

Impact Story

“During the training, I gained important skills in customer service, labor market needs, and basic finance, which helped me greatly in my business endeavors.”

- Noulex Kongmany

Beneficiary



Image: Noulex Kongmany Credit: Swisscontact

Noulex Kongmany is an LGBT woman who has a passion for the beauty business. She recently opened her own salon in the Lao Ngam district of Salavan Province, where she offers various beauty services.

Before opening the salon shop, Noulex was planning to cross the border and find work in a neighboring country. However, she heard about the Employment Support Services (ESS) Coaching Cycle program organized by Swisscontact's VTESS Project and decided to enroll.

“I really wanted to earn an income to support my family through the work that I love,” she said.

Kongmany successfully completed her training in the coaching cycle and also finished the 3-months hands-on salon practicum as part of the Enterprise Base Training (EBT) program. She received seed money in June 2022 and opened her salon in October of the same year. “During the training, I gained important skills in customer service, labor market needs, and basic finance, which have helped me greatly in my business endeavors,” she said.

Initially, she faced some challenges, such as inclement weather during her opening period and price increases for salon products due to exchange rate fluctuations. However, she was able to overcome these challenges by adapting to the situation.



Image: Noulex's Salon in Salavan.
Credit: Swisscontact

To boost her business, Kongmany set up a sign in front of her shop and created an online facebook salon group for her customers to book appointments and keep up with the latest news.

Her excellent service and customer-focused approach helped her attract more customers in just a few short months. During the wedding season in January and February, she saw a spike in business and income, earning around 2-3 million kip per month.

Kongmany manages her finances by saving 50% of the profit and using the other half to keep her salon running smoothly.

In the future, she hopes to expand her business by selling clothing and beauty products such as body lotions, face creams, and makeup.

*Image: Noulex Kongmany washing a customer's hair in her salon.
Credit: Swisscontact*



Inception phase: August 2019 - March 2020

Project duration: August 2019 - November 2023 (4 years)

Funded by: Swiss Agency for Development and Cooperation

Implementer: Consortium Swisscontact / Lucerne University of Applied Sciences and Arts

Key implementing governmental partners:

- Ministry of Education and Sports - MoES (Lead)
- Ministry of Labour and Social Welfare – MoLSW

Target Groups:

- Main: Early school-leavers - young people (15-35 years of age) who have completed primary school only and are deprived socially and economically.
- Wider: Teachers from IVET schools, staff from job centres or similar institutions (career counsellors, job coaches, community or youth workers, village facilitators and social workers).



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