



Impact Story

Beneficiary

“The most helpful subject is the business plan, it included budget estimate and labor market survey, which taught about finding jobs. This knowledge helped me achieve my goals.”

Vilayphone Sisouphanh



Image: Vilayphone Sisouphanh Credit: Swisscontact

Vilayphone Sisouphanh is an owner of the tailor shop in Xayaburi Province. She is one of the beneficiaries who received training and start-up capital from Swisscontact's VTESS project. Previously, after she finished primary school she helped her parents with agriculture and farming work.

“When I heard about the VTESS coaching cycle courses in 2021, I did not hesitate to apply, she said.

During the program, Sisouphanh had the opportunity to gain work exposure in both hairdresser and tailoring. She ultimately chose to focus on tailoring because it would allow her more flexibility with customers and less competition in her area. “The most helpful subject is the business plan, which included budget estimates and labor market surveys as well as employment information, This knowledge helped me achieve my goals,” she said.

Sisouphanh used 70% of her seed money to buy equipment such as a sewing machine, a mirror, fabric, and other tailoring tools. The remaining 30% was used for shop construction. She advertised her shop on FaceBook with a promotion offering discounts to customers to do clothing at the shop and her cousin also helped advertise to the neighboring villages.

When Sisouphanh first opened her shop, she faced challenges in fixing clothing for males as it had not been covered in her training. However, through self-learning, she was able to expand her skill set.



Image: Vilayphone Sisouphanh fixing an officers' uniform in her shop. Credit: Swisscontact

Unlike many other shops in town, Sisouphanh also fixes clothes and this has gained her a loyal customer base. She is especially busy during the wedding season with many customers coming to her shop to repair or tailor their clothing, including military officers' uniforms.

When she gets really busy, she hires assistants to help with the workload, paying them 30% of the amount earned. In the future, she plans to hire a permanent tailoring assistant at the shop to keep up with the increasing number of customers.

Sisouphanh earns between 3-4 million kip per month and manages her finances responsibly by allocating funds for running her business, paying utility bills, and savings.

Sisouphanh's advice to new students applying for the coaching cycle courses is to pay close attention to their lessons as this knowledge can help them build a sustainable income.

“Do not let this opportunity slip away,” she said.

*Image: Vilayphone Sisouphanh sewing clothes in her shop.
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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