

## **Patience Quincaillerie & Fabrication de Bloc | Nazaire Cius, owner**

Mentoring Guide | Prepared following the November 2011 visit by Dale Vernezze & Evan Keller (author)

### Information Gathered:

1. His phone is 3737-2830 or 3765-2079. Address: Guerin #58, Imp Lakay, Leogane
2. Rosemie Paul is his wife and Navenson is his son.
3. He started as a welder who was tired of going to PAP for supplies.
4. He sells a variety of construction materials out of his home at the front of the property and he manufactures concrete blocks in the rear of the property.
5. The major obstacle to increasing block sales is his inability to produce “vibrated” blocks which are considerably stronger. There is strong demand for “Block 20”, a vibrated block used for foundations. NGOs require all blocks they purchase to be vibrated, and they are currently buying the most blocks.
6. Unvibrated “Block 15” are sold for 20 gourdes(USD?); vibrated blocks sell for 27 gourdes. (USD?)
7. The vibrated block maker costs \$7000US and he has \$2000US saved. Steady use of this machine will create two new jobs.
8. He can currently make 250 blocks per day, but the vibrated block maker can produce 1000 per day. He sold 7200 blocks in October.
9. Hardware sales are higher in volume; block sales are higher in profit.
10. He sees his competitive advantages as: on-time delivery, good relationships, and one-stop shop for all construction needs.
11. He has a medium-sized flatbed delivery truck and he delivers to a couple of nearby cities.
12. He has 6 employees: 2 make blocks, 2 sell hardware, 2 make deliveries part-time.
13. He attends the training sessions and was enthusiastic about how they’ve already helped.
14. These are the four main segments of his target market, in order of revenue capacity: masons, individuals, builders, NGOs.
15. He already offers a referral fee (free blocks on next purchase) to clients who bring him new clients.

### Observations:

1. He has demonstrated considerable drive and adaptability in building his business to this point.
2. His winning personality and contagious smile doubtlessly help in building trusting business relationships.

### Questions:

1. What challenges are you currently facing in your business?
2. What do you hope your business will be like in two years? How many new jobs do you hope to create? What positive impact would you like your business to have on the community?
3. Have you been participating in the RED training classes? How have they affected your business?
4. Can we take a family photo?

5. What other hardware items are in demand that you could begin selling?
6. Can you rent out your truck and driver to deliver materials for other businesses?
7. Do you attend church? Are there business people there you can invite into RED? Is your pastor supportive of RED? Does it have facilities that would be suitable for RED training events? How many people attend there?
8. Are you interested in becoming a mentor to another business owner?
9. How much have you saved toward the vibrating block machine?

Recommendations for Mentee:

1. Develop a detailed marketing strategy to reach more of your top four market segments (masons, individuals, builders, NGOs). Start by listing all of your current clients in each category, then clients you hope to attract. Finally, list ways you can get in contact and build relationships with them and fulfill needs and wants specific to each group.
2. Become a construction expert and offer free educational resources to the construction industry. For example, you can host an engineer to teach a seminar on proper construction materials and techniques.
3. Have business cards printed with business name, personal name, phone and address. Make sure both hardware and block making is mentioned. Give out cards to all current & potential clients.
4. Continue with your plans to build a wall with a sign on it.
5. Make a true showroom, using the front portions of the building solely for business so your customers can see all your products more easily.
6. Keep saving towards a vibrating block maker.
7. Offer your delivery workers a bonus for not breaking blocks en route on bad roads.
8. Constantly ask your hardware customers: Did you find everything you're looking for? What else would like to purchase here?

Recommendations for Mentors:

1. Continue to help him improve his bookkeeping.
2. We recommend a loan for a vibrating block machine.
3. We recommend Nazaire applies to the local mentor program as his history and optimism suggest he is a classic entrepreneur.