18TH MAY
2023

FROM

DIASPORA INVESTMENT DESK, **GIPC**

THE DIASPORA SPOTLIGHT

Ewuradwoa Ahwoi

Made by *of* RADW

ISSUE 15

GHANA INVESTMENT PROMOTION CENTRE

THE DIASPORA

SPOTLIGHT

Ewuradwoa Ahwoi of Made by RADW

DID Can you please introduce yourself and tell us about your work?

EA I am Ewuradwoa Ahwoi, a Ghanaian entrepreneur who has a passion for organic skin and hair care, confidence restoration, overall wellness and women empowerment. From a young age I have always had a knack for entrepreneurship and been blessed with a unique ability to spot and solve problems of which acquiring money was a by-product.
I am the founder and CEO of Made By Radw /meɪd baɪ rɑːj/, a multi-national beauty- technology company that solves various skin & hair concerns via technology, organic African black soap & unrefined shea butter from Ghana. The company is based both in Ghana and Malaysia.

DID How long have you been working in this field?

EA I have been in this field for seven years unofficially and close to two years officially. By unofficially, I mean doing this on the side while pursuing my tertiary education in Malaysia and officially meaning registering the business and becoming a full time entrepreneur right after completing my Master's degree.

DID What inspired you to pursue this career path and start Made By Radw?

EA Made By Radw was formed due to two main reasons: difficulty in finding skin care products in South Korea and Malaysia that solved my extreme acne breakout and scarring, as well as difficulty in finding hair care products that adequately catered to my natural coily hair texture. This goes all the way back to 2016 when I went to South Korea from Malaysia for a three month student exchange programme. I had the worst facial breakout of my life and no skincare product I tried from South Korea worked. (Mind you South Korea is one of the best countries when it comes to skincare). My confidence took a major hit as my skin worsened.

THE DIASPORA SPOTLIGHT

Ewuradwoa Ahwoi of Made by RADW

DID **Which sector of the Ghanaian economy does your work primarily focus on?**

EA Organic skin and hair care as well as beauty-technology, specifically Artificial Intelligence (AI). We have expanded from retail (B2C: Business-to-Consumer) to include wholesale (B2B: Business-to-Business) in order to provide more consumers and businesses with our premium and original African black soap as well as unrefined shea butter from Ghana. We also have an E-commerce platform and a highly unique AI aspect of the business in the works. Do stay tuned for our exciting updates via www.linktr.ee/madebyradw !

DID **Could you please tell us more about the specific products and services offered by Made By Radw?**

EA Currently, Made By Radw offers six flagship products: Shea Butter Whip and Deep Cleansing Soap (African black soap) with three variations each (Pure, Lavender and Peppermint).

EA After much trial and error I remembered that I brought Alata Samina from Ghana, popularly known as African black soap worldwide. After using it for a short period my skin cleared up tremendously, so much so that a Kenyan friend of mine who saw the drastic improvement requested for a bar of African black soap to use on her acne. After using it, she also experienced that same positive transformation. This experience, combined with the fact that there is a huge market gap in Malaysia when it comes to textured hair (hair that is kinky, coily, curly or wavy) and African black soap and unrefined shea butter are perfect for such hair types lit a light bulb in my mind. And that's why Made By Radw is here: to be a brand that restores, nourishes and rejuvenates the skin and textured hair of today's woman and man.

THE

DIASPORA

SPOTLIGHT

Ewuradwoa Ahwoi

Made by of RADW

EA These products are organic, 100% plant-based, anti-fungal, anti-aging, anti-bacterial and anti-inflammatory. They contain vitamins A, E & F and are three in one: for the face, hair and body.

These multi-purpose products solve various skin and hair problems such as acne, hyperpigmentation, eczema, razor bumps, dry skin, psoriasis, dandruff, thinning hair, itchy scalp, dry hair, etc. Best of all, the products are suitable for all skin types including sensitive skin and all hair types especially kinky, coily, curly or wavy hair.

how it started | how it's going

DID **What factors influenced your decision to work in Ghana, despite being based in Malaysia?**

EA There's a popular saying "Charity begins at home." As a young Ghanaian woman it does not sit well with me to solve various skin and hair concerns of individuals in a whole other country and continent through these amazing organic products from Ghana but neglect individuals in my own country and the continent of Africa. An additional factor is job creation to sustain various livelihoods. I'm very big on promoting Ghana to the world and as a country so blessed with abundant natural resources, it's only right I give back to our people and economy directly.

DID **What notable accomplishments have you achieved since founding Made By Radw?**

EA Being the sole foreign owner of and running a business, immediately after studying in a country so far from home is one of my greatest accomplishments. Malaysia is not the easiest country to navigate especially as an African.

THE

DIASPORA

SPOTLIGHT

Ewuradwoa Ahwoi

Made by *of* RADW

EA Since then I've also had the honour of introducing my business to the former First Lady of Malaysia, Tun Dr. Siti Hasmah, wife of Tun Dr. Mahathir, the 4th and 7th Prime Minister of Malaysia. Made By Radw was an exhibitor at Africa Expo 2022, a three day trade show at the World Trade Centre KL in Kuala Lumpur, Malaysia, which connected African and Asian businesses, government agencies, investors, etc.
I have also been featured in a number of international and national publications: Allure Magazine, Joy News Ghana and Metro TV Ghana. Another highlight was visiting the shea corporatives in Tamale in the Northern Region of Ghana and making unrefined shea butter together with the women who produce these amazing products.

EA My most recent accomplishment was honouring an invitation by the High Commission of the Republic of Ghana in Kuala Lumpur, Malaysia where I delivered a presentation and exhibited my business at the recently held World Understanding Night: a dinner hosted by the Rotary Club of Pudu, Malaysia, in partnership with the High Commission of Ghana and High Commission of Kenya in Kuala Lumpur, Malaysia. I proudly represented Ghana and put our organic skin and hair care products on the map.

DID **What challenges did you face while navigating Ghana's business environment, and how did you overcome them?**

EA I have had three main challenges. Firstly, the cumbersome processes and costs involved in getting various certifications in Ghana is very challenging. I have not yet overcome this as it involves a systematic overhaul.

THE
DIASPORA
SPOTLIGHT

Ewuradwoa Ahwoi of Made by RADW

EA I humbly suggest for the government agencies involved to streamline the processes through the incorporation of efficient and effective systems as the majority of Ghanaian businesses fall within the SME category which is a major backbone of the country's economy and needs more support. On a positive note, I would like to openly commend the FDA for their efficiency and positive attitude in the execution of their duties. A second major challenge is the lackadaisical attitude of some Ghanaians employees. It is as though they are doing you a favour when providing products and services which you're actually paying for. Thirdly, is the lack of information online. Ghana is still heavily in the era of paper documentation and this does not serve us well as a country.

EA It is extremely difficult finding information in relation to processes and businesses in Ghana on the internet.
I cannot say I have overcome any of these challenges however I do my best to improve the spaces within which I operate in hopes that it has a ripple effect.

DID **What are some of the positive outcomes you have experienced from investing in Ghana so far?**

EA Knowing that I'm giving back to Ghana in more ways than one is a great reward. With regards to the skin and hair care products that Made By Radw provides, seeing the confidence of customers being restored as they invest in their skin and hair is priceless. Also, putting Ghana in the spotlight by representing Ghana in Malaysia and South East Asia and the world at large is an unofficial duty I take pride in. One of the long term plans is to establish a Ghana - Malaysia Business Association to boost trade relations and technology between the two countries.

GHANA INVESTMENT PROMOTION CENTRE

EA Another plan is to establish the Made By Radw Foundation, focused on women empowerment and to improve the overall livelihoods of the women who produce our organic skin and hair care products in Ghana.
My parents, Mr. Kwesi Ahwoi and Mrs. Ewura-Abena Ahwoi are very patriotic citizens of Ghana who served greatly in the public sector both locally and internationally and to see how things are coming full circle with me representing Ghana in the private sector locally and soon to be globally is very wholesome.

DID **What words of encouragement do you have for other members of the diaspora who are interested in returning home or investing in the vast opportunities that Ghana has to offer?**

EA Do not overthink. Start with what you have right now. The rest will follow. For people specifically wanting to enter a market which is deemed as saturated, I say this: “The market is oversaturated BUT does it have YOU?”. We all have God-given abilities. Use them!

Made by Radw on SOCIAL MEDIA

@MadeByRadw
@MadeByRadw
@MadeByRadw
www.linktr.ee/madebyradw