



ADVANCED BUSINESS TRAINING

Facilitators Guide

Aim: To help the participants making an assessment of the broad microenterprise and business tools that AFT offer via its business training modules.

Note: the Workbook with the programme has 76 pages. If cost of printing is a problem, you may like to use this as your Facilitators Guide, just making the Workbook pages with exercises available for participants

Objectives : By the end of this session participants will have:-

- Understood the different type of markets that exists for accessing new monies.
- Reviewed how the participants currently make assessments of markets and what success in business will look like.
- Discussed how planning, money management ethics & Christian principles will help small business.

Outline of Session & Suggested Timings = 200 mins (approx 3.5 hours - you may prefer to run 2 sessions)

Introduction - 5 mins

1. What is Microenterprise? = 10 mins
2. What Would Business Success Look Like To You ? = 15 mins
3. Could I Start a Successful Business ? = 15 mins
4. What sort of business could I start? = 20 mins
5. How and Where Will I Sell My Goods or Services? = 15 mins
6. How Can I Best Plan for Success= 10 mins
7. Sources of Money for your Business. = 15 mins
8. Preparing for success? = 20mins
9. Integrity and Good Management= 20 mins
10. What is Special about a Christian led Business? = 15 mins

Questions & Feedback -10 mins

1. Introduction

- A) Welcome Everyone to the Group.
- B) Get people to Introduce them selves

Aid for Trade is committed to providing suitable information and commercial know how to help individuals, families or groups to start and grow income generation activities, to help meet basic needs

You probably already have skills and experience of trading goods for money or for other goods that you need



Advanced Business Training



Slide 2

Show Slide 2 – Introduction

For you to say – As per slide



The principles of trading are the same the world over and nearly all countries depend on small businesses

However, it is a fact that many new businesses that start up fail in the first two years,



Slide 3

Outline background to microenterprise as per slide.

Aid for Trade defines a Microenterprise as an income generating enterprise business, usually started from a home as an unregistered business, which does not need more than \$3,000 to start and which employs fewer than ten people. Starting a Microenterprise is the most effective means for an individual or family to move out of severe poverty on a sustainable basis.

Any business however small or big is engaged in trading – which means that products (goods) or services are offered by a supplier to a customer who is willing to pay for them. The customer benefits from the goods or service and the trader benefits from the money paid and makes a profit from the sale.

What is Microenterprise ?

The term 'Microenterprise' combines 'micro' meaning very small and 'enterprise' which means doing something to help yourself or to help others.



Profit is at the root of any microenterprise however small. Without making a profit a wage cannot be earned and there will be no money generated to help the business grow

Sales revenue (Money received) - Cost of supplying products or service = Profit For many, generating enough income to meet basic needs is sufficient, but businesses can grow

Slide 4

If you want to start your own business we want to help you to be as successful as possible.....

First of all your success will depend on you, your attitude, your commitment, your willingness to learn and your persistence. Secondly it will depend on how well you have planned your business and if you have learned enough about successful trading to manage your business well and with high integrity.

Discuss - What Business Success Might Look Like

What Would Business Success Look Like To You ?



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Slide 5

1. **Practice separate entities** Keep business cash and products that you sell separate from your personal money and family use. No family member or employee should ever take money or goods without paying for them. One good way to make this work is to regularly pay yourself a liveable salary. *“Attitude determines altitude.”*
2. **Start small, think big** Some want to get really big, really fast. Too rapid growth, without experience or money in reserve, can kill a great business faster than almost all other mistakes. Learn from costly mistakes when the business is small, then grow at a sustainable pace. *“Anything the mind of man can conceive, it can achieve.”*
3. **Differentiate your business** Selling the same product as your neighbour is bad for business as it drives prices down which then hurts everyone. Make your business different by carrying unique products, displaying your products differently and not locating near your competitors. *“The harder I work, the luckier I get.”*
4. **Buy low, sell high** To make money in business you must sell something for more than you paid for it. The difference between the price you pay and the price you charge for a product is the ‘gross profit’ or ‘margin’. The bigger the difference, the more money you will make. Negotiate with suppliers for lower prices. *“Winners speak in specifics, losers speak in generalities.”*
5. **Buy on credit, sell for cash** Many owners have this backwards; they buy in cash and sell on credit. If you can get your supplies on credit and collect cash from your customers at the time of sale, you can carry a lot more inventory and possibly turn it faster. You must, however, pay suppliers on time. *“Compete with someone, even if it’s yourself.”*

Tips for Small Business Success

1. Keep business cash and products that you sell separate from your family monies
2. Start small, think BIG
3. Differentiate your business
4. Buy low, sell high
5. Buy on credit, sell for cash
6. Turn your inventory often



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| <p>6. Turn your inventory often If you buy a product for P100 and sell it for P300 you earn P200. If you do this 10 times a week, you earn P2,000 that week. If you do this 10 times a day, you earn 42,000 that day. Small inventory turned everyday is best. <i>“If you can’t measure it, you can’t manage it.”</i></p> | |
| <p>Slide 6</p> <p>Outline a Discussion and reflections on the key points in the slide</p> <p>Ask participants if they would add anything to this list ?</p> | <p style="text-align: center;">Could I start a Successful Business?</p> <p>Self-confidence – belief in your ability to achieve your objectives Curiosity and interest to learn new things Creative in making or doing things Enjoy helping others and get on well with people Pragmatic – have a realistic approach to problems and opportunities Flexible – willing to change thinking or actions if a better way becomes clear. Desire to make the best of your potential Ability to build on experience of failures and problems Know your personal style – do you work best with people or in completing</p>   |
| <p>Slide 7</p> <p>Most microenterprises will start from a home base as this keeps the start-up cost to a minimum and reduces the risk of loss if the venture does not succeed.</p> <p>Most home based work is ‘informal’ that is it is not registered so may not pay taxes but the owners of unregistered businesses may also have no social insurance or security benefits from the State.</p> <p>Working from home may anyway be the only option for rural women or those with young children to look after.</p> <p>In developing countries there are two types of home based work: Paid work for others, like manufacturers, or ‘outsourcers’ – where pay is often on a ‘piece rate’ basis, that is the workers receives a set payment for each piece of work completed and satisfactory. This type of work has a poor reputation as often the work is hard, requiring long hours and the pay is often very low.</p> | <p style="text-align: center;">What I Can Do?</p> <p>If you want and believe in something, you must take the next step and go after it!</p>   |
| <p>Slide 8</p> <p>AFT has provided a pictorial booklet and module of a whole range of Business opportunities that exist for small amounts or no money.</p> | <p style="text-align: center;">Listing of Opportunities</p> <ul style="list-style-type: none"> • Some of these trading opportunities on the AFT website only small amounts of capital to start. If you need more information please contact us • Do an Internet Search or use local Knowledge <ul style="list-style-type: none"> • Microenterprises producing goods for sale • Microenterprises providing local community services <p>Email Contact: office@aidfortrade.info Website: www.aidfortrade.info</p>   |

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| <p>Slide 9</p> <p>Introduce this section as per slide</p> | <p style="text-align: center;">How and Where Will I Sell My Goods or Services?</p> <p>There are many markets to sell into, depending on the amount of goods or services you can supply and the quality and price you can provide.</p>   |
| <p>Slide 10</p> <p>Develop a discussion as per slide with – Review the Market Access Module provided for AFT Examine the possibilities of selling goods via the Internet. Look at page 5 in the Market Access workbook and look at the websites.</p> <p>How easy or what challenges would participants face in trying to sell goods via the Internet?</p> |   <ul style="list-style-type: none"> • What is your Market? • How are you going to attract your first customers? • Who are your customers going to be? • How are you going to best ensure your first time customers will buy your products or services again?  |
| <p>Slide 11</p> <p>Encourage participants to identify what businesses they have run or have experience of</p> <p>Encourage participants to think ahead and propose where their business will be in 3 years time?</p> | <p style="text-align: center;">How Can I Best Plan for Success?</p>  <p>Your income generating activity is like a plant, it needs careful attention if it is to grow.</p>  |
| <p>Slide 12</p> <p>Develop a discussion about the points raised in this slide.</p> <p>What are the participant's experiences about these factors? For example – Do they have a business plan?</p> <p>Look at the Growing Your Business Workbook provided by AFT</p> |   <ol style="list-style-type: none"> 1. Have clear goals and plans 2. Know your market and your competitors 3. Quality and customer service 4. Be bold and flexible 5. Develop your Business Plan  |

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| <p>Slide 13</p> <p>Aid for Trade is committed to providing suitable information and commercial know how to help individuals, families or groups to start and grow income generation activities, to help meet basic needs</p> <p>You probably already have skills and experience of trading goods for money or for other goods that you need</p> |  <p>Sources of Money for your Business.</p>  |
| <p>Slide 14</p> <p>The Money Matters AFT Workbook will encourage participants to look at ideas about how having enough monies flowing will keep the business growing.</p> <p>The key to this is estimating both how much money you need to set up and start your business and also how much money you will expect to receive each month and how much you will have to pay out each month – this is called the Cash Flow</p> <p>A main reason why many businesses have to close is that that have not estimated or planned for Cash Flow and end up with no money to buy materials or pay money they owe when it is due!</p> <p>Discuss the realities of cash-flow' that participants have and how realistic it is for not taking all the profit as income</p> |  <p>Managing Your Cash Flow</p>   |
| <p>Slide 15</p> <p>As participants to quickly reflect on the 4 key areas of the SWOT analysis</p> |  <p>STRENGTHS WEAKNESSES OPPORTUNITIES THREATS</p> <p>It is very important that you assess your business honestly and with an open mind.</p>  |

Slide 19

Conclusion and Feedback

Consider what you have done – Have you met the AIMS of the course?

Open the group to ask questions and provide feedback

Was the information useful and at the right level

Thank everybody for coming – Encourage the group to network and share contact numbers or emails (if appropriate) and to keep in touch.

