



NEWSLETTER 1 – 2025

PASSION ALONE ISN'T ENOUGH ::::



Entrepreneur Spotlight

Aimable Ndizihiwe
Izihirwe Arts



Izihirwe Arts show room

Passion is the starting point, not the destination

Many entrepreneurs start with passion, but passion alone doesn't build a sustainable business. Aimable Ndizihiwe, founder of Izihirwe Arts, knows this firsthand. His journey from an artist to a business owner is a testament to the power of learning, adapting, and building strategically; with the right support system.

"I've always been an artist," Aimable says, recalling his early love for creativity. He saw a gap in Rwanda's interior design and furniture industry, there was little innovation, and he wanted to change that. In 2016, he launched Izihirwe Arts with the goal of producing high-quality, locally made furniture. However, he quickly realized that creativity alone wasn't enough. "I thought my talent would carry the business, but I was wrong."

Like many entrepreneurs, Aimable initially equated himself with his business. "I was the company, and the company was me," he admits. He focused on creating and selling, without considering finances, structure, or growth strategies. When BPN reached out, he saw an opportunity to refine his approach.

Through business development training, he learned key business principles; bookkeeping, leadership, and financial planning. "It changed everything. I began to see my business as an enterprise, not just a personal project."

He reflects that BPN didn't just provide knowledge; it became a reliable partner in his journey. The program offered him the tools and coaching needed to navigate challenges, seize opportunities, and take Izihirwe Arts to the next level.

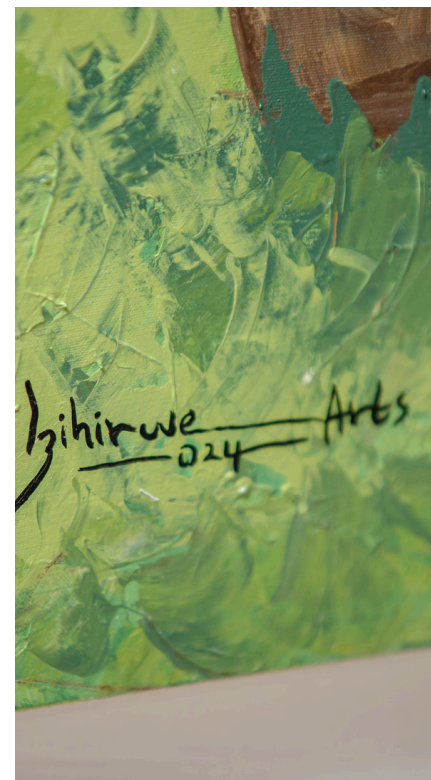
The Right Strategy for Business Growth

Aimable's story proves that passion must be paired with strategy. Entrepreneurs can learn from his experience, embrace creativity, but also focus on building a structured, scalable business. "I love what I do, but now I understand that running a business is about more than just passion. It's about creating impact, providing opportunities, and always improving."

For entrepreneurs looking to refine their businesses, BPN remains a steadfast partner, offering support through coaching, training, and other tools necessary for growth. Aimable's success is proof that with the right support, big dreams can become reality that can impact a nation and beyond.

KEY TAKEAWAYS FOR ENTREPRENEURS

- ☑ Creativity drives ideas, but structure and planning sustain a business.
- ☑ A business needs more than one person. Growth happens when you build a team and delegate responsibilities.
- ☑ Track your numbers – "Before, I didn't know if I was making a profit or a loss. Now, I make decisions based on real data."
- ☑ Think beyond yourself – Businesses should contribute to their respective industries and to the economy by creating jobs and improving standards.
- ☑ Keep learning – "The market changes, and so should we. I've learned to adapt and keep growing."
- ☑ Seek the right support – "BPN helped me see what I was missing and gave me the guidance to grow my business the right way."





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Upcoming Seminars 2025:

Kigali - Business Academy

- ☑ Project Management
7th - 9th May
- ☑ Finance Management
2nd - 5th June
- ☑ Dynamic communication for Leaders
9th - 10th July
- ☑ Executive Business Administration
14th - 18th July
- ☑ Legal Clinic
30th - 31st July

Musanze - Business Academy

- ☑ Executive Business Administration
12th - 16th May
- ☑ Marketing Seminar
19th - 23rd May
- ☑ Gender & Inclusion in the Workplace
29th - 30th May
- ☑ Mental Health Awareness
13th June
- ☑ Taxation
24th - 25th July

BPN: Your partner in business growth

Are you ready to take your business to the next level? Join the BPN community today and gain access to resources, support, and growth opportunities that will help you thrive.

At BPN Rwanda, we believe that entrepreneurship is a powerful catalyst for economic development. Our mission extends beyond business growth; we are committed to developing ethical, visionary leaders who build sustainable companies that stand the test of time. We partner with entrepreneurs to help them refine their business models, grow their teams, and navigate the complexities of the market.



We are committed to being your partner at every stage of your business journey. BPN's ongoing support is designed to help you reflect, adjust, and scale your business. Together, we can overcome challenges and seize opportunities for growth.

Stay tuned for our next edition, and let's keep pushing boundaries together.

