



Equipping Rural Zambia



## CHARLES WANKIE

LOCATION:  
CHIBOMBO DISTRICT,  
ZAMBIA



BUSINESS:  
SHOP OWNER

CURRENT EQUIPMENT:  
DEEP FREEZER

CLIENT SINCE:  
2013

### CONTACT

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## CLIENT PROFILE

Charles Wankie started working with **Rent-to-Own (RtO)** in 2013 when he applied for a new deep freezer. Along with his son, Charles Jr. he runs a small but growing shop called 'Easy Does It', located in Chibombo District, Central Province, Zambia. At the shop he would sell sliced bread, cooking oil and a variety of other household items. With a small deep freezer, Charles was also selling soft drinks and dairy products, and business was growing quickly. Customers were wanting to find frozen goods such as meats, but with his current, small deep freezer he couldn't possibly make room for any new products.

Rent-to-Own staff visited Charles' shop to assess his business and work with him to complete a business plan. Once his application and business plan were approved, RtO delivered the deep freezer to his shop and ensured it was properly installed.

Now with a new, larger deep freezer, Charles is able to make his expansion plans a reality. His new deep freezer is being used as a chiller to store more cold drinks and dairy products while his older, smaller deep freezer is being used to test out the market for frozen foods.

Charles hopes that his son will one day take over the successful shop, and if business continues to grow he can apply for more equipment from Rent-to-Own in the future.

## RENT TO OWN - for a productive future

Rent-to-Own is a social enterprise that provides high quality productive assets to small-scale entrepreneurs in rural Zambia. Since our debut in 2010 we have helped catalyze business growth opportunities for hundreds of innovative Zambian entrepreneurs, such as Charles. By providing the necessary equipment, training and financing that are otherwise inaccessible in rural areas we will continue to tap into the true potential of Zambia's entrepreneurial capacity