

Q3 report



**YEP TANZANIA, ARUSHA
PROGRAM**

ACTIVITIES REPORT Q3 2022



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1. Classes conducted in June/July/ August/ September 2022

1. **Time management** - 27 students attended class, conducted on 13/14/15 June
2. **Variable costs** - 27 students attended class, conducted on 21,22 and 25 June
3. **Margin, fixed costs and profit** - 22 students attended class, conducted on 28,29 Jun and 1st of July
4. **Digital record keeping (DigiKua)**, hosted by SOMO - 27 students attended, conducted on 5 and 6 July
5. **Wallets** - 26 students attended class, conducted on 12 and 13 July
6. **Setting price** - 21 students attended class, conducted on 19 and 20 July
7. **Behaviour change** - 23 students attended class, conducted on 26 and 27 July
8. **Problem solving** - 20 students attended class, conducted on 2 and 3 August
9. **Rehearsal 10 mistakes class** - 4 new students attended, conducted on 1st of August
10. **TCCIA Advocacy class**, hosted by Doreen Charles, TCCIA Arusha - 8 students attended class, conducted on 17 August
11. **Loan management part 1**, hosted by TRIAS - 22 students attended class, conducted on 31 August
12. **Loan management part 2**, hosted by TRIAS - 16 students attended class, conducted on 7 September
13. **TCCIA SACCOS** class, hosted by Josephat Mallya, 14 students attended class, conducted on 14 September
14. **TRA class**, hosted by TRA education officer, 18 students attended, conducted on 21 September

2. Reflection on recruitment / 'drop outs'

- Promotion was done from 2 April 2022 through social media, (what's app groups of) former YEP students and TCCIA Members
- Recruitment was done between 12 April and 10 May 2022
- A total number of 41 entrepreneurs were recruited (most of them visited as well). 95% of them applied themselves to the YEP program, either by contacting Doreen, or a member of the YEP team
- Overview of entrepreneurs attending:

SUMMARY OF THE ABOVE INFORMATION - YEP CLASSES OVERVIEW UNTIL 17TH OF AUGUST 2022	
# of entrepreneurs recruited (first and new recruits)	41 + 10 = 51
# of entrepreneurs attended kick off event	21
# of entrepreneurs who didn't show up after the first recruitment (never attended)	19
# of entrepreneurs accessing to online training	35
# of entrepreneurs watched basic business record keeping video	31
# of entrepreneurs attended basic record keeping physical class	26
# of entrepreneurs watched financial mistakes online video	30
# of entrepreneurs attended financial mistakes physical class	26

# of entrereneurs attended Budget class	13
# of entrereneurs attended Tree of life class	21
# of entrereneurs attended Time management class	27
# of entrepreneurs watched variable cost online video	34+
# of entrereneurs attended Variable cost physical class	27
# of entrepreneurs watched Margin online video	34+
# of entrereneurs attended Margin physical class	22
# of entrepreneurs watched Fixed cost online video	34+
# of entrereneurs attended Fixed cost physical class	22
# of entrereneurs attended Digital record keeping class - DigiKua Platform	27
# of entrepreneurs watched Wallets online video	34+
# of entrereneurs attended Wallets physical class	26
# of entrereneurs attended Setting price physical class	21
# of entrereneurs attended Behaviour change physical class	23
# of entrereneurs attended Problems solving physical class	20

More reflection...

- most of the participating students have a smart phone
- 19 entrepreneurs did not show up after recruitment. Better focus on recruitment procedure in 2023
- higher percentage watching online classes than attending class
- 9am starting time seems to be too early
- the cycle of the class is long (compared to other similar entrepreneurship programs), but according to students who joined several other trainings, it's more in dept and more detailed.

3. Coaching visits done in June/ July/ August/ September

1. 03/06 Faraja Deo – graphich designer and accountant, 2018 graduate
2. 07/06 Elia Kiberenge – home needs shop, 2020 graduate
3. 08/06 Samson Laizer – vegetable garden, 2019 graduate
4. 08/06 Shaban Mruma – farming solutions, 2021 graduate
5. 09/06 Ayub Godbless – adventure park, 2021 graduate – purpose: help with business plan
6. 10/06 Hossiana Mollel – chicken (layers), 2021 graduate
7. 13/06 Ayub Godbless – adventure park, 2021 graduate – purpose: connect to potential customer
8. 13/06 Kingston Asilia – coffee tour, 2018 graduate – purpose: connect to potential customer
9. 13/06 Themis Living garden, painters, 2019 graduate – purpose: connect to potential customer
10. 17/06 Ayub Godbless – adventure park, 2021 graduate – purpose: help with business plan
11. 01/08 Ayub Godbless – adventure park, 2021 graduate – purpose: come with customers and discuss update business
12. 04/08 Shaban Mruma – farming solutions, 2021 graduate
13. 05/08 Rehema Akwilombe – second hand clothes, 2020 graduate
14. 06/08 Joy Lyanga – sunflower milling station, 2020 graduate
15. 11/08 Samson Laizer – vegetable garden, 2019 graduate – purpose: connect to marketing specialist
16. 11/08 Emmanuel Kapone – barbershop, 2021 graduate

Coaching visits done in June/ July/ August/ September

17. 11/08 Ditrick Valerian - vocational training centre, 2020 graduate
18. 18/08 Catherine Assenga - chicken and sambosa, 2021 graduate
19. 25/08 Fatuma Ramadhani - tailoring, 2021 graduate
20. 25/08 Salim Kaponi - tailoring, 2021 graduate
21. 01/09 Kingston Asilia - coffee tour, 2018 graduate - purpose: to make a promotion video
22. 01/09 Themis Living garden - painters, 2019 graduate - purpose: to make a promotion video
23. 02/09 Shaban Mruma - farming solutions, 2021 graduate - purpose: to connect him to Mviwaarusha
24. 08/09 Richard Jackson - chicken/ restaurant, 2019 graduate
25. 08/09 Nicholas Labani - sandals, 2020 graduate
26. 14/09 Joy Lyanga - sunflower milling station, 2020 graduate

Reports of the visits can be found in the Google Drive folders

Revised YEP coaching strategy

YEP is working on a new coaching strategy. Previously the team, consisting of 2 permanent staff, was aiming to visit between 40 and 80 YEP beneficiaries per quarter.

We noticed that this was not benefitting the quality of the coaching meetings. If you have too many entrepreneurs in the pool, you can't dig deep in their issues and you can not provide good quality of coaching.

So from Q2 2022 we came up with a new strategy, to prefer quality over quantity and only coach a select group of YEP beneficiaries, who meet certain criteria.

The YEP team is still working on the coaching strategy, this will be shared once finalized.

We see that entrepreneurs value the coaching visits. Some benefits are:

- Connecting entrepreneurs to their peers who are more experienced and can mentor them
- Help making financial forecasts for seasonal businesses
- Connecting entrepreneurs to finance providers in order to expand and / or professionalize their business.
- Improving promotion on social media
- Help formalize businesses by assisting them on getting business license and tax clearance.
- Through close follow-up achieved that at least 90% of the beneficiaries in the pool are keeping records and have good insight in their business.
- Help with product improvement
- Keep them motivated in times that business was low and they faced challenges

Bakery internship by VENA Cakes

The one month bakery internship was completed on 24th of June 2022.
8 underprivileged girls and woman graduated and learned many things about making different cakes.



Sunflower project

On 6th of August the last meeting to the farms took place.

Present were Joy, Meshak and myself, we went with the TRIAS car. We visited 3 farms, 2 had already start harvesting and one not yet. We met with the local guy (Simon/ Samson?) who is monitoring the farms as well. There are two major challenges, first the lack of water and second the birds who eat the seeds. To avoid that, the first 2 farmers already started harvesting the seeds, while they were not completely grown yet. As a consequence of that, the seeds were very small and dry. Meshak advised them to wait with harvesting the remaining seeds, until they are bigger. In the meanwhile put bags over the flower, so that the birds can't eat them.

14/09/2022 visit to Joy. Sunflower business is going well, currently high season. She spoke to Meshak and end of September there will be another visit.

However, the production at the farms is not good at all, max 2 bags per farm and the quality is not good. TBD how to proceed for next year and discuss lessons learned.

Cooperation with SOMO Africa

Together with Davies Kunderi, program manager of SOMO Africa, we implement the digital record keeping for the 2022 YEP entrepreneurs. Through this tool on what's app, the YEP entrepreneurs can easily record their Money In and Money Out, and the YEP team gets an easy insight in how the business is doing. However, it will take some more effort to fully implement it for all entrepreneurs, so some rehearsal classes are necessary.

Furthermore, we conduct(ed) some joined classes together with SOMO.

Going forward → activities for Q4

- Classes: TRA, rehearsal DigiKua, Marketing/ Canvas business model, social media, waste management, added value, SWOT analyses.
- Specialized classes
- Shop visits
- Business plan meetings
- Graduation event