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**We do market visits every week. We take note of our customers' problems, expectations, and any problem we discuss.**

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- Mercy Muwa, Wholesale Outlet Manager, DAPP Malawi

**W**hen I assumed the role of Shop Manager at one of DAPP Malawi's second-hand clothes shop located at Trade Fair, the shop was not selling much. I started looking at what makes it not to sell more clothes.

I decided to go at the market and meet the customers, asking what was the problem and why they are not coming to our Trade Fair shop? We came up with a team to make the market survey and went on to collect the information about what makes customers not to do business with us.

The feedback painted a picture of some weaknesses of the people working at our

Trade Fair shop. I took that weakness back to the customers, I told the customers, it will not happen again in the future and promised a complete change.

I invited them to come and see how the shop had changed, from customer care, clothes displays, a friendly environment and better quality products on offer. Customers started coming at our Trade Fair shop and bought more and more clothes, thus business started to increase. As of now, Trade Fair shop is one of the second-hand clothes shops selling more than any other shop being run by DAPP Malawi.



**HUMANA PEOPLE TO PEOPLE**  
The Federation for Associations connected to the International Humana People to People Movement