



Q3 2021 activities update

Overview of the Q3 2021 activities and Q4 planning of YEP
Tanzania in Arusha

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Activities implemented

1. Classes covered in Q1 and Q1 (recap)

Business skills	Empowerment & Marketing
✓ Business record keeping	✓ Behaviour change
✓ Business bag figures	✓ Time management
✓ Money in & Money out	
✓ Variable costs and fixed costs	✓ Marketing Plan & Marketing mix (5P's)
✓ Margin & profit	
✓ Wallets	
✓ Customer profile	
✓ Planning & financial planning	
✓ 10 common mistakes to avoid in business	



Activities implemented

2. classes finalized in Q3

Class + guest teachers	Class YEP staff
✓ General entrepreneurship (Julius Mlambo, Microfinance officer TRIAS)	✓ Negotiation
✓ TCCIA/ TCCIA SACCOS (Doreen Charles/ Josephat Mallya)	✓ Problem solving
✓ Contract (Sia Charles Marunda)	✓ Tree of life
✓ Social media (Rehema Akwilombe, Ayub Godbless (both YEP students)	✓ Adding value
✓ TRA (Eugenia Mkumbo, TRA)	✓ Setting price
✓ Budget (Elibariki Shoo, YEP student)	✓ SWOT analyses

Physical attendancy in class is between 20 and 30 students. Online, the video's are watched by approx. 40 students. Ratio male / female is almost 50%

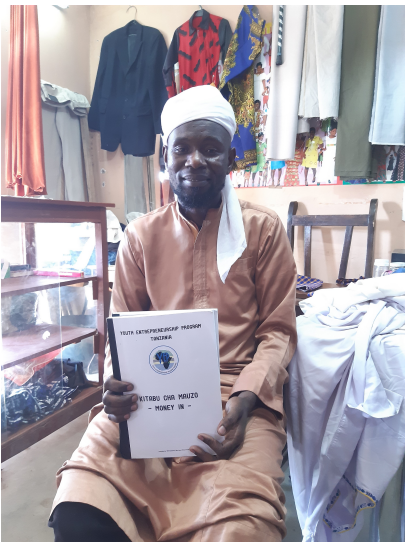


Activities implemented

3. Shop visits

In total we conducted 27 shop visits to the shops of the current group of YEP students. 4 YEP students were currently not available but will be visited the coming weeks. 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



Activities implemented

4. Coaching visits

- 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 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 the entrepreneurs to other stakeholders, such as TCCIA SACCOS 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.



Activities implemented

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.



Activities implemented

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

More detailed information on the Q3 activities can be found in the Q3 report.



7. Q4 activities

- Special classes (logo design, food hygiene, make up, tailoring, excel and others if needed)
- Business plan meetings (approx. 30 entrepreneurs) in cooperation with TRIAS and TCCIA staff
- Loan preparation meetings in cooperation with TCCIA SACCOS
- YEP board member meeting in Arusha
- Graduation party, closing of 5- year YEP program, 25th of November
- Ongoing coaching visits to YEP beneficiaries

