

Anitha Urayeneza's business acumen started appearing at an early age while at school but would later perfect when she got a glimpse of what would be achieved after travelling to Dubai with the help of her future husband.

When Urayeneza completed her university, she didn't look any further but continued what was started at school selling products and never bothered looking for employment.

"During the University days I used to sell jewelry, clothes and bags to some of my school mates and would get a small profit. When I completed school and could not get a job right away, I decided to concentrate on my business but now not at school," observes Urayeneza.

As she gained more experience and capital she would expand and started importing from Dubai, even diversifying to different businesses.



*Anitha Urayeneza is an entrepreneur based in Kigali with various businesses*

Urayeneza met her husband while doing business and he was also in the same trade and after their wedding they continued the journey. She revealed that the husband also encouraged her to continue her passion.

Some of Urayeneza's notable businesses include, the Gisozi based Romantic Gardens, a luxurious hotelier property that offers ambience space for various functions like weddings. Recently, she opened a new distillery business under BNG Ltd.

Under the brand name UNITED, she's venturing into distillery business by producing both Gin and Whisky. UNITED Gin have already passed the quality standards and was launched to the market this March.

"The distillery already acquired all the necessarily documents including those from Food and Drug Authority and Rwanda standards after our products passed quality tests," She says.

The company is now engaging distributors to take the new brands to market and they are sure of customers after the whisky was tested by some and they say its going to be a game because of best quality.

NBG Ltd also runs other notable business that includes importation of products that are sold on the local market.



Gisozi based Romantic Gardens, a luxurious hotelier property that offers ambience space for various functions like weddings.

For Romantic Gardens, it has been offering unrivalled services to customers due to experienced staff and dedication of management and this is also another factor that has led to the expansion of the business.

The owner assures clients that, they should continue to expect world class services and more. “We have served local clients from all over the country and even others from around the world including Europe, Canada who call to make reservation,” Urayeneza underlines.

“Most of our clients normally call us complimenting on the beauty of our gardens, they encourage us to keep the standards and this makes us aim higher as we believe the happiness of our customers is the key to success of Romantic Gardens.” she added.

Some of the notable services offered at Romantic garden include wedding parties’ introduction ceremonies, birthday parties, and photo shoots among others.

Urayeneza says that the place has been expanded to accommodate different clients at ago this has been done by construction of same standard facility.

She says that like other business people who become complacent after earning money, Romantic Gardens maintains high standards always with regular re-investments.