

YEP TRAINING – Arusha class 5, 2021

Report Q3 2021



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1. Introduction – looking back

In Q2 of 2021 we finalized almost all regular YEP classes. Classes which were conducted are the following: basic business record keeping, business wallets, marketing (5 P's) and some of the empowerment classes.

This year we recruited 63 young entrepreneurs (33 female and 30 male). In May we had 37 intake sessions. Regular students attendance in the physical classes is between 20 and 30 students. Online the videos are watched by 40 students.

2. Classes

In Q3 the following classes were conducted:

- **TREE OF LIFE**

Another part of the empowerment block is the tree of life class. Through the tree of life class, the entrepreneurs reflect on their past, their challenges and achievements so far, and their future dreams. It was impressive to see how open the entrepreneurs were about their life and how touching their stories were. All of them had to overcome many (personal) difficulties to reach where they are now.

- **PROBLEM SOLVING**

Last part of the empowerment part was problem solving. Many (young) entrepreneurs face problems in their business and don't really know how to handle them. In this class we discussed that problem solving is the ability to identify and solve larger problems; you can turn a problem into a challenge and solve it. During the training we helped the students to realize and follow the below steps in order to be able to solve the problems. Important steps discussed during the class - Understand the problem/ challenge (gather information, determine if it's YOUR problem, and can you solve it?) - Brainstorm on possibilities (with another entrepreneur/ YEP trainer etc) - Solve the problem or the challenge, focus on the solution (consider advantages / disadvantages of every solution) - Make an action plan to execute After the theoretical part, the students were divided in groups and got to solve hypothetical problems together. Because of group discussion and group presentations the students were very positive about this class, it opened their eyes and they realized that it is important to face your problem by discuss with others and look for available opportunity from challenges for face

- **GENERAL ENTREPRENEURSHIP CLASS / LOAN MANGEMENT**

- TCCIA/ TCCIA SACCOS**

As every year, our program partners in Arusha, TCCIA Arusha and TRIAS, also provided specific classes.

Julius Mlabmo, micro finance officer at TRIAS had a two day session on 'having confidence in yourself and your business', brainstormed with the entrepreneurs on ways of getting external funding, and talked about consumer protection. It was a very interactive, out of the box session. These two days were followed by a refresher course which had as main topic who to divide your income in different wallets. A very important topic and his class was inspiring and mind opening.



Day 1 and 2 of Julius' interactive class



TCCIA SACCOS class to which many students attended

Furthermore Doreen Charles (advocacy officer TCCIA Arusha) and Josephat Mallya (TCCIA SACCOS officer) came to your training centre to explain the YEP entrepreneurs more about their field of expertise. In her class, Doreen explained about the advantages of becoming member of TCCIA and the services which are provided.

Josephat explained all details of the TCCIA SACCOS and all requirements for receiving a loan. It was a very interactive class and the entrepreneurs had many questions.

- **CONTRACT**

Sia Charles Marunda (Executive officer of TCCIA and lawyer) had a one day session on law issues. Many topics legal were covered. As every year, it was very informative and the entrepreneurs got more insight on this topic.

- **NEGOTIATION**

In this class the entrepreneurs received tips & tricks for a good negotiation process. For example, know your product or service well before you start negotiating. Know your position and the position of the other party. Furthermore, before you start negotiating, know what your maximum / minimum price is, in order to make a profit or break even. After a short theoretical part, the students had to form pairs and start negotiating with other groups. The pairs were either 'buyer' or 'seller' and received each a different assignment. It was, as every year, a very dynamic session whereby the entrepreneurs

practiced the negotiation process and afterwards presented the outcome in a short contract. At the end of this class, students understood how to make a good deal in business through negotiation power.



The groups preparing the assignment (picture 1) and negotiating with other groups (picture 2)



All groups presented their contracts / outcomes at the end of the negotiation class

- **ADDING VALUE**

Like last year we organised a class in which we discussed the value chain and adding value. The students had to determine in which part of the value chain their business is. This is important in order to expand your business, or to know where and how to focus your promotion. Also we discussed how to add value to your product or service.

- **SOCIAL MEDIA**

We noticed that amongst the students there is a huge demand for knowledge on marketing through social media. So this year, for the first time, we organized a social media class. The teacher were two YEP entrepreneurs, Rehema Akwilombe and Ayub Goodbless, who have exceptional skills on doing marketing through social media and use it in their daily business.

Topics covered where the following:

- What is marketing on social media in general, which channels are there (what's app, Facebook, Instagram)
- How to create a business account on Instagram (business name, profile picture, category, bio, highlights, location etc). During the class, it was explained step by step how to create an

account. One of the students was taken as an example and an account was created for him during the class.

- Posting: how to post, which pictures/ content, captions, hashtags, frequency & consistency
- The social media policies were discussed, high light privacy (what happens to your data), and discuss behaviour on posting (what to post, what not to post)
- Promotion itself can be done in 3 ways: 1. pay on Instagram (explained was the process of setting up a Master Card account etc), 2. ask someone to use his or her account and pay that person to promote your business, 3. promote your business in comments. All these 3 ways were discussed and the (dis)advantages were mentioned.



Rehema and Ayub preparing their class

• TRA CLASS

On 16th of September we had the honor to receive Mrs Eugenia Mkumbo, TRA officer, in our classroom. Also this class is a new class in the program. We noticed the huge demand for more information on TRA issues, and luckily Mrs Mkumbo was willing to come. It was a very informative, interactive and interesting session. The entrepreneurs got more insight in TRA requirements and the TRA officer left her contact details so that YEP entrepreneurs can reach her any time in case of TRA related questions.



TRA class with tea break (tea and bites prepared by Vena cakes & bites, YEP beneficiary of 2017)

- **SETTING PRICE**

One of the important topics of the entrepreneurship training for YEP students 2021 was the topic about "setting selling price". Based on this topic, students learned the importance of setting selling price and good ways of doing this important technics of playing with products/service price range.

Through this topic student discussed the most important ways such as:

Before setting profitable selling price something has to be done in order to

1. Influence customers to buy more (quantity based)
2. Influence customers to pay more (price based)

Take aways from this topic:

- before start using proposed new price it first has to be accepted by your customer and willingness of paying a certain amount (not only thinking about getting a good profit)
- some things have to be done first

Things like

1. Improving packaging, labeling, sealing
2. TBS approval, training certificates
3. Improving services like providing free WiFi. Air fan, TV

Students learned and discussed that the price has to be enough to pay all business fixed costs (shop rent, electricity, TRA, etc) and all variable costs like buying sold products, product transporting etc) and at the end price have to give business owner profit

And also students learned to be aware of changing customer profile which must be done due to

1. New selling price
2. Improved location
3. Educated employee
4. Nice package
5. Government approval and etc

By group discussion on provided discussion cases, students understood well the topic and took out for implementation

- **BUDGET**

One of the current YEP students, Elibariki Shoo, offered to come and teach a class about wallets. Next to his farming business, he is also the chairman of the TCCIA SACCOS of a Lutheran church, so he gives many presentations on this topic. His class was more in deeply on personal wallets. You have to understand your 'money in' and 'money out' first, in order to make a good budget for your expenses. After having made a budget, it's very important to actually obey to it (that is mostly the hardest part!). Set a certain maximum for expenses, such as expenses to church, saving money or helping others.

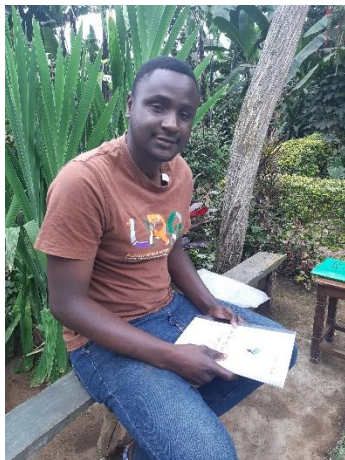
It was a very useful class and complemented the YEP classes well.



3. Shop visits

In total we conducted 27 shop visits to the shops of the current group of YEP students. 4 YEP students were not available, but they will be visited in the coming week. The businesses vary from pig keeping, saloon, tailoring, clothes, tourism to baking.

We were very pleased to see that since the students received the bookkeeping books (money in and money out) almost 90% of them actually started keeping records in those books. This is a huge improvement compared to last year, so we definitely see the difference and the impact of providing the books has. Analysing the books gives us insight in how their business runs and which challenges they face.

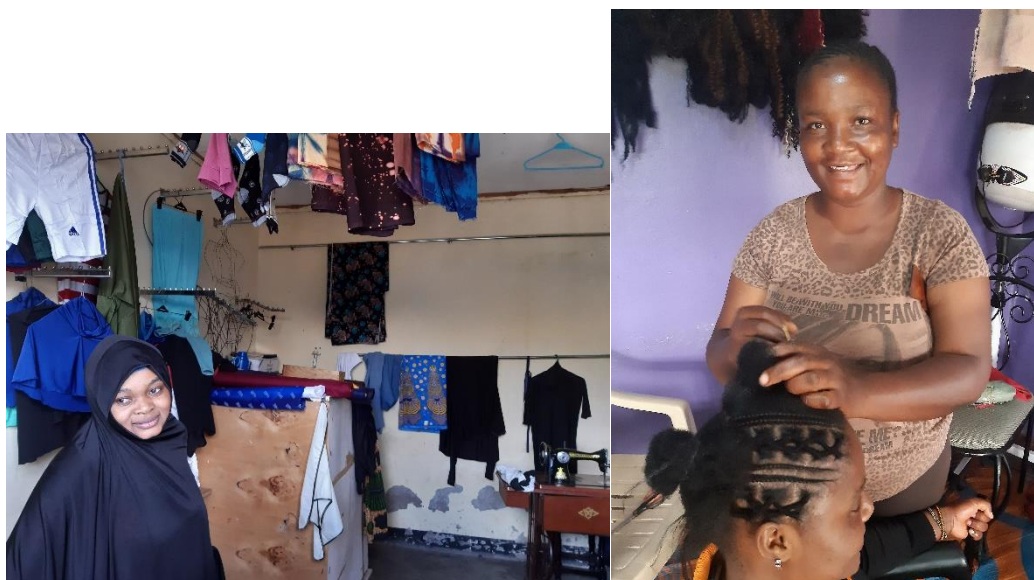


4. Coaching visits

In Q3 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. We noticed that the frequency of 4 visits per year might be a bit too much for some of the entrepreneurs, so we reduced the number of visits this quarter and will continue finalizing them in Q4.

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

In general, we see the entrepreneurs recovering from the impact the COVID – 19 pandemic had. Their sales are increasing or stabilizing. Most impact the YEP team has here is connecting them to other stakeholders or governmental organizations (for example connecting entrepreneurs who started farming to TAHA), and general coaching. We also noticed that nowadays, former YEP beneficiaries know how to find us when they want our advice on a business decision.



Amina and Marietta, two YEP beneficiaries from the 2017 program. However, having faced some challenges throughout the years, they are still in business.

5. YEP intern of food technology

In August, a Dutch intern started for YEP. She is a student of food technology. During 5 months, she will be working on improving the products and processes of several YEP entrepreneurs who are dealing with food.

3 examples of this are:

- Assisting on producing detox tea for a YEP student who deals with nutrition and detox products;
- Doing research on how to reduce the costs of making cakes, because the price of raw materials has increased;
- Helping to improve the durability and color of cooking paste.

Furthermore, she will conduct a class on general (food) hygiene.



Preparing and tasting the detox juice

6. Update YEP website

In September we managed to do an update on the YEP website. Many reports, video's, program updated were added to it. Also the graphics were improved. The website is www.yeptanzania.or.tz

7. Going forward

In Q4 we will finalize the 2021 program by facilitating special classes, conducting business plan meetings and if applicable, loan preparation meetings. And of course, save the date for our graduation party, 25th November 2021, to close the 5- year program!
