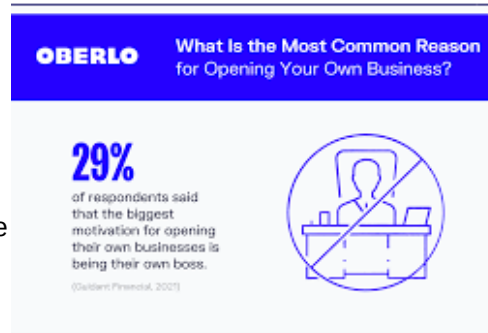


Ways to Support Your Fellow Small Business Owners

1. Always Start Small When Purchasing New Products or Services

Supporting small businesses is so important to the economy. It is hard to imagine life without small businesses even when so many larger corporations seem to be taking over. One way small businesses can support each other is to always start small before seeking out products or services elsewhere



2. Hire Small Businesses as Your Vendors.

I personally love supporting small businesses. The Small Business Administration says there are around 30 million small businesses. I feel that as long as you are careful in your selection you can get great consultants and specialists who are able to help you grow your business without having the same overhead of bringing a team in-house. Great examples of where they could help would be with product design, SEO/web, legal and, of course, accounting.

3. Collaborate With Each Other On Local Initiatives

It is paramount to support other small businesses, especially at the local level. All companies collaborate often with other local businesses. Whether it is hosting as a drop-off point for charity clothing or canned good drives or sharing booth space at fairs, we love to collaborate and connect with other small businesses to help the community

4. Create and Join Entrepreneur Groups

We are in the business of helping our partners grow, and that means we engage with them at the community level. Create community groups on social media and other platforms where you can exchange experiences and ideas. You will be surprised at what you can learn and how much it helps others grow!



5. Mentor Up-And-Coming Businesses in Your Field

Have an accelerator program where you help other awesome plugin developers take their products to the next level. I think that other SME owners can offer similar mentoring support in their own fields. They can approach a trade association and offer to mentor new business owners or create their own accelerator program. In this way, they will leverage their expertise to help others.

6. Refer New Customers to Small Businesses You Know and Trust

Small businesses could be small in the scale of their operations, team size and revenue, but not in connections and networks. Owners should start referring more customers to other small businesses, by either a direct handshake, email introduction, phone call, affiliate marketing or outreach. This can really help them to augment their revenue and grow their business.

Source: Forbes News

**Gambia Chamber of
Commerce &
Industry**

**Kerr Jula,
Bertil Harding Highway,
Bijilo**

**www.gcci.gm
Tel: +220 446 3452**

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Upcoming Events

**Advantage Healthcare
India 2023**

**Date:
20th-22nd February 2023
Venue:
New Delhi, India**

**2nd Engineering &
Healthcare Show**

**Date: 23rd-25th
February, 2023
Venue:
Lahore, Pakistan**

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What is digital transformation?

Upcoming Events

34th Enugu International Trade Fair

Date: 24th March to 3rd April, 2023

**Venue:
Enugu State, Nigeria**

Vietnam Expo

Date: 5th April to 9th April, 2023

**Venue:
Hanoi, Vietnam**

Foire International De Toulouse

Date: 14th April to 24th April, 2023

**Venue:
Toulouse, France**

IATF

**Date:
21st-27th September, 2023**

**Venue:
Ivory Coast**

DOHA EXPO

**Date:
2nd Oct. 2023 to 28th March, 2024**

**Venue:
Qatar**

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Digital transformation is the integration of digital technology into all areas of a business, fundamentally changing how you operate and deliver value to customers.

It's also a cultural change that requires organizations to continually challenge the status quo, experiment, and get comfortable with failure.

Digital transformation is imperative for all businesses, from the small to the enterprise. That message comes through loud and clear from seemingly every keynote, panel discussion, article, or study related to how businesses can remain competitive and relevant as the world becomes increasingly digital. What's not clear to many business leaders is what digital transformation means. Is it just a catchy way to say moving to the cloud? What are the specific steps we need to take? Do we need to design new jobs to help us create a framework for digital transformation, or hire a consulting service? What parts of our business strategy need to change? Is it really worth it?

Why does digital transformation matter?

Although digital transformation will vary widely based on organization's specific challenges and demands, there are a few constants and common themes among existing case studies and published frameworks that all business and technology leaders should consider as they embark on digital transformation.

While each guide has its own recommendations and varying steps or considerations, CIOs should look for those important shared themes when developing their own digital transformation strategy.

How can I measure ROI on digital transformation?

Although digital transformation will vary widely based on organization's specific challenges and demands, there are a few constants and common themes among existing case studies and published frameworks that all business and technology leaders should consider as they embark on digital transformation.

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Meetings & Visits



The Counsellor of the Chinese Embassy to The Gambia paid a courtesy call to The Gambia Chamber of Commerce and Industry .



The Millenium Challenge Corporation (MCC) Board has selected The Gambia to develop a Compact Program. A team led by the MD for Africa Mr. Jason Small met with the GCCCI & members of the Private Sector, to discuss the process of developing the Gambia's compact program.



An Introductory meeting with the Ministry of Trade Baboucarr O. Joof, led by the GCCCI President to discuss ways of enhancing trade distribution



The GGCI launched the 16th Edition of the Trade Fair Gambia International #TFGI2023 held at Kerr Jula. This year's edition will be held from 18th of February to 19th of March 2023.



The Chamber kickstarted the SIYB entrepreneurship training conducted for 200 participants that applied for the Kerr Jula Challenge business plan competition across all regions.

Membership benefits

Personalised business advisory services

Access to business plan review services

Linkage to funding opportunities

Access to Capacity building and trainings

Promotion on GCCCI media platform

Priority access to trade mission opportunities

Free membership in GCCCI start up association

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Members for the Month

Business Name	Business Activity	Contact Person
All Star Catering	Catering	Dawda jeng
Bambo Craft Shop	General Goods	Muhammed Jaiteh Kabba
Corr Anderson	Agriculture/ Food Processing	Rohey Sey Corr
Dija's All Natural Product	Cosmetics	Kaddijatou Badjie
Dukureh General Goods	Saibo Dukureh	General Trading
Faiza's Kitchen & Food Processing	Agro Processing	Binta Cham
Fatim Teranga Design	Tailoring & Fashion	Fatou Kambi
Isha's Fashion	Fashion/Cosmetics	Birinsa Badjie
Jah-Gas Company Ltd.	General Trading	Malick Jah
Jannah Clothing	Clothing Brand	Fatou Binta Bojang
Jobe Trawalleh Family Farm	Farming	Dam Jobe
K.K Garden	Gardening	Sulayman Koteh
KYNG	Multimedia & Consultancy	KYNG Consortium Ltd
Matadado	Buying & Trading/ Tailoring	Fatoumatta Touray
Musa City	General Trading	Musa Sillah
MYJ Enterprise	General Trading	Momodou Yassin Jallow
Oussou's Construction	Issiaka Oussou	Construction
Sambou Welding	Trade & Export	Pa Omar Gaye
Sharab Hospital Ltd	Health	Zainab Jah
Trawally Herbs	Tradiional Medicine	Yusupha Trawally
Twin Cup Cafe	Tourism	Gloria Junian Metzger
T&T Fashion/Food Processing	Textile & Fashion	Sainabou Jobe
Ya Anna's Catering	Catering	Isatou John
Yam's Fashion Boutique	General Goods/ Cosmetics	Yama Mbye
Ya-Sai Family Farm	Agriculture	Musa N. Corr

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Contact us on WhatsApp:5900916