

## A Young Ivorian Entrepreneur makes his mark

People say you make your own success. This is certainly true for the growing number of young entrepreneurs in Africa. And not just in countries like Nigeria and Tanzania. A young man from Cote d'Ivoire made it to the Forbes list of top 30 African entrepreneurs for 2018. At only 23 years old, Ibrahim Ben Aziz Konate was already head of a successful business.

He began his career as an entrepreneur after leaving school. He says he was a normal pupil. He didn't get excellent grades, but he was always class captain or president of the school council. He had natural leadership ability. So when he started with a small farm and seven employees, it was no surprise that the business grew. At 21 he became the founder and head of Poultry d'Or.

We all know people love chicken. The unique selling point of Poultry d'Or is speed. They kill, package and deliver chicken directly to the customer in a day. They also sell other agri-food products. But it is the chicken that is their core business.

Ibrahim says the idea came from watching a documentary on TV. At the time people were importing chicken from producers abroad. Ibrahim saw a gap in the market and studied how to make his service better than his competitors.

From a small beginning, by 2017 they were making over 500 sales per day and the company employed fifteen people. And in the same year, Ibrahim won the Anzisha Prize from the African leadership academy. This was the first time the prize went to someone from Cote d'Ivoire.

As well as managing his own company, Ibrahim continued with his studies, getting a degree in accounting and business management. And all this before his 23rd birthday. Who knows how far this young man will go?

### New words for this article

founder	person who creates a business
unique selling point	special quality that makes a business attractive
to package agri-food	to put into a box to sell agricultural food
core business	most important business
a gap in the market	commercial opportunity

### Comprehension Questions

Indiquez si les expressions suivantes sont vraies (True) ou fausses (False).

1. People from Nigeria were listed on the Forbes top 30 list
2. Ibrahim Ben Aziz Konate was top of the list in 2018
3. Konate was good at being in charge of people when he was at school
4. Chicken is the only product they sell
5. Ibrahim wanted to beat foreign importers

5	True
4	False
3	True
2	False
1	False

**Comprehension questions**  
Questions de compréhension en lecture

**Answers**