

SUCCESSFUL STORY OF BANK'S CHAMPION MAMA ANNA GOI

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Anna Goi is 47 years old mother of five who hails from Highlands region of Papua New Guinea specifically Chimbu province in a small village in Gembog district called Sidnige. She lives all her life in Port Moreby at her family home at Tokorara.

Mama Anna who WMBL liked to call her developed her business idea back in the late 20's. Having her elder brother as her inspiration and role model. She was inspired by her elder brother who is known to many National Capital locals and business houses as Mr Shit. His brother Mr Shit whom was known to sell chicken and cow shit and pot plants in and around National Capital back in the days.

With the inspiration she got from her brother she started her table market store called 5t Store at Works Compound (4mile Boroko) by selling per cream cracker for 5t with a cup of coffee.

The desire of doing business grow bigger and bigger every time she made a profit out from her table sales. At first Mama Anna does sales to earn income to help her husband sustain their family daily needs and wants and cater for her kids' school fee.



Fast-forward in 2014 she decided to open a passbook account with WMBL under Meri Moni Savings Account. Mama Anna is one of bank's first clients to open her account. Her small business grow with the bank throughout the years so as she.

Mama Anna is now currently operating a trade store called GOI TRADCREC and also doing tailoring services. Goi Trading is proudly financed by WMBL through one of our loan product called Business / SME loan.

The main idea why Goi going into business is because she's want to be her own boss rather than working for someone else. She added on by saying she wants to help empower women and young girls go into business and do something for themselves to sustain their own lives and their families. She said " be a labour to your loan & become your own boss". Mana Anna love to be the labour to her loan because it brings her to where she's now.

Pictured on the photograph is Mama Goi and her regular customers at Goi Tradcred, Tokarara (Port Moresby).
Photograph by Melisha Sindiwan (WMBL Corporate Marketing Officer)