Financial Literacy Guide

Simple, practical steps to budget, save and grow your money with confidence.

Know Where Your Money Goes

- Track every shilling of income and expense for one month.
- Separate business money from personal money — use different records.
- Review weekly to spot leaks and adjust quickly.

Build a Simple Budget (50 / 30 / 20)

- 50% — essential needs (stock, rent, food, transport).
- 30% — growth and reinvestment in your business.
- 20% — savings and loan repayment.

Save Before You Spend

- Pay yourself first: save a fixed amount as soon as income comes in.
- Keep an emergency fund covering at least one month of expenses.
- Use a separate savings account or group savings to avoid temptation.

Borrow Wisely

- Only borrow for things that grow income or reduce costs.
- Match the loan term to the use — short loans for stock, longer for assets.
- Know the full cost (interest + fees) before signing.
- Never borrow more than you can comfortably repay.

Prepare Your Business for a Loan

- Keep clear records of sales, purchases and profit.
- Maintain consistent savings to show repayment capacity.
- Build a good repayment history — it unlocks larger limits.

Grow Steadily

- Reinvest profits before increasing personal spending.
- Set one measurable goal each quarter.
- Seek advice early — talk to a Legacy Africa advisor.

Quick tip: Use our free Loan Eligibility Checker online to see which loan fits you — in under a minute.