



NAME: Rita Zirimwabagabo

COUNTRY: Rwanda

AGE: 54

BUSINESS: Urugwiro Rw'Ababyeyi

Bio information

Rita's mother made sure that her 8 children received an education, something she had never had the opportunity to do herself. When Rita was 10, her father died, making her mother's wishes even harder on the family. She was taught to take school very seriously; her mother instilling that the only way out of poverty was education and well paying jobs.

Never achieving her dream of a college education, Rita realized that the engine behind success was hard work and dedication. In 1993, while living in South Africa, she found an opportunity to improve her lifestyle by selling supplements. In 2009, she began her own company Remo's Team Ltd.

In the Rwandan culture, it is common to see extended family, many with 8 to 10 family members living together. But as time goes by, the parents and elders age, losing their spouses, leaving those who remain lonely. Recognizing this, Rita saw an opportunity that has yet to take hold in Rwanda - retirement homes for the elderly. It is her vision to make this opportunity a reality and to help the elderly find companionship in their final years.

Business information

Urugwiro Rw'Ababyeyi literally translated means "a solace nook for parents" and seeks to create a home environment for the elderly population that will rejuvenate, motivate, and bring back meaning in their lives. The retirement home will provide a safe, clean environment where mobile and healthy clients can participate in innovative activities and companionship.

By attending PEACE THROUGH BUSINESS, Rita hopes to learn how to manage her day to day activity more successfully and gain insight on how to better manage her finances.