1. **Can please introduce yourself and your company? How long have been in this business line?**

Response:

My names are Olawale Olaniyi, I am the CEO of Eri-Unite Limited.

Eri-Unite is a registered MTS organization, MTS means Money Transfer Services. We work as a registered partner agent with MoneyGram, Western Union, Azimo, Money plus, Rio and some other smaller money transfer companies. Our customer base is over 200. We have been in operation for over 7 years.

I studied Risk Management from the University of Bedfordshire in the United Kingdom. I am also a certified Project Manager. I am vast in Microsoft program and its applications.

1. **Is formal education a necessity in this business line?**

**If yes! how were you able to achieve this considering your educational background?**

**If No! What are the skills required in this business line?**

Response:

There is a yes and a no response to this question. With my years of experience in this line of business I have come to the understanding that formal education propel once mental capacity in achieving results. Likewise, someone with no formal qualification but with long work experience would excel in their callings

My Risk management background had impel me in analyzing whatever risk a transfer might bring. By doing this, I avoid errors in the company operational lines

1. **What is/are the most important quality an entrepreneur needs to possess in order to excel in this business line?**

Response:

For anyone to excel in his line of business, I will say there are five essential characteristics the person should have. These qualities kept me afloat in my daily of business agendas, they are; Determination­ - Determination is the bed rock of success, a strong-minded entrepreneur will always tell the stories eventually. No matter the number of times we failed in this organization, we always find a way to rise back. Another quality is having a creative mind, combined with strong work ethics because no matter how determined or creative minded you are, if you do not have a good work ethic, your business will not expand to that point you desire, followed by excellent customer and communication skill and the last one is competitiveness.

1. **Can you tell us some of those qualities or habits that helped you achieve success in this business line? The essentials to success**

Response:

As mentioned in previous question, I will say the quality that have been helping me to succeed till now is good customers’ skills. When you make your customer happy your business will be happy likewise.

1. **Starting up a business is always challenging; can you tell us some of the challenges you faced starting up and how you were able to come through?**

Response:

The biggest challenge we encountered at the inception was compliance with FCA. Apart from compliance we needed to have a starting reserved fund which we didn’t have. Maintaining a strong customer base is an issue. Also getting committed staffs who will receive the minimum wage was another challenge.

1. **How have you been able to maintain your customer base over the years and how do you sort for more customers when the need arises?**

Response:

Maintaining a strong customer base is a big challenge. There are so many MTS companies around. Most of our client usually patronize the companies with the best exchange rates.

1. **How do you advertise your company? What is the advertisement means/medium that you find more productive to your business?**

What we do majorly is one on one advert, we do company lectures where we submit proposal to some companies and discuss our business with the management.

1. **What is your take on advertising firms, have you ever considered to hire or hired one your business employ in the past OR Do you see it as a possibility for the future?**

Now we have not tried any advertisement agency before, but we believe it is a possibly for the future. Things are changing rapidly and so the need for experts to handle our advert might is becoming more evident.

1. **Lastly, what advice can you give to an aspiring entrepreneur looking to start up in your business line and generally?**

Plan and do not lose focus, believe in what you do and work towards achieving your goal.

**Thank you for your time.**