

## SUBSISTENCE TRAINING AND PLANNING

### Facilitators Guide

**Aim:** To help the participants in making an assessment of the key steps that are required to ensure long-term business growth and sustainable income.

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

- Understood what the key factors are to helping business grow.
- Reviewed a 5 step programme to clarify and outline what is required to develop business and financial growth.
- Taken away a personalised plan relevant to the participants circumstances

#### Outline of Session

1. Introduction
2. STEPS to business growth (Ways To Grow My Business)
3. *Conclusion*
4. *Questions & Feedback*

#### Suggested Timings:

(Total time for Session = 2.0 hours (120 mins))

Introduction (including discussion on current experiences) - **15 mins**

STEPS - **1.30 mins**

*Conclusion* - **5 mins**

*Questions & Feedback* - **10 mins**

### 1. Introduction

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

**SLIDE 2 - For You To Say As Facilitator** We hope we can help you start a small business to generate enough income to meet your basic needs and possibly grow. 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




Producing goods that people want to buy and provide services that people will pay for.




**Slide 3**

**Look at the diagram and encourage participants to** discuss how their existing business or income generation has used these ideas


Reflect on how participants have had experiences in trading, selling and making profit. What were/are the strengths & weaknesses ?

**Slide 4**

**STEPS** is a proven method of developing and growing a business. Outline carefully the 5 steps and explain that each step will be looked at in detail

- 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



**Slide 5**

**See what others are doing** Outline the info in the workbook Many trading businesses fail because there are too many people doing the same thing! Start a discussion about what participants know about others businesses are doing in the community and participants can be different?

See what others are doing





**Slide 6**


**THINK ABOUT WHAT YOU COULD DO WELL**

Encourage the participants to complete the survey **HONESTLY** – outline the thinking at the top of the page.

Move on to direct the participants about what they feel they should do to use their strengths and gifts to help generate income

**Think about what you could do well**

| I CAN/CAN'T DO THIS                  | I Can Do This Very Well | I Can Do This | I Can Do This But Not Very Well | I Can't Do This |
|--------------------------------------|-------------------------|---------------|---------------------------------|-----------------|
| Grow crops for food and sell surplus |                         |               |                                 |                 |
| Make things that people want to buy  |                         |               |                                 |                 |
| Buy and sell goods                   |                         |               |                                 |                 |



**Slide 7**

**ENQUIRE if people will buy from you**

Participants need to 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!

Encourage participants to take time to review the table in the workbook on page 4 and thinking about their business. This might require some encouragement to think about their business in this way.

**Enquire if people will buy from you**

| I CAN/CAN'T DO THIS                         | I Can Do This Very Well | I Can Do This | I Can Do This But Not Very Well | I Can't Do This |
|---|-------------------------|---------------|---------------------------------|-----------------|
| I will discuss with my family               |                         |               |                                 |                 |
| I will discuss with local people            |                         |               |                                 |                 |
| I will discuss with people in a nearby town |                         |               |                                 |                 |



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| I will discuss with people in a nearby town |                         |               |                                 |                 |



**Slide 8**

**PLAN WHAT YOU WILL DO**

Planning for growth and a sustainable future is not easy –  
 Encourage participants to take time planning an answer the 4 statements in the workbook  
 Encourage the participants to reflect on their findings

**Plan what you will do**



**Slide 9**

Move onto the financial planning aspect – What steps will participants take to ensure that they have a cohesive plan for taking profit and investing it into new stock or resources?

Discuss any experiences that participants have about this?

**Make sure you will make a profit with your trading**



**Slide 10**

This will be an important aspect of the planning process – Ask participants to think about their own business or to imagine a business scenario

Encourage financial planning involving all aspects of turnover, customer service, feedback from people taking goods and services from you - What has and hasn't gone well?

**Sales Plan**



**Slide 11**

**START YOUR OWN SUCCESSFUL TRADING**

Ask participants to complete the full table in the workbook again honestly reflecting on the real trading conditions that they have within their family and community

**Start your own successful trading business**

| TASK                                  | YES | NO | NOT YET |
|---------------------------------------|-----|----|---------|
| I have a clear plan                   |     |    |         |
| My family agree and will help me      |     |    |         |
| I know I will make a profit (costing) |     |    |         |
| I know who my customers will be       |     |    |         |



**Slide 12****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.**

