## Home-Based Business Proposed Video Subjects

(Only 4 names will be chosen)

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|  | Name | Location | Story |
| 1 | Amal Al-Shalaby | Zarqa  | Amal is from Al-Sakhneh in Zarqa, a rural small village where there is an abundance of farm land, cattle, and subsequently fresh milk. Amal started making sheep milk cheese, cow milk cheese, and labaneh because she couldn’t find a tasty alternative in the local market and she needed a source of income. She learned how to make it from her grandmother at a young age, so she started producing at home for her family and neighbors, due to her success and increased demand she expanded her operating area to an adjacent space to her kitchen. |
| 2 | En’aam Tawfeeq Al-Qawab’a | Tafileh | Enaam is one of the few female restaurant owners in Tafileh. Having her husband’s full support, she opened her business (Mix Burger) despite facing cultural and religious barriers, and has been operational for almost 10 years. She came up with a non-traditional way of making falafel sandwiches using shrak bread, and received very positive feedback from customers and friends. After that, she approached nearby schools and made deals with two of them to provide them with around 150 sandwiches every single day. Her restaurant is located right in front of Tafileh Technical University, making it a popular lunch and study spot among students. Her loving spirit and smile are contagious, and although her food is delicious and very popular in her hometown, most of her customers visit her restaurant to spend time with her and talk to her.  |
| 3 | Milana Musha’sha | Irbid | Ms. Musha’sha started her business from her home making cupcakes and other desserts for three years, building a 2000-strong customer database by publicising her business through Facebook, Instagram and Whatsapp. As she became more well-known and as demand increased for her baked goods, Ms. Musha’sha approached USAID LENS for a grant to formalize her business, and open a storefront cupcake shop in Irbid city. As a target market, Irbid city is considered one of the largest cities in Jordan, with four universities that enroll more than 60,000 students. Most importantly, this cupcake shop is capitalizing on a new food trend, as there are currently no other shops in Irbid specialized in this sort of dessert |
| 4 | Manar Harb | Irbid | Manar Harb is a single mother who has always been an active member in her community. She took several trainings and obtained certificates that enabled her to teach young students in UNICEF-funded schools and public schools. This gave her the opportunity to grow her network and make great connections.However, her husband passed away over 4 years ago, leaving her with (3) young men to raise alone and one too many financial problems to deal with. Manar always had a passion for cooking and is known for her amazing food among family and friends. This encouraged her to start offering catering services from her tiny kitchen at home to family, neighbors and friends, with the help of her boys. She recently rented a fully equipped kitchen and a small restaurant, and started operating from it; a remarkable achievement for a woman that had such a difficult beginning. |
| 5 | Fatima Daoud | Irbid | Fatima Daoud who comes from a small village in the suburbs of Irbid, has been making pomegranate molasses and vinegar from her home all her life, with the help of her husband. When done manually, making vinegar and molasses can take up to 90 days and requires lots of efforts and physical strength; especially during pomegranate season where she would start working at 4 or 5 in the morning. Fatima recently automated her work and managed to triple her production. Fatima’s pomegranate molasses is considered one of the best as its pure and does not have any additives, unlike the pre-packaged bottles found in the market. She frequently participates in local food fairs to showcase her products.  |
| 6 | Maisoon  | Zarqa | Maisoon came to Jordan from Palestine during the war with no possessions or skills that qualify her to work. Her husband was sick and she needed to find a way to make some income to feed her children, so she started making Maftool and sold it to neighbors and acquaintances. This enabled her to make some money to pay for basic living expenses.  |