

YEP TRAINING – Arusha class 5, 2021

Report Q2 2021



David Wilson Zabron

Jeroen Vegt

Annemieke Raterink

Content

1. Introduction – looking back	p. 3
2. Recruitment, intake meetings and kick off	p. 3
3. Coaching visits	p. 5
4. Classes	p. 5
5. Impact analyses	p. 8
6. Tourism centre	p. 9
7. Going forward	p. 9

1. Introduction – looking back

In Q1 of 2021 we managed to do 50 coaching visits to former YEP students. We were happy to see that at least 65% of those entrepreneurs keep some kind of records. Around 85% of the entrepreneurs are still in business and doing well, although for most of their businesses, the impact of Covid-19 is heavily felt. Customers have less money to spend because they lost their jobs or stopped business.

Furthermore we started the recruitment. This year we only used our social media sources and contacts to advertise the new classes. Compared to other years, the spending for recruitment were minimalized to only costs related to the visits to potential entrepreneurs. This shows us that the YEP program is getting known, valued & appreciated and recommended by former YEP students and the entrepreneurial community in Arusha.

2. Recruitment, intake meetings and kick off

As mentioned already, most potential new YEP students applied because of recommendation by former YEP students, others were already member of TCCIA or saw the advertisement on social media. A team consisting of TCCIA and YEP visited all potential entrepreneurs to get an impression of their businesses and explain more about the YEP program. In total the team recruited 63 young entrepreneurs (33 female and 30 male), located throughout Arusha, from Tengeru to Kwa Mrombo.

This year the team decided to have **intake sessions** with all potential YEP students. The main goal of these sessions was to get more insight in their business challenges and individual learning goals, in order to adjust the program to this. A team of TCCIA, TRIAS and YEP had 37 intake sessions, spread over 5 days. The entrepreneurs present were very potential, motivated and eager to learn. The businesses vary from keeping chicken, agriculture, saloon, clothing shop, self-made beauty products and retail shops.



1. Hossiana is keeping pigs, and 2. Catherine keeps chicken and makes cooking paste

Out of the 63 recruited, 13 entrepreneurs already dropped out, either because they were out of Arusha or lack of motivation.

On Wednesday 12th of May the **kick off event** for the new students took place. 33 new YEP entrepreneurs were present at this event. Guest of honor was Mr Privanus, representative of the regional trade office. We also invited 4 former YEP beneficiaries to give motivation speeches to the new group.

It was a great event, held at TRIAS garden, for which again thanks!



3. Coaching visits

In Q2 of 2021, the YEP team conducted coaching & monitoring visits to YEP beneficiaries from previous years. So far in this quarter, 22 entrepreneurs were visited at their shops to discuss their current business situation, challenges and future plans. 23 other YEP entrepreneurs are expected to be visited by end of July to reach a target of a visit to at least 45 YEP entrepreneurs.

The detailed reports of the coaching visits can be found in the Google Drive folders.

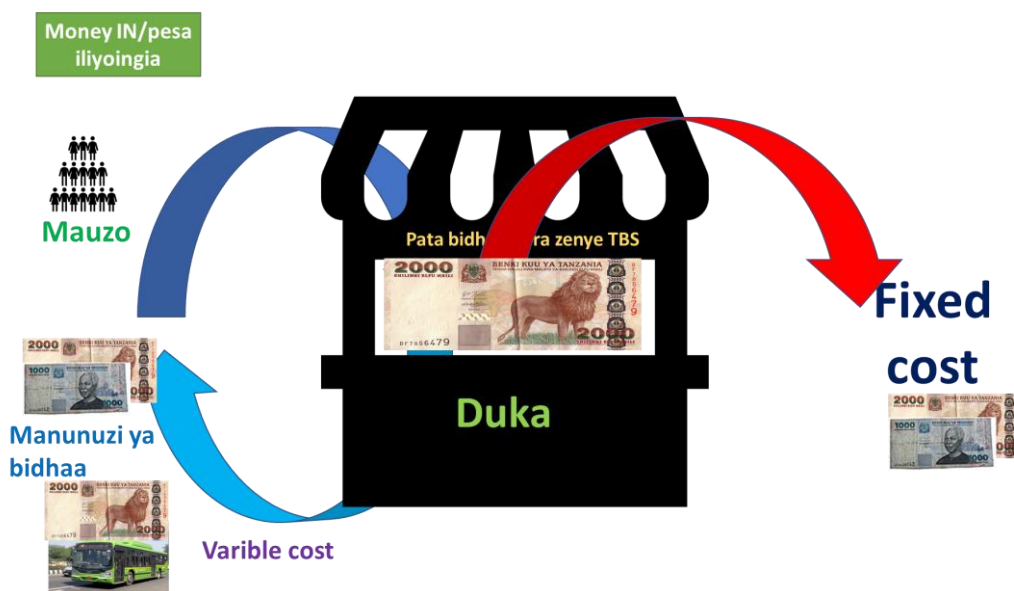
4. Classes

This year we started sharing the video's of the basic record keeping classes immediately after the kick off, so that the students could already watch and start implementing the content, before having the first physical class. In Q2, 3 main entrepreneurial blocks were conducted: 1. Basic record keeping, 2. Business wallets and 3. Marketing.

1. BASIC BUSINESS RECORD KEEPING – ONLINE AND PHYSICAL CLASS

Topics covered

- Importance of keeping business records
- Understand the business bag figure and how to take care
- Business Money in and Money out
- Variable cost
- Margin
- Fixed cost
- Net profit
- Record keeping format and how to organize
- Discussion and assignments



ATTENDANCY

- Online basic record keeping class views of video's: 44
- Offline students: 9 *

*out of all the recruited entrepreneurs, 9 of them did not have a smart phone. So we organized special sessions for them.

- Physical class attendance: 23

2. BUSINESS WALLETS – ONLINE AND PHYSICAL CLASSES

Topics covered

- Business wallets and its importance
- Types of wallets (analogy wallets and digital wallets)
- Variable cost wallet
- Fixed cost wallet
- Cost of living wallet
- Dreams wallet
- Discussion and assignments

ATTENDANCY

- Online class: 39
- Physical class: 35

3. MARKETING - ONLINE AND PHYSICAL CLASSES

Topics covered

- Introduction to marketing topic and its importance in every business
- Marketing plan
- Marketing mix (5 P's)
- Marketing product
- Marketing person
- Marketing price
- Marketing place
- Marketing promotion
- Discussion and assignment

ATTENDANCY

- Online class: 42
- Physical class: 27

IMPRESSION OF THE CLASSES

- The students like our program and training structure. The flexibility of it (video's are shared through what's app) is giving them time to follow the training online whenever they want. Also the few physical classes (once two a week, for 2 hours) is giving them an opportunity to join physical classes without interfering their business schedule.

- YEP created a what's app group with all students of the 2021 class who have a smart phone. A lot of discussions take place online, it's very powerful and students are well committed.
- Discussions during the physical class are giving them extra room for extra knowledge and understanding and also an opportunity to share their challenges and exchange ideas.

TRAINING SCHEDULE FROM JULY 2021

8	05 th to 09 th July	<ul style="list-style-type: none"> - Tree of life - Business 10 mistakes - 	Physical classes <i>NB: classes time schedule to be shared (Ratiba itatolewa)</i>
9	12 th to 13 th July	TBE	TBE
10	14 th to 16 th July	Financial and Business plan	Selected group (Jeroen in lead)
11	19 th to 23 th July	<ul style="list-style-type: none"> - Time management - Behaviour change 	Physical classes <i>NB: classes time schedule to be shared (Ratiba itatolewa)</i>
12	26 th to 30 th July		
	August and September	<ul style="list-style-type: none"> - TCCIA classes - TRA and licence classes - Advanced marketing and Online promotion - Importing and exporting - Sido classes – packaging etc - Negotiation classes - Contract classes - Business logo - Shop visits 	Physical classes <i>NB: classes time schedule to be shared (Ratiba itatolewa)</i>

		-	
	October	<ul style="list-style-type: none"> - Special classes – subjects TBD - Shop visits - Action plan meetings - 	Physical classes <i>NB: classes/meeting time schedule to be shared (Ratiba itatolewa)</i>
	November	<ul style="list-style-type: none"> - Business plan meetings - Saccos loans 	Physical classes <i>NB: classes/meeting time schedule to be shared (Ratiba itatolewa)</i>

Below some impressions of the classes



5. Impact analyses

The document is finalized from YEP side, we will start sharing it soon and publish it on our website as well.

6. Tourism centre

We decided to temporarily stop the tourism centre project, and take all the equipment which has been bought by the program back and store it in a secure place. The reason for this was mainly lack of customers (volunteers and tourists) due to corona, and furthermore also the management team of the tourism centre (consisting of 2 different groups of YEP students) did not manage to operate as a team. We are elaborating on next steps to take.

7. Going forward

In Q3 we will finalize all the general entrepreneurship classes (empowerment, marketing, added value, contract & negotiation). We will also do another round of shop visits, to see if the students implemented the knowledge they got from the YEP program and to hear what their challenges are.

Furthermore, special classes will be provided, according to the needs of the students, which will be determined in the coming weeks.



Each student received a 'money in' and 'money out' book, in order to keep their business records in a structured manner.