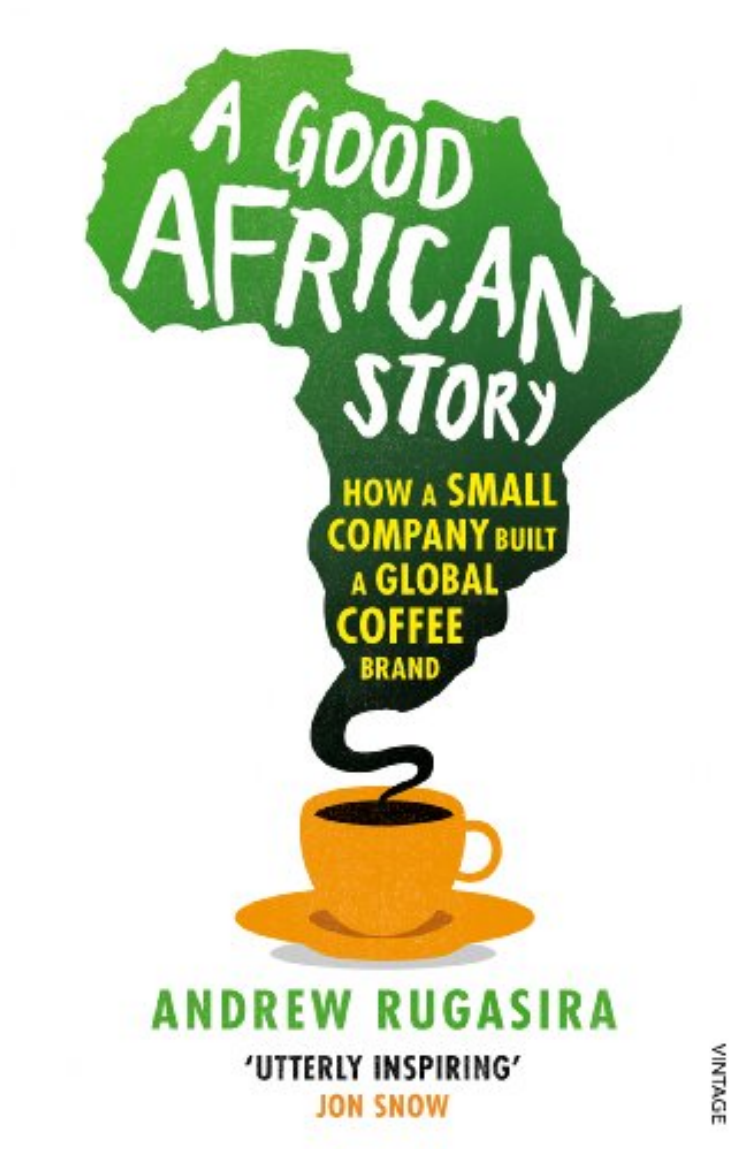


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A Good African Story: How a Small Company Built a Global Coffee Brand

Andrew Rugasira

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Andrew Rugasira : A Good African Story: How a Small Company Built a Global Coffee Brand before purchasing it in order to gage whether or not it would be worth my time, and all praised A Good African Story: How a Small Company Built a Global Coffee Brand:

3 of 3 people found the following review helpful. Outstanding advice from an African entrepreneurBy John GibbsMost foreign aid programs are poorly structured, fungible, insincere and conditional; providing aid through

government agencies in poor countries makes accountability worse; and aid leads to chronic dependency, according to Andrew Rugasira in this book. What African really needs is trade, not aid, and to prove his point, the author set up a successful African coffee exporting company. The book tells the surprisingly engrossing story of the challenges and obstacles faced by an African entrepreneur in starting and growing a business. Interestingly, the biggest challenges were not in dealing with a corrupt business environment or bureaucratic inefficiencies. Instead, they were the same types of challenges faced by entrepreneurs in developed countries, only magnified: gaining access to capital, establishing credibility with suppliers and customers, networking, gaining entry to markets, and keeping the creditors at bay. An interesting aspect of the story is the way in which the prosperity of the enterprise is tied to the prosperity of the farmers who supply the coffee beans. In order to produce high quality coffee, careful attention needs to be paid to the growing conditions. The coffee farmers have to be convinced that their extra efforts will be justly rewarded, and they have to acquire money management skills in order to run their farms well. Thus the author's business has to invest in farmer education and setting up Savings and Credit Co-operatives, making it a natural kind of social enterprise. Another interesting aspect of the story is the author's personal faith journey. Although we are not told much about his Christian beliefs, it is apparent that they have had a significant influence on his business decisions, which he makes not just as a self-seeking entrepreneur but as a leader who understands how the well-being of many people depends on his persistence and careful stewardship of his company's resources. Most "solutions" to African poverty are conceived and imposed by Westerners without adequately consulting the intended beneficiaries, and accordingly they do not work. Other "solutions" are conceived by self-interested African elites, and they serve only to enrich the already rich at the expense of the poor. This book shows that there are genuine African solutions to African problems, and we should be doing everything we can to encourage the growing band of entrepreneurs who are making such a difference. 2 of 2 people found the following review helpful. One of a kind By JMCooper A Good African Story is an outstanding and inspirational memoir of the little known and poorly understood journey of a visionary entrepreneur in Africa. Buttressed by -and often scathing on the mistakes inherent in- contemporary economic thinking, the book is insightful and thought-provoking. Economic development in Africa needs many, many more Good African Stories. This is a must-read for the continent's development planners and practitioners and for African entrepreneurs, an encouraging beacon. 1 of 1 people found the following review helpful. Excellent! By A Customer Entrepreneur creates jobs and improves the quality of life in Uganda. How an entrepreneur built a successful global coffee brand in South Africa, United Kingdom, and the United States.

Since it was founded in 2003, Good African Coffee has helped thousands of farmers earn a decent living, send their children to school and escape a spiral of debt and dependence. Africa has received over \$1 trillion in aid over the last fifty years and yet despite these huge inflows, the continent remains mired in poverty, disease and systemic corruption. In A Good African Story, as Andrew Rugasira recounts the very personal story of his company and the challenges that he has faced - and overcome - as an African entrepreneur, he provides a tantalising glimpse of what Africa could be, and argues that trade has achieved what years of aid have failed to deliver. This is a book about Africa taking its destiny in its own hands, and dictating the terms of its future.