

26 JULY
2022

THE
**DIA
SPO
RA**



SPOTLIGHT

From

DIASPORA
INVESTMENT
DESK, GIPC



TRAVEL IN AFRICA?

Sorted
Chale!

ISSUE 4

SPOTLIGHT

Sorted

DID

Kindly introduce yourself and your business

V

I am Vidette Adjorlolo, Chief Builder and Founder of Sorted Chale, a curated experiences company run by Afro Gen-Zs with the aim of making travel to Africa a fun experience for the diaspora and international community globally.

Prior to starting my journey of building Sorted Chale, I worked as a Digital Product Manager building tech platforms across the UK and Hong Kong.

DID

When did you start your business?

V

Sorted Chale started in December 2021.

DID

What was your motive for starting your business?

V

Travel has always been an integral part of my life; I've traveled to over 30 countries and backpacked through South-East Asia and Europe. For a long time, I felt like I was promoting the beauty of other continents and not spending enough time promoting Africa as a travel destination.

This bothered me, especially due to the negative and false myths we often see in relation to Africa. With the increase of leisure travel to Ghana, I believed it presented a ripe avenue to start my journey as a travelpreneur in the continent and therefore took the risk to resign from my job to take on this calling of deconstructing myths about travel across Africa.

DID

What sector of Ghana's economy is your business focused on?

V

Tourism.

DID

How many employees does your company employ?

V

5 full time employees and 5 seasonal workers. As our peak season quickly approaches in H2 2022 we will be opening vacancies for seasonal workers, so we invite anyone interested in tourism with a demonstrated track record of leadership to apply.

DID

What services/products does your company offer?

V

Curated Travel Experiences.





DID Why did you choose to set up a business in Ghana?

V I always wanted to return home to experience adulthood in Ghana. I was inspired by watching videos by YouTube personalities like Vanessa Kanbi and WodeMaya.

Luckily, my decision to return home coincided with a boost in Ghana's tourism industry and I quickly realized that if I wanted to execute a service in the tourism industry then Ghana would be a prime location in Africa.

Further to that, I was also keen to ensure that I could contribute towards a reduction of youth unemployment in Ghana. Starting Sorted Chale meant that I could provide young people with both part time and full-time opportunities as host guides, giving them an opportunity to earn whilst traveling Ghana and Africa at large.

DID What were the challenges you encountered while navigating Ghana's business ecosystem and how did you overcome them?

V My biggest challenge has been in setting the standard of quality within the hospitality and service industry. Our standard for service as a business is quite high and we rely on other businesses to fulfill that standard. In some cases, our standard is not always met. We've learnt to overcome it by setting expectations early even before we start work with other vendors.

DID What are the positive outcomes so far in investing in Ghana?

V The most positive part about investing in Ghana has been investing in young people by creating job opportunities for the Gen-z community.

V In December 2021, our peak season, we were able to pay our team 20x the minimum wage. I'll always be proud of that.

DID Kindly send a word of encouragement to other diasporas looking to return home and invest in the limitless opportunities Ghana presents.

V Be brave, be fearful, but do it.

SORTED CHALE on SOCIAL MEDIA:
 @sorted.chale
 @sortedchale (twitter)
 Sorted Chale

DIA SPORA

SPOTLIGHT

diasporaspotlight
 diasporainvestmentdesk



Ghana Investment Promotion Centre
 A1 Rangoon Lane, Cantonments-Accra, Ghana
 Tel: +233 302 665125-9
 Email: info@gipc.gov.gh
 www.gipc.gov.gh

ghanagipc
 gipcghana
 Ghana Investment Promotion Centre

GET TOWN