

Fe D. Ruizol



Statistics

- Age: 44
- Sex: Female
- Occupation: beauty salon owner
- Loan cycle: 6
- Application y/n: NO; Bohol Community MPC
- Family: no husband (widow), 3 sons (27, 22, and 20)

Story

Between her home business and her stall in the Calape Public Market, Fe Ruizol, 44, has been a hairstylist for over ten years. Prior to that, she rode the jeepney (a small bus) each day from her home outside of Calape to downtown Tagbilaran for her job as a waitress. As soon as she had enough money saved, she put herself through cosmetology school. Since her husband, the father of her children, tragically passed away a number of years ago, she has remained the sole source of income for her family. The loans from the project, in turn, have been an essential part of her ability to provide even the most basic needs.

Fe began by taking clients at the parlor which she manages in Calape Public Market. Not owning the business in which she operates, however, ate away at the profits which she needed for the education of her three sons. While one has graduated and is now working in Cebu, one has just passed the board exam and the other is still studying in college. Expensive tuition bills have often kept her from being able to make her loan payments on time; aside from that, Fe feels like the loans have helped to make her business a stable source of income.



By providing capital for additional hair products, the loan allowed her to bring her business home with her. She was able to purchase the products and accessories she needed for her best-selling service, hair-rebonding (straightening), as well as curlers and hair-dye. Being able to provide the same services at home eliminates the cost of sharing the space, as well as transportation. Additionally, while at the market, she and five others cycle through turns using the space, she can take customers at any time in her home. It is here that she averages 10-15 customers per day.

Fe is thankful to be getting management experience so that when she is able to open her own shop, she will have the knowledge and skills to run it well. Nonetheless, because of beauty school and semi-annual seminars provided by the company she buys products from, she feels she is adaptable and good at developing the business she manages - putting her in an ideal position to be running her own space. In the next three years, when youngest son finishes his studies and all three of her children are able to support themselves, Fe anticipates being able to expand to a larger parlor of her own. "It will be a great parlor known by all of the neighboring towns and provinces," Fe laughs.