

KEEPS

KAAFI ENTERPRISE FOR ENVIRONMENTAL PROTECTION AND SANITATION Hargeisa, Somaliland



OVERVIEW

Kaafi Enterprise for Environmental Protection and Sanitation (KEEPS) has operated as a waste and water management service in Somaliland since 2012. The company operates as a public-private partnership with the Hargeisa Municipality Authority to provide solid waste pickup and disposal for Hargeisa's residents. KEEPS also works with rural populations to rehabilitate reservoirs and improve access to clean water. The company's environmental approach has elevated the public health and living standards of the communities it serves.

"After participating in Work in Progress! we have improved the quality of our services. Our staff now have the capability to solve issues that arise."

Omar Sh. Abdilahi Issa
KEEPS Owner

THE CHALLENGE

In Hargeisa, a city with an estimated population of 1.1 million people, waste removal is paramount to sustainable urban development. Despite its partnership with the Hargeisa Municipality Authority, KEEPS faced competition from a growing number of independent garbage collectors who disposed of their waste in illegal dumpsites. KEEPS needed to improve its administrative practices and marketing strategy to successfully scale its operations. The company sought business development training to improve its management capacity and grow its customer base.

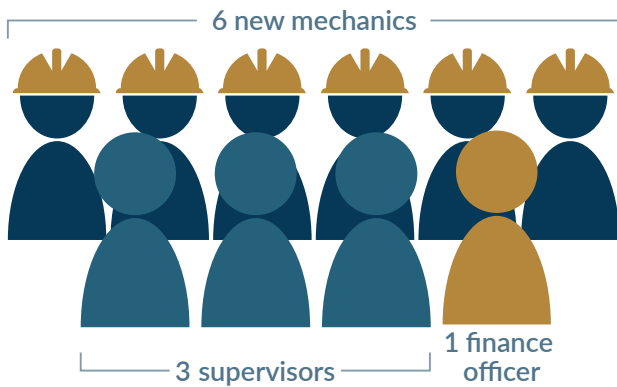
THE SOLUTION

Work in Progress! (WiP!) is an Oxfam-funded program that offers tailored business development training to small and medium-sized enterprises with high potential for employing women and youth in Somaliland. WiP! provided training for KEEPS in management best practices, including how to generate timely and accurate financial reports, cultivate client relationships, and market to new customers. WiP!'s expert consultants worked with the waste and water management company to identify an expansion strategy that would make operations more efficient. KEEPS utilized the program's technical assistance grant funding and its own investments to finance new financial record-keeping software. With guidance from Shuraako, management at KEEPS contacted Cornerstone, a Somaliland and UK-based consultancy firm that trained KEEPS staff on how to use the new financial system.



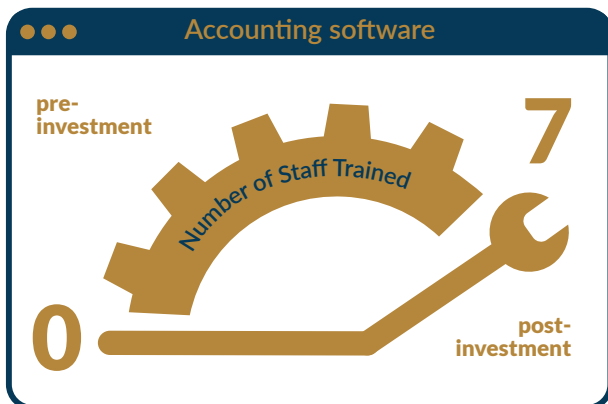


Staffing



RESULTS

By participating in the WiP! program, KEEPS was given the tools it needed to establish a stronger management team, minimize competition, and expand activities. The company's recent growth will allow it to **hire 10 new staff, of which more than 80 percent will be women and youth**. WiP! helped KEEPS develop its financial, human resources, marketing, and customer care skills. As a result of the training, KEEPS management saw the direct benefit of investing in its staff. The company has not only increased retention of valuable employees, it also now trains and employs many of its previous competitors. KEEPS has built its reputation on the trust it has established with its clients, and the company continues to change social norms by educating the community on sustainable waste removal and water management. KEEPS is an example of how Somaliland's private sector can benefit from management training and targeted technical assistance.



Technical Assistance

