

CONTENDER PROFILES



SMALL
BUSINESS
AWARDS

2017

AGRICULTURE SECTOR

(cultivating certain plants and the raising of domesticated animals (livestock) to produce food, feed & fiber for consumption or the market)

SOIL HEALTH PACIFIC LTD

Name of Owner: Edwin Tamasese

Location: Tapatapao

Year Established: 2008

Contact: 7795462 or 24495

- Started with SBEC in 2008
- His main activities are; the production of organic fertilizer from locally sourced raw materials, and farming vegetables for the local market
- In addition to this he also offers agri-related consultancy services
- Mr. Tamasese is one of the current pioneers of the coconut oil clusters project

Market is mainly local but have plans to export to neighboring islands such as Tokelau and Tonga



SARA'S VEGETABLE FARM

Name of Owner: Sara Ah Hoy

Location: Aleisa

Year Established: 2006

Contact: 7227158

One of SBEC's long term persistent clients, dating back association to 2006, then continued with SACEP. A sole trader farming business, started off with a simple shade-house as nursery for her flowers. Over the years, increased size of operation and variety of produce grown. One of the prominent vegetable farmers in the area. Major markets are supermarkets and the Fugalei Market. Employs mainly family but also contract out to others when demand increases.



MARIETTA'S MIXED FARM

Name of Owner: Marietta Nansen

Location: Aleisa

Year Established: 2012

Contact: 7264212

Client started with SBEC in 2012 for a basic vegetable garden

Products – vegetables (peas, beans, tomatoes, capsicum, laupele, eggplant, pumpkins & Chinese cabbage)

Services – Fast food take away in Apia as outlet for vegetable supplies

Market are its own fast food joint as well as the Fugalei market, however also have a few stores and supermarkets she regularly supplies.



VUI'S CATTLE FARM

Name of Owner: Vui Lauano Viti
Location: Pu'apu'a Savaii
Year Established: 1999
Contact: 7228459 or 7287470

Cattle & crops farmer for more than 30 years

Started with 5 animals from MAF Avele in 1999, he currently has more than 80 livestock including sheep

He also runs a lawn mowing business and has an existing contract with the Church of Latter Day Saints to look after their grounds.

Attended SBEC training and was one of the recipients of the Matching Grant

Main market is the *faalavelave* market which has proven profitable



FISHERIES SECTOR

*(the occupation or industry of catching,
processing, or selling fish or shellfish)*



FAATAU'S FISHING

Name of Owner: Uepa Faatau Lagafuaina

Location: Puipa'a

Year Established: 1987

Contact: 7590877 or 7252525

Hi main business activity is reef fish and he employs 6 of his family members. Uepa supplies a couple of Chinese restaurants and our local community. He is a very experienced fisherman and has been in this line of business all his life.

The business is the main source of income for the family and it helps with the children's school fees and he wants a better future for his family through education.



AJ FISHING

Name of Owner: Fololina Aumua Avia

Location: Tapatapao/Samatau

Year Established: 2002

Contact: 7227034 or 7600026

A long time client of SBEC. In addition to Fishing, Fololina also operates a caravan selling food, manufacture and sell bricks plus a mixed farm up at Tapatapao.

She employs more than 30 people and her fishing business serve a number of restaurants in Apia. Fololina is no stranger to competitions and has been a winning recipient of a number of awards from the Ministry of Agriculture and Fisheries for various produce.





FALEMALU FISH MARKET

Name of Owner: Tuitama Maana

Location: Sataua Savai'i

Year Established: 2002

Contact: 7227034 or 7600026

A family business started by his parents in the 1980s and it has been through a number of cyclones and financial hiccups, but with the assistance of SBEC and the DBS, Tuitama has maintained his determination to stay in the fishing industry.

The client is very much assisted by the Fisheries Division of MAF through training and information sharing and his main customers are hotels, Salelologa fish market and local families.



LINA'S FISHING VESSELS

Name of Owner: Maselina Chu Shing

Location: Savalalo/Siusega

Year Established: 2003

Contact: 7252147

Maselina and her husband in addition to their fishing business also run a fish and chips take away place and a bricks manufacturing workshop.

She is a very committed business woman that views training and mentoring opportunities as key to improving business practice and quality of products and services.



TOURISM SECTOR

(activities that involve traveling to and staying in places outside ones usual environment for leisure, business or other purposes for not more than one consecutive year)

TAUMEASINA HIDEAWAY

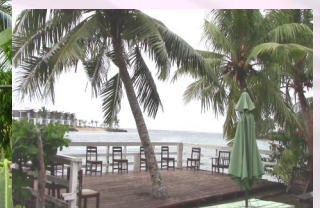
Name of Owner: Sara & Masi Iona

Location: Moataa

Year Established: 2007

Contact: 7589255

Started in 2007 with two self-contained Units intended for long term tenants. She recently resigned after 13 years with SWA to focus on her business and now runs 4 self contained units, 3 enclosed beach fales with shared facilities and 2 bungalows equipped with hot water and air condition. Sara's accommodation offers breakfast and lunch usually Samoan food. She employs 4 staff and her main customers are backpackers and locals. Taumeasina Hideaway is a also a member of the Samoa Hotel Association (SHA)



VAISALA BEACH HOTEL

Name of Owner: Vaai Papu & Sons

Location: Vaisala, Savai'i

Year Established: 1983

Contact: 7227158

One of the long time accommodation operators in Savaii, Vaisala hotel boasts 30 rooms, 2 bungalows and 6 beach fales with shared facilities. It employs more than 20 people from the district and its place favoured by those looking for a quiet place to unwind on the big island away from the noise and the heat of Apia.

Rated by some as the best beach in Savaii, it also offers a generous spread of Samoan food and it has the capacity to host large organisations and big groups for weddings and family reunions.



MANUSINA BEACH FALE

Name of Owner: Ta'aleo Va'aiga

Location: Saleapaga

Year Established: 1994

Contact: 7765398

Manusina was recently revamped to give its 8 beach fales a new look plus a one new self contained air condition Unit. The family run business has hosted a number of government officials, expats and local over the years and is famous for its Samoan food toona'i.

Taaleo currently employs 6 people and received a 5 star rating on trip advisor. The owners are very proud of their business and it's the ideal and affordable spot for a relaxing week or weekend.



MANUFACTURING SECTOR

(establishments engaged in the mechanical, physical, or chemical transformation of materials, substances, or components into new products through systematic process)

ARLENE'S FASHION HOUSE

Name of Owner: Arlene Tamapua
Location: Vaivase - Tai
Year Established: 2000
Contact: 7735446 or 7594088

Products:

Formal wears for individuals - Puletasi, pocket lavalava, shirts, gowns, frocks, evening wears and etc

Uniforms - church, youth, dance groups, offices,

Sarongs, swimwear and etc

Traditional wears - for Pageants and etc

Children wears - of all ages & sizes

She sells mainly at the local market plus NZ and American Samoa.

Started with ice block manufacturing, rental units in 2000

Diversified into bakery & cloth manufacturing in 2013

She currently employs 10 people at the bakery & delivery and at the boutique





SAMOA MEAT SUPPLIERS

Name of Owner: Tom Olaaiga
Location: Vailima
Year Established: 2008
Contact: 7771274 or 30011

Tom moved back to Samoa from Australia to revive this family business and his line of products now include steaks, bacon, sausages, salted beef, offals and soup bones.

He currently supplies a number of big hotels such as Taumeasina, Sherato and Sina-lei. Samoa meat also supplies the Tokelau market.



JUST BRICKS

Name of Owner: Tupai Newmann Tea Peato
Location: Saasaai Savai'i
Year Established: 1999
Contact: 7744914

Newmann was an engineer for the Electric Power Corporation (EPC) when he started a transport business with two taxis in 1997. Since his father is the Branch Manager for SMI Hardware Salelologa, he saw the need to produce and sell bricks as a potential business opportunity for him given that SMI does not supply bricks to its customers. In 2000, Newmann sought assistance from SBEC and attended the SYB course which paved the way for him towards achieving his goals. Later on, Newmann sold out his taxis and resigned from his job so that he can concentrate on his business operations.

The brick production line was mainly done manually and he had to offer employment for unemployed youths from his village to draw sand from the beach and assist with cement mixing and piling up stock of finished products. He first sought assistance from SBEC in 2003 and he had successfully paid off five loans with the Development Bank of Samoa that has assisted him in securing machines such as back-hoe, excavator, bulldozer, delivery trucks as well as tools and equipment for the business.

In addition to his existing businesses, Newmann also purchased a portable mill and started a logging business in 2014 to cater for SMI and other hardwares in Apia. It has been successfully managed and has given him the chance to take advantage of other opportunities.

Just recently, the Ministry of Finance and MNRE approved Nemann's proposal to operate a gas station on his reclaimed land at Saasaai, and he was given a loan of \$135,000 from DBS to start it off. A week after commencement of works, his daughter passed away and he had to cope with these struggles. The project is near completion.





QUALITY FURNITURE

Name of Owner: Maletino Latulipe

Location: 7777374

Year Established: 2010

Contact: 777374

Maletino's main products include dinner table sets, beds, cupboards, church pews, chests, closets and dressing tables to name a few. He started his furniture business back in 2010 and worked with SBEC in 2012 to upgrade his tools and equipments and seek markets for his products.

He also operates a couple of taxis to assist with his furniture business.



NORA'S PLANTATION

Name of Owner: John Seedhouse & Mona Lisa

Location: Lotopa

Year Established: 2000

Contact: 28489/7700340/7775500

Processed cocoa - cubes, paste, nibs,

Markets:

Overseas - Australia - Brisbane & Cold Coast

History:

Moved to Samoa in 2013 from Australia to start business.

Certified to implement Food Safety Programs and currently employs 16 local staff

John works with local cocoa farmers to help improve their product handling skills, a critical part of the process that can hugely affect the quality of the final product.



GARDENIA HINANO BOUTIQUE

Name of Owner: Penina Banse

Location: Level 1, Nia Mall, Saleufi

Year Established: 1989

Contact: 7242873

Formal wears for individuals - Puletasi, pocket lavalava, shirts, gowns, frocks, Uniforms, Hand painted - shirts, caps, Sarongs, Handicrafts & Accessories

She sells mainly at the local market and also exports to NZ, American Samoa and Australia

Started as a partnership project with a relative in 1989 and took over in 2002 when partner left for NZ. She has 4 permanent employees at the workshop and for many years, has been a member of the Miss Samoa Pageant and Miss South Pacific organizing committees. She has also been blessed with opportunities to conduct fashion shows in Am Samoa, Samoa, NZ, Solomon, PNG, Australia & Fiji.



TRANSPORTATION SECTOR

(include infrastructure, vehicles and operations involved in movement of people, animals & goods from one location to another)



LOANAIFOA'S CAR RENTALS

Name of Owner: Papa John Fui

Location: Vaitoloa

Year Established: 2011

Contact: 7284110

A vehicle rental business operating as out of Vaitoloa. In addition to rental vehicles, it also issues temporary Drivers License to its tourists. Its services also include hotels transfers, weddings, and personal chauffer services. It started with 5 vehicles and now has a fleet of 12 vehicles, employing 4 staff. It has its own workshop for repairs to regularly replaces service the vehicles.



Teuila Taxi Stand

Name of Owner: Linda Vanda Faasavalu

Location: Malifa

Year Established: 2015

Contact: 23366 or 7245966

Located at Malifa, the Teuila Taxi Stand caters for the traveling public in Apia. Its services are provided for the general public with professional transportation and top quality vehicles. Through SBEC's assistance in 2015, current owner was able to take over from previous tenant that managed the taxi stand. She also operates other small businesses that help compliment their income.



TOGO AASA TAXI STAND

Name of Owner: Papu Talopa'u

Location: Moata'a

Year Established: 2005

Contact: 20156 (22293/25157/27193)

Started off with one taxi & flea market in 2002 as a partnership with his brother.

Approached SBEC in 2005 for assistance to upgrade project

At the moment - Togo Aasa has more than 50 vehicles in its fleet catering for the traveling public. In addition to this he also operates a retail & bakery & a farm employing more than 20 staff from around the area. Papu also provides hotel transfers, cars for weddings and other transport related services.

From the bakery, Sula's masipopo is a popular fixtures on local shops' shelves plus the infamous keke puua that he delivers to American Samoa on a daily basis.



FOOD AND BEVERAGE SECTOR

(services that process raw food materials and alcoholic and nonalcoholic beverages, package & distribute them for human consumption)

Connexion's Cafe

Name of Owner: Ellie Moananu

Location: Togafuaafua

Year Established: 2010

Contact: 7505100

Connexion's Café is owned and operated by Ms Ellie Stowers Moananu and her husband, located at the SSAB Megastore Building. Ms Moananu's passion for cooking brought her to SBEC to assist with her set up back in 2010. Connexion is now a very popular place for breakfast and lunch and serves hearty and health food six days a week. She also provides catering services.



Sweettooth

Name of Owner: Nowotta Suhren

Location: Vaitele

Year Established: 2013

Contact: 7505050

Sweettooth began in 2012 as a home based bakery operating only to pre-ordered cakes, pies and assorted desserts. The owner turned her passion for baking into a small family business. She takes inspiration and ideas on product development from TV shows and YouTube videos. Products include assorted cakes, cup-cakes, brownies, pavlova, trifle, biscuits & muffins which are mainly promoted through social media but also by its reputation. It can also do delivery and set up especially for birthdays and weddings. Sweettooth has become so popular that sometimes orders are turned down because of limited man-power and resources.

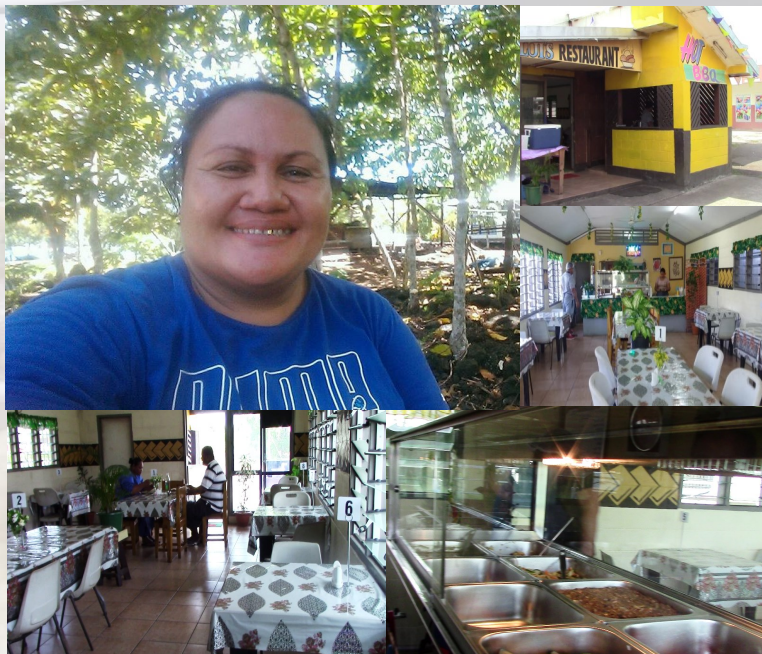


Lui's Restaurant

Name of Owner: Faaolaseu Tariu
Location: Salelologa, Savaii
Year Established: 2008
Contact: 7228463 / 7577001

Located at the heart of Salelologa is Lui's Restaurant, one of the main eateries in the township. Lui's restaurant provides catering services and is known for their Samoan food spread when catering for visiting groups.

Operation started with taxi and retail operations in 2002 and diversified into food and rental units over the years.



Faapupula's Bakery

Name of Owner: Faapupula Peivi
Location: Faga, Savaii
Year Established: 1987
Contact: 8453767 or 7603342

This sole trader business started with a simple canteen serving students of Faga Primary School and Tuasivi College. Then expanded to retail shop a decade later selling general groceries for the increasing demand. Relocated to beachfront area opposite their residence in 2010. Sought financial assistance from SBEC after attending SBEC SYB course to upgrade bakery and is currently selling a range of bakery products and still selling to the same schools where it first started. Plans to diversify into Samoan fales with resting areas on the reclaimed area for customers.



RETAIL AND TRADE SECTOR

*(establishments involved in the direct trade/exchange of merchandise,
without transformation)*

PENINA'S SUPERMARKET

Name of Owner: Penina Wei

Location: Vailele

Year Established: 2009

Contact: 7734007

Products / Services:

Food, Non food, household items, frozen food, canned food, cleaning supplies, clothing items and a wholesale. They also run a food takeaway and a hair salon.

Started in 2009 with a small shop at Vailele with just 2 employees

Sought assistance from SBEC & NBS to funds their move to bigger space (formerly known as Sala Vaimili's Supermarket).

Currently employing 20 locals at the Vailele Supermarket & 3 at Vaitele (Boutique & Hair Salon)



LANUOLA'S STORE

Name of Owner: Glenn & Agalelei Hansell

Location: Salelologa

Year Established: 2011

Contact: 7791164

The business started in the 80's and took over by Glenn and Agalelei in 2011. They've recently opened a bakery and now employing 10 youths from the village. The shop underwent renovations turning it into a mini supermarket, a move that the owners said brought about a positive change in their sales. This client is also taking part in the youth employment program with the Ministry of Women and the Chamber of Commerce.

For those travelling to the western side of Savaii, this will be a good stop to get last minute shopping before continue with your trip.



USOALII'S STORE

Name of Owner: Ema Usoalii

Location: Palauli

Year Established: 2006

Contact: 7227158

A general store that started in 2013 with funding assistance from SBEC and ANZ. Business is doing well and their success is attributed to the fact that they have a wide range of stock available from food items to clothing, tools, furniture and other.

It is also a popular stop for travelers because its by the road side and has a lot of parking space.



MALO'S SUPERMARKET

Name of Owner: Noa Pati Tiatia

Location: Siumu

Year Established: 2000

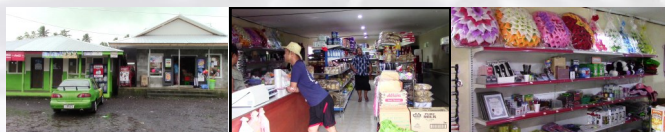
Contact: 7243480 or 7735619

Sells food, household items, cleaning supplies, clothing items, wholesale

Other activities include brick production, farm products exporting to NZ, buses and taxis.

Over the years - client has taken the initiative to start their brick production & transport service using funds from farm & retail.

Recent upgrade for retail to include turning it into a supermarket.



FIA'S SUPERMARKET

Name of Owner: Fia Sapolu

Location: Vaitele

Year Established: 2001

Contact: 7753630 OR 7662154

Products / Services:

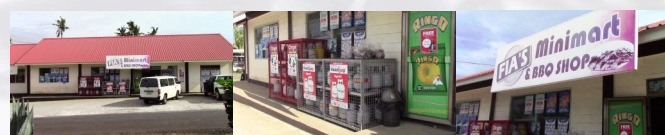
Food, Non food, household items, frozen food, canned food, cleaning supplies, clothing items, BBQ, Transport service, wholesale

Approached SBEC for assistance to expand project into BBQ outlet in 2006 while renting at Vaitele 3 corners

Split operations and moved to 2 separate locations still within Vaitele - one close to Vaitele Primary School (Mati'e Street) and one off the hill opposite the current location.

Business diversified from farm, to retail, bbq & taxi.

Currently operating Supermarket from their new premises -



TECHNICAL SERVICES SECTOR

(services requiring specialized practical skills & methods to carry out an activity)

David's Barber Shop

Name of Owner: Salevasa Ah Poe
Location: Salelologa
Year Established: 2011
Contact: 7722236 / 7717697

David's wife was inspired to start a business after attending the Start and Improve your Business Training in 2009. They started with a small canteen at the wharf then, but David's passion for hair dressing led him to enroll at the APTC hair and beauty courses. He now runs a very busy hair stylist place at the Salelologa market and has completed Certificate I, II and III from APTC.

They also sell second hand clothing from the US.



S & A Welding

Name of Owner: Sapati Filipo
Location: Vaitele
Year Established: 2004
Contact: 7793958 & 7255281

As an experienced welder, Sapati left formal employment to start his own business in 2004. His main business activities are steel fencing and has been fortunate to win a few bids over the years for fencing including the Samoa Beverage Compound at Falelauniu and the Lepea Catholic Church. The business is managed by Sapati and his wife Alofa and employs 4 staff with casual employees hired on an as needed basis when he works on large projects.



JM Garden Concepts

Name of Owner: Visceta Meredith
Location: Lotopa
Year Established: 2010
Contact: 28272 or 23434

Mr & Mrs Meredith runs a successful landscaping business operating out of their main office at Lotopa. With qualifications from NZ, their work is featured on grounds such as those of a couple of High Commissions compounds and the Taumeasina Island resort. In addition to landscaping, they also operate a healthy food café at Lotopa known as Café 10.



MISILUKI SPA

Name of Owner: Lufilufi Rasmussen

Location: Togafuaafua (SSAB Megastore)

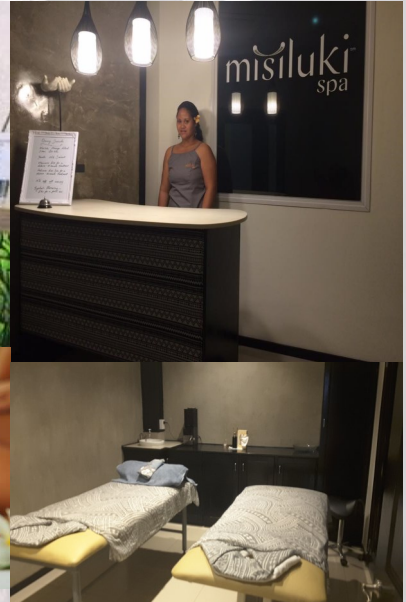
Year Established: 2008

Contact: 20759

A product of passion and determination, Lufilufi is an inspiration to young entrepreneurs. She runs a spa, a café and now selling skincare products out of NZ made of ingredients sourced from Samoa.

Her skincare range of products include cleansers, moisturizers, Serum, lip balm, eye cream and many more, virgin coconut oil is a key ingredient in these products.

She currently employs close to 10 staff.



PROFESSIONAL SERVICES SECTOR

*(occupation in the tertiary sector of the economy requiring special training in the arts or sciences. They also require holding **professional** licenses)*

FOOT & LEG CLINIC

Name of Owner: Helene Stehlin

Location: Tufuiopa

Year Established: 2014

Contact: 7279708

The Foot & Leg Clinic specializes in treating lower limb deformities and pathologies and injuries of the lower extremity. Ms Stehlin is a qualified and experienced podiatrist with formal qualifications from NZ. Services are available to the general public targeting those with foot injuries such as athletes, and those with health problems such as diabetics. In addition to treatment, the clinic sells accessories for the feet such as moon-boot and specialized shoes. Helene employs two staff and also conducts work at the hospital twice a week.



OLA FOU MEDICAL CLINIC

Name of Owner: Sooalo Titi Lamese

Location: Tamaligi

Year Established: 2006

Contact: 32318 or 7618496

The clinic owned and operated by Sooalo Dr. Titi Lamese, MD. It was established over 10 years ago to provide medical services to the general public including general health care, occupational health care, Immigration health reports and such. Sooalo Dr. Lamese, employs two people and has recently opened another branch in Savaii which he attends to a couple of days a week.



J's Ultrasound Clinic

Name of Owner: Jesse Peteru

Location: Saleufi

Year Established: 2007

Contact: 26594 & 26969 or 7775377

A sole trader type business, providing ultrasound imaging services to the public especially females with obstetrical and gynecological problems, pregnant women, patients with stomach related illnesses. Main customers are the general public (adults & children) and expectant mothers. Mr Peteru employs two staff and is a qualified sonographer with over 15 experience.



SBEC—Revised Sector Classification

Sector		Sub-sector/Project Type
Agriculture		Livestock production
		Root Crops production
		Fruits & vegetables production
		Mixed Farming (Root crops, Fruits, Vegetables, Livestock)
		Cash crops (Copra, Tobacco, Vanilla, Cocoa, Kava)
		Agr Technology (green house, tunnel house, hydroponics)
		Crop export operations
Fisheries		In-shore fishing
		Off-shore fishing (Net, Troll, Long line)
		Reef Fishing (sea cucumbers, aliao, limu)
		Aquaculture & Marine Reserves (ponds, tilapias, clams)
		Fish exporting operation
		Fishing vessels & equipments
		Others
Tourism		Accommodation (Beach <i>fales</i> , Motels, Hotels, resorts etc)
		Home stays, Backpackers, Bed & Breakfast (for tourists)
		Tourist attractions & historical sites
		Museum
		Events
		Tours & travel agency
		Others
Manufacturing		Bakery
		Sewing
		Food processors
		Furniture making
		Sawmill
		Brick production
		VCO production
		Water distilling operations
		Handicraft making (Fine mats, Siapo & products etc)
		Elei production
		Others
Transportation		Taxi
		Car Rentals
		Freight forwarders
		Others

Retail, Wholesale & Trade		Shops
		Stalls, kiosks, caravans (including flea market)
		Import operations
		Export operations
		Merchandise/stock delivery
		Others
Food & Beverage		Restaurants
		Food stalls (BBQs etc)
		Catering services
		Beverages production
		Others
Technical Services		Mechanical engineering & supplies
		Lawn mowing & landscaping
		Construction (house, fence etc)
		Plumbing
		Electrical engineering & supplies
		Furniture making
		Sports, fitness & recreation
		Music, video & photography (studio, equipment, production)
		Laundromat
		Florists & Floral arrangement services
		Beauty salon, spa
		Daycare
		Bars, clubs etc
		Carving, Arts (painting) & Tattooing
		Traditional healers
Professional Services		Accountancy
		Legal (law firm,
		Debt recovery
		Health (GP clinics, dentists, family planning etc)
		Taxation
		Financial (loans, consultancy etc)
		Insurance
		ICT (Information, Communication & Technology)
		Education (tutoring, coaching, mentoring)