

TRAINING AND PLANNING FOR INCOME GENERATION

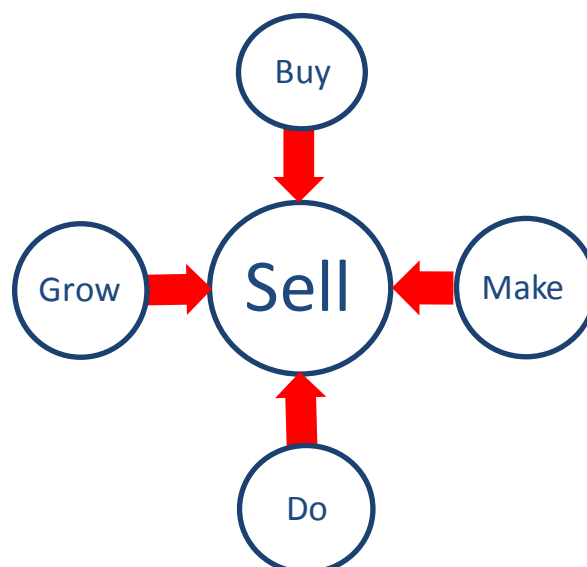
Participants Workbook



We hope we can help you start a successful small business to generate regular income to help meet your basic needs and possibly grow.

YOUR OPTIONS:

You will need to produce goods to trade that people want to buy or to provide a service that people will pay you for doing



Discuss which of these possibilities you could do?

STEPS



You will need to:

See what others are already doing



Think about what you could do well



Enquire if people will buy your product or service



Plan what you will do



Start your own successful trading business

Remember: **STEPS** is the best way to start trading!



STEP ONE - S

See what others are doing



Many trading businesses fail because there are too many people doing the same thing!



Discuss what others are doing in your community and how you can be different?

STEP TWO - T

Think about what you could do well

Think about your skills and experience, what you enjoy doing, what land you have or could rent for growing crops and what materials are available locally that you could use to make something that you could sell, or think about a service needed in your community

I CAN/CAN'T DO	I can do this very well	Can do this well	Can do this but not very well	Can't do this
Grow crops for food and sell surplus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Make things that people want to buy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buy and sell goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Help others with a service or trade	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

So, what do you feel you should do to generate income?



Learn all you can before you start and become an expert in your chosen trade!

STEP THREE - E

Enquire if people will buy from you



Be sure that people will want to buy all the goods or service you can supply – ask as many as possible before you start any trading!

Show them what you will be selling or tell them about the service you plan to offer – listen very carefully to what they tell you and make changes if you need to!

I CAN/CAN'T DO

I can do
this very
well

Can do
this well

Can do
this but
not very
well

Can't do
this

I will discuss with my family

I will discuss with local people

I will discuss with people in a near town

I will discuss with someone who will sell for
me (Wholesaler)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Discuss how you will do this?



Josie

The most important thing I did when starting my business was - planning!

Asking customers and if they would buy allowed me to plan on how I will sell my fruits.

We now sell more fruits than ever expected!

STEP FOUR - P

Plan what you will do



Think carefully about what you need to start and write down:

1. What you will trade and what you will call your business?

2. What Materials, equipment, tools will be needed and how much will they cost?

3. Where will any money needed to start come from? (Start small and try not to borrow any money as it has to be repaid from your profit!)

4. Who will you sell to?

Plan what you will do. cont/

Remember

FAILING TO PLAN
IS PLANNING TO FAIL!



Make sure you will make a profit with your trading



You must plan to keep some of your profit to buy more stock, seed or materials



P lan what you will do. cont/

Will you generate income all year? Yes No

If not, which months?

JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC

Your Sales Plan

How well do you hope to do?



	Model	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
	(Target)						
Sales	100						
Costs	80						
Profit	20						
Your income	18						
Saving for costs*	2						

Have you asked possible customers if they would buy from you? Yes No

Plan what you will do. cont/

Competition

Will you have competitors (Others doing the same trading)? Yes No



If yes why should people buy your goods or services what will you do to stand out to be different and better?

Discuss competition and what you would do about it?!

STEP 5 -S

Start your own successful trading business

Plan your start date and give yourself sufficient time to prepare and let your potential customers know when you will start

	YES	NO	NOT YET
I have a clear plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My family agree and will help me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know I will make a profit (costing)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know who my customers will be	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know where any money needed will come from	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I will save money from my profit to buy more stock, seed or materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Make a Start!

Keep going!

Help others!

WE WISH YOU EVERY POSSIBLE SUCCESS IN YOUR TRADING