



Case Study #3: Yem Veoun

SUSPENDING MY BUSINESS TO SUPPORT MY WIFE WITH HERS

Yem Veoun, the husband of Chorn Chorvy, has been a part of the WEE project since November 2018. Veoun is thirty-four years old and has been married for seven years. The couple has one daughter. Veoun owns a motor repair business, while his wife Chorn is a clothing tailor.

One year ago, Veoun agreed to support his wife and take part in the Economic Empowerment for Women in Small Scale Businesses project because he felt more business experience would be beneficial for him and his wife. He wanted to work with business owners from other provinces, as well as share his new knowledge with his friends.

The WEE project not only educates women about business concepts, financial literacy, domestic violence and women's rights, but it also includes women's spouses in the training process, recognizing it as a crucial component in enabling women's empowerment.

Veoun's moto repair shop's progress has come to a temporary pause, the real focus has been put on his wife's tailoring business. "My wife's business has gotten busier because of the back-to-school season. I chose to suspend my moto business when the workload from the tailoring shop became too much for my wife to do alone. I would say the success of the tailoring business has been a combination of the busier season and the knowledge we have gained from the WEE project". Veoun is excited to use the new business plan the couple have developed during the field visit to expand the number of clothing designs available at the tailoring shop and in the future focusing more on the moto repair business.

Veoun and his family have felt significant changes at home since the start of the project: "I used to get very angry and aggressive with my wife. I would not calm down or make things better. Since the training, I can now keep my composure and communicate better."

Veoun has helped with housework since the beginning of their relationship, and very much enjoyed it. Although previously, his wife has taken on the majority of the cooking and other housework at times when his moto repair shop was very busy. He explained, "It is hard for my wife to help with my business because it requires very specific skills and knowledge about cars and motos. I can help more directly with her tailoring business by organizing orders and speaking with customers".

"The GRM training has been the most important thing I have learned so far. The top three takeaways I remember is how to develop a

business plan, build capacity and communicate with my family to make them happier". Veoun shared that since his training, he has minimized his excessive drinking and focuses more on supporting his wife. Regarding his business knowledge, he now sees how getting a loan from the bank is not necessarily a bad thing, but rather it can be a great way to grow the business.

When asked if he has any suggestions to improve the WEE project, Veoun had several ideas. "I would like the project to be longer so that we could see genuine progress from the other couples over time; Maybe extend it to three or four years. I would like each couple to be evaluated on their success throughout the project so that at the end we can see who was the most successful. I think some healthy competition between the participants is a good thing. We can also learn from the other couples through the evaluation, so we can see what they did well or didn't do well. We cannot see the continuous changes that need to be made in such a short amount of time."



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