

# Obehi's

Omo established Obehi's, Wrexham's first African community shop, offering traditional fresh African produce to help the African community who recently moved to the area feel at home.

## Challenges

Omo arrived in Wrexham with her family in 2011, escaping domestic abuse with the support of Women's Aid. Omo was homesick at first and felt that having traditional African food and culture would have brought her comfort, but there was no support in the local area. The number of African people moving to Wales continues to increase. Determined to prevent a growing African community from feeling the same way, Omo decided to make a difference for them.

## Solution

In 2019, Omo secured funding to begin delivering African food to families who couldn't afford to travel to shops because most of the African community didn't have recourse to public funds. The nearest shop was over an hour away in Liverpool, but Omo made trips to as far as London too. As the number of families benefiting quickly grew, Omo realised she needed a more sustainable solution.

Omo opened Wrexham's very own African community market in 2023, offering fresh food and vegetables imported weekly from Africa. Omo has even introduced health products into the store by popular demand.



## Achievements

The African community in Wrexham gained a sense of community which didn't exist before the shop opened. Several jobs have also been created and everyone in the community can explore the shop to access African culture.



**“[UnLtd] are the people that believed in me and believed in the vision and they gave me funding to set up the business.”**

## Social Business Wales Support

- They believed in Omo's dreams and helped her bring them to life.
- They helped Omo regain her confidence and supported and mentored her in areas she was most unsure of.
- Received UnLtd funding award to set up the business and pay staff in the shop.

- *Find out more about Social Business Wales support available to social entrepreneurs living in Wales [here](#).*
- *Find out more about Obehi's [here](#).*

## What's Next?

Omo sees an opportunity for Africans to come together as a community even more through a community hall or hub. Omo is hoping to secure funding to bring this idea to life soon.

## What She's Learnt

Dreams are achievable when you work hard for them. Omo took on as many training courses as possible to gain the knowledge and skills to bring Obehi's to life.

