

# Goldstone Enterprise Consulting and Training Limited FFOU Member Survey

## FFOU Member Survey



Goldstone is a multi-sectoral Enterprise Consulting and training firm based in Kampala, Uganda, with reach into Kenya, Tanzania, Rwanda Burundi and Mozambique through liaison partners. Our vision is to be the leading enterprise consulting and training firm in Africa and our mission is to lead the way in poverty alleviation through enterprise development

We provide Enterprise Consulting, Training, Accelerator and Investment readiness services to our clients in the NGO, Impact Investment and private sector.

In partnership with FFOU in Uganda, Goldstone seeks to support FFOU and the aquaculture space in general in terms of capacity development, Investment Readiness and access to APPROPRIATE financing.

Our customer centric approach ensures that we develop evidence-based solutions for our clients based on the needs they have individually and the pain points they seek to solve. IN order to serve you well, we would like to hear about your experience's challenges, opportunities you experience in the aquaculture space, and your vision for your business. Your participation in quick survey will go a long way in supporting engagement with financial and investment stakeholders in the aquaculture space for the good of the sector, both technically and financially. Your participation will be greatly appreciated.

Note: This information you provide will be confidential and only used to frame fundraising and investment readiness solutions for the aquaculture industry in Uganda.

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**Company Name**

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**Entrepreneurs' Name**

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**Email**

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**Nature of business**

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**Age of Business**

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**When was your business registered?**

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**How many staff do you have**

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**1: How did you get into aquaculture?**

- I always wanted to engage in aquaculture and create my own business
- I was employed and started my business on the side
- I lost my job and started my business
- I started my entrepreneurship journey straight of school
- Other

**Other specify**

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**2: How did you fund your first business? \***

- Self-funded
- Funders/Investors
- Challenge funds
- Family & Friends
- Government
- General Public
- Joint Ventures
- Entrepreneurial Organizations
- Banks/Microfinances

**3: What are your top business challenges in the sector in the post Covid-19 environment?**

- Demand is shrinking. People aren't buying or are seeking alternative products from competitors
- I need to mitigate against future unforeseen business risks but don't have business insurance
- I need to maintain positive cashflow but customers are not paying on time
- I need to have support from a bank that understands entrepreneurs
- I need to pivot my business and rethink my distribution channels
- I need to reduce and better manage my operating costs
- Covid 19 has caused me to look at new markets and re-invent my current business model
- Other:

**Other specify**

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**4: Why are aquaculture businesses different?**

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**Question 5: What are the most important areas where you require assistance?**

*What areas do you believe you require assistance with over the next 12 months?*

- Access to appropriate Finance
- Capacity building
- Business remodeling
- Access to new buyers and sellers (support with marketing and distribution)
- Sales training
- Tax advice
- Digital marketing
- Banking solutions for my employees
- Book keeping
- Professional business legal services
- Other:

**Other specify**

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**What was your sales turn over?**

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