



## SNAPSHOT

# Internet Services Revive Women's Café

**An investment partnership helps a woman entrepreneur enact her plan to grow her business.**



Photo: ABADE/Sohrab Samanian

*Ms. Jeela Habibi, owner of Bahar Restaurant, enjoys booming business after adding internet services.*

Business had been steady at Bahar Restaurant, a café in Herat that caters exclusively to women. But as the sole earner for her family, owner Jeela Habibi needed to attract more customers.

"I need to be creative," she said. "I have to retain existing customers, attract new ones, and keep them coming in more often."

Revamping the menu and refurbishing the interior of the restaurant helped the restaurant appeal to a younger crowd. However, the biggest impact came from the addition of Internet services, laptop computers, and a color printer. Now female students, young professionals, and mothers crowd the bright and pleasant café. Most are getting a quick bite, often using a computer or connecting to the Internet at the same time.

The changes at Bahar Restaurant are the result of Habibi's investment partnership with the USAID-funded Assistance in Building Afghanistan by Developing Enterprises (ABADE) project. The partnership provided the laptop computers and printer, and Habibi herself installed the Internet service, installed a sound system, and provided the furnishings.

"This business is the only source of income for my family," says Habibi, who opened the restaurant in 2013 with a bank loan of \$800. "Adding Internet services attracted more customers and increased sales. I'm grateful to USAID for supporting my plan!"