined to change the lives of women in her area. All her employees are female single parents, who depend on the business for their livelihoods.

In addition, Linet offers several apprenticeships, training women who would not be able to afford the course fees elsewhere. So far, she has already enabled two widows and four single mothers to gain jobs in other salons.

Linet has also initiated community involvement programmes through her motivational speaking, guiding and counselling services to vulnerable women, widows, and housewives.

She is also involved in the fight against female genital mutilation by raising awareness in her community against the practice and its dangers.

Standing out from the crowd as a business person

Linet prides herself on staying ahead of the trends in her chosen field, stocking the latest products and finding out about the latest styles. However, her truly unique quality is her desire to share her entrepreneurial success with others, offering training and apprenticeships in her salon.

Job creation and staff development

Currently she employs five employees, all female. She has one part time employee, and the others are all full time. The youngest is a 20 years old woman who is also being sponsored to take an evening course in public relations.

Her employees receive training by attending workshops on business entrepreneurship once a month as well as working in cosmetics skills and hairstyles for new fashions in the market.

Transport is provided for volunteers and they receive tips at the end of each week. In the case of any medical emergency, Linet offers help to her employees with their medical bills.

Community involvement and family

As well as the community involvement programmes that Linet has initiated to help young women, Linet has been involved in KYBT outreach work, speaking at public events and encouraging others to apply for loans. She also donates food and other goods to the poor in her local area.



Linet's business mentor

Mrs Corrine Muthoni Nyumoo has her own salon in Nairobi and was paired to mentor Linet because of the insight she could give to the business.

They meet up at least twice a month and talk on the phone, discussing new products, business techniques and marketing strategy.

Plans for the future

Linet gives many motivational talks on how women can achieve their best and she works alongside other NGOs.

The business has a very high potential for growth since some of the future plans are already underway for implementation. They include setting up a beauty and cosmetics shop.

She also plans to establish more branches of the business to the adjacent estates.

She hopes to be able to build up her School of Hairdressing and Beauty, as well as to offer more apprenticeships to women in the local area.

"The whole experience has been an eye-opener. I have been given a chance to change my life by what I love to do most. I have been able to change lives of people who are close to me like mine has been changed by KYBT."
Linet Indiazi