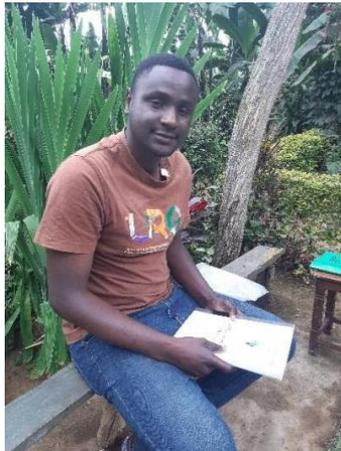


AYUB Godbless – Makini Swing Adventures	
<b>Title</b>	<i>Professionalizing local tourism</i>
<b>Name &amp; Sex</b>	<i>Ayub Godbless, male</i>
<b>Location</b>	<i>Arusha, Akheri area</i>
<b>Age</b>	<i>26</i>
<b>Education</b>	<i>Certificate of tourism and tour guide</i>
<b>Marital status</b>	<i>single</i>
<b>No of children</b>	<i>1 child, not living with him</i>
<b>Organization</b>	<i>YEP Tanzania</i>
<b>Program</b>	<i>YEP Tanzania</i>
<b>Description</b>	<i>He is operating a small adventure place at his family plot, at the slopes of Mount Meru. He already set up something; he build a giant swing, a small tower for nice views and a stage for pictures. Furthermore, he is making nice pictures of the visitors. When the team of TCCIA and YEP met Ayub at his place for the first time (May 2021) he had just started his business and he didn't feel comfortable enough to charge any fees for visitors. We advised him to already start charging entry fees because the place had something to offer already.</i>

## Domains of Change

<b>Income and livelihood</b>	<p><i>His father is a small scale farmer, mainly for own use. His mother used to be a nurse, but due to illness she had to quit her job. His only brother is working for a small NGO in Mwanza. Basically Ayub is the one responsible for taking care of the family. Ayub lives with his parents in their own house, close to the plot.</i></p> <p><i>The family owns a small plot on the slopes of mt Meru. However, there is no formal title deed of the land yet. Farm yield/production,</i></p>
<b>Business and natural environment</b>	<p><i>Before intervention there was no real turnover because he didn't charge his customers any fee. It was mainly based on tips.</i></p>
<b>Personal skills and confidence</b>	<p><i>Has a certificate of tourism and tour guide</i></p>
<b>Achieved Impact</b>	<p><i>The YEP/ TCCIA team had impact on several aspect of the business:</i></p> <ul style="list-style-type: none"><li><i>- First of all we advised him to charge entry fee. From that moment (end of May 2021) he started charging 10,000 Tsh for visitors who want to visit the swing area and have their pictures taken. For visiting the waterfall, the fee will be higher</i></li><li><i>- We connected him with experts from TCCIA Arusha and Manyara who guided him in the process of registering his business and getting a formal title deed for the plot. Currently he is in the end stage of obtaining those documents</i></li></ul>

- *We connected him to the YEP intern who deals with food safety, so he can ask her advice on building his small outdoor kitchen for facilitating lunch and dinner*
- *Through the YEP Trainings he got knowledge on bookkeeping and he started keeping records in a disciplined manner, so he could know how much money was left to re-invest back in the business. With that money he managed to improve the site; he built some paths, he made a small sitting place for eating and a bar, he improved the swing.*
- *Furthermore when we first met him, he was a bit shy and unsecure. The YEP training on empowerment helped him to become more confident.*



	<p><i>Above: Ayub showing his record keeping, Ayub at the waterfalls (part of his tour), his speciality is also making pictures of clients. Last picture: client on the giant swing</i></p>
<p><b>Role of Programme (Trias)</b></p>	<p><i>YEP Tanzania together with TRIAS and TCCIA Arusha (TCCIA is the local Chamber of Commerce) facilitate an education program for young entrepreneurs. YEP Tanzania is the organization who executes the program and provides the business trainings and business coaching. This training program include the following courses:</i></p> <ul style="list-style-type: none"> <li><i>- Record keeping, calculating margin/ profit, setting price, financial management, separation of business and private expenses</i></li> <li><i>- Marketing and promotion (on social media),</i></li> <li><i>- Empowerment,</i></li> <li><i>- Business plan making,</i></li> <li><i>- Special classes tailor made for separate business (for example classes on how to make cakes, fish pond management, poultry, green house management etc).</i></li> <li><i>• After graduation the YEP team will visit the entrepreneurs for 2 more years to coach them and advise them on challenges they face in their businesses.</i></li> </ul> <p><i>With the connections, knowledge and coaching from the YEP program, Ayub managed to further professionalize his business.</i></p>
<p><b>Consultant's opinion</b></p>	<p><i>Ayub has a very potential business. However he needs support and coaching in growing and professionalizing it. Until now his revenues are not that high (max 400,000 Tsh monthly) to make big investments and improvements, but he is doing it step by step.</i></p>

*He is very focused and an example for others. He implements all the knowledge he gets, and is not afraid to ask questions or to ask for help.*

*We saw his extraordinary skills in marketing on social media, so we asked him to be the teacher in our program for the Social Media class.*

*With the proper coaching we are confident that he will grow his enterprise into a stable and impactful business.*