

## **Johanna del Socorro Parrales Castillo**

Johanna Parrales was one of our first borrowers in the Villa Vallarta neighborhood. Her credit was approved in the very first Credit Committee there. She's married with 4 children.

Johanna is one of the best borrowers of NEO Fund Nicaragua, both in Villa Vallarta and in the program in general, for the following reasons: 1. She exhibits good credit management, 2. she consistently reinvests in her business; 3. she continues to grow her business and, 4. she repays her credit in a timely manner.

### **Development of her business with the NEO FUND**

**Her first loan was in February, 2018 for USD150.00.** When our credit promoter Gridian first visited, she was selling fruits, some vegetables, and fried foods (potatoes, yucas) from the porch of her house. She would also prepare hot food such as soups and roasts to sell once a week.



***Johanna Parrales with her son, holding the money from her very first NEO Fund loan. In the background you can see the two tables she used to sell her products. It occupied approximately 25% of her porch space.***

Their monthly income was calculated at C \$ 13,350.00 (approximately USD \$430.64, an average of \$14.35 daily).

She worked very well with the NEO Fund. She invested the money granted and even canceled her credit in advance.

### **Second loan in June 2018, for USD400.00:**

She used part of her second loan to buy a freezer to keep frozen products such as beef, chicken, cheese, cream, soft drinks, and juices. The remainder of her loan was used for working capital.



*With her second loan, Johanna Parrales bought a freezer so she could add frozen goods to her inventory.*

At the time of this loan our staff analyzed her income and estimated that she now generated C \$ 36,200.00 monthly (USD \$1,147.57 monthly; US \$38.25 daily).

### **Third credit in October 2018, for USD600.00:**

Despite the socio-economic turmoil in Nicaragua, she kept her business afloat, not increasing it as much as projected, but keeping it stable nonetheless. She used her third loan to buy a showcase to store sensitive products such as bread, and she expanded her inventory to include rice, beans, sugar and oil. She was now using approximately 50% of her porch space for selling.

A new credit analysis show her income was now estimated at C \$ 34,400.00 (USD \$1,072.00 per month; USD \$35.76 per day).

**Fourth loan in April 2019, for USD1,000.00:**

With her fourth loan, she transformed her business space 100%. Her pulperia business now occupies her entire porch! This loan was used for working capital, inventory, and structural improvements to the space. One of these transformations was the addition of shelves to maximize space and better display her growing range of products for sale.



***Johanna Parrales with a totally remodeled pulperia. Photo October 2019***

The latest credit analysis shows her income is now approximately C \$ 64,000.00 (USD \$1,948.00 per month; USD \$64.93 per day)!

We are so very proud of Johanna and our NEO Nica team who has coached her through some very turbulent economic times!

(Please see the graphs on the following page).

Below is a small graph showing the growth of her income throughout her credit history with The NEO Fund Nicaragua:

