Little Reed is an eco-friendly farmhouse, located in Qsaybeh, Mount Lebanon, in the midst of an idyllic mountain setup, surrounded by a small farm and organic plantation. The weekend buffet offering restaurant caters to both tourists and locals wanting to explore the food traditions of the area. In fact, one of the reasons Little Reed became an attraction is their serving of authentic Lebanese cuisine, where many ingredients are grown in-house. Women from the village prepare all the dishes, as well as Lebanese traditional preserved food products – known in Arabic as “mouneh”. The business owner, Mrs. Elissa Zeidane, applied to the Business Development Support call published by Hivos under the Ministry of Foreign Affairs of the Netherlands’ ARC Fund, with a view to equip the kitchen of Little Reed, and to be able to hire vulnerable village residents as cooks and employees.

**BUSINESS DEVELOPMENT SUPPORT**

Little Reed received a sub-grant of **22,446 Euros** used to equip the kitchen and install outdoor furniture, thus making the business operational and allowing the recruitment of vulnerable housewives from the village for the preparation of food buffets.

Little Reed owner participated in a series of **12 trainings** delivered by a professional business training provider for **36 hours** on topics including Design Thinking, Business Modelling, Legal, Management, Recruitment, Marketing and Branding, Social Media, Sales, Financial Modelling and Business Pitching.

8 Coaching Sessions of 3 hours were provided in complementarity with the trainings for a more customized support, thanks to which Mrs. Zeidane was able to improve the various aspects of her business, including boosting its visibility on social media, and setting up outdoor farm activities, which in return allowed hiring additional staff.

**Hivos’ Networking event** in February 2019 has given Little Reed a visibility platform, where Mrs. Zeidane got the opportunity to meet investors and customers. Furthermore, she participated in events hosted by international organizations – including USAID, FAO, ILO and the EU – to promote her business and to take part in national discussions related to the tourism sector and women’s entrepreneurship.

Based on the MSME support approach of the **Alliance2015** Consortium partners, Hivos has been closely monitoring the progress of the business through regular field visits, reports from the training/coaching provider and from the business owner herself.

**RESULTS**

Since 2018, the farmhouse grew from **1 to 26 employees**

62% of recruited employees are females, mostly vulnerable housewives from the village

5 small-scale suppliers from the village are contracted for procurement of raw food products

In one year, revenue increased by **63%**, from **46,098 USD** during summer 2018 to **75,108 USD** during summer 2019

In one year, profit had a four fold increase, from **7,708 USD** during summer 2018 to **29,596 USD** during summer 2019