



# Q4 2021 activities update

Overview of the Q4 2021 activities YEP Tanzania in Arusha

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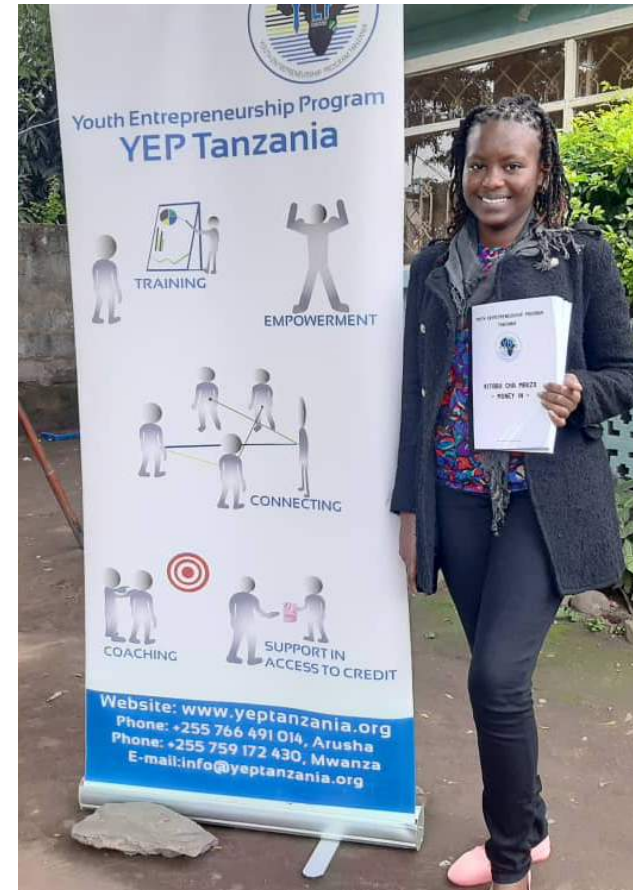
## ➤ Plan 2022 – 2026



# Activities implemented

## numbers 2021

- 63 young entrepreneurs recruited (33 female/ 30 male)
- 37 intake sessions
- 33 entrepreneurs present at Kick off event
- 20 -30 entrepreneurs in class, online 40 students
- 28 shop visits
- 23 business plan meetings
- 28 graduates



# Activities implemented

## Classes covered in 2021 part I

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

## Classes covered in 2021 part II

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



# Activities implemented

## Classes part III and special classes 2021

Class + guest teachers	Number of students
✓ Logo design class (Jeroen Vegt Country manager YEP Tanzania & Sarah Mgalu, YEP student 2021)	21
✓ Food safety class (Dewi den Brouwer, YEP intern, food technology student)	13
✓ Special class chicken management, 3 days (mr. Mchaki, veterinaty)	5
✓ Make up and hair styles (Aisha Said, YEP student 2018)	2
✓ In dept business coaching (Andrei Hrescu, remote intern on business management)	4
✓ Family budget (Elibariki Shoo)	1





## Some observations on (special) classes

- 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%
- This year we added some new classes according to the needs of the students, such as TRA, logo design and social media. Some classes were given by YEP students who have good skills and knowledge on the topic.
- Classes were once or max twice a week for approx 3 hours. It seems that the frequency and time is alright for the entrepreneurs. Apart from the physical classes, the entrepreneurs are very active on the what's app group in discussions and promoting their business.
- 25 students for special classes



# Activities implemented

## Shop visits

In total we conducted 28 shop visits to the shops of the current group of YEP students. Few entrepreneurs of the student group didn't attend the classes much due to circumstances and request to join the classes next year. 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



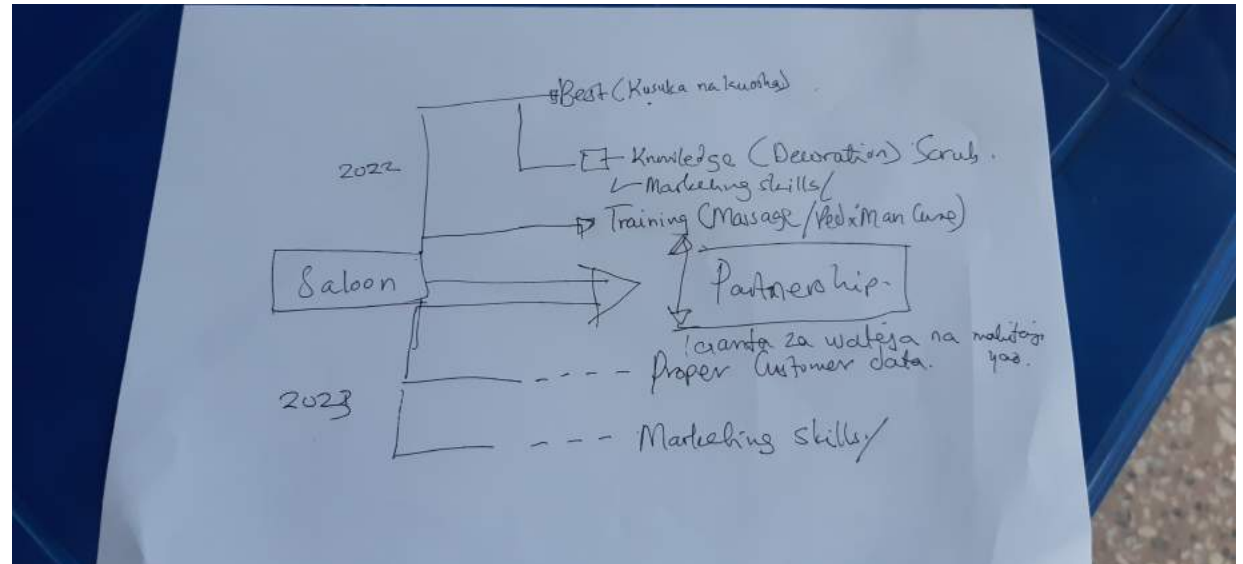


# Activities implemented

## Business plan meetings

In total 23 business plan meeting conducted. The outcome of these meetings varied. For example some of the students were interested in getting a loan to buy machines (mixer or tailoring), others wanted more specific knowledge so we provided special classes. Others just need regular coaching visits.

Thanks to TCCIA and TRIAS for their valuable contribution to these meetings!



# Activities implemented

## Coaching visits

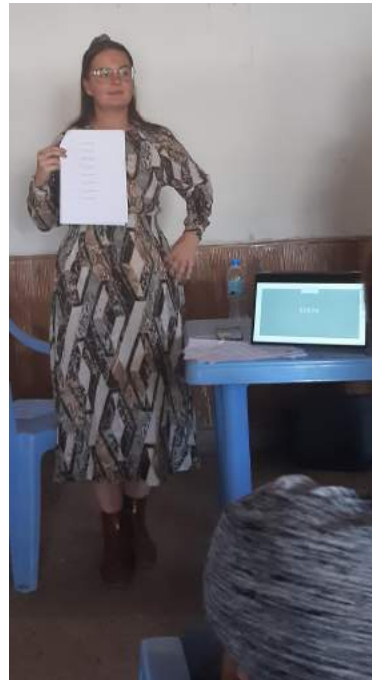
- 55 entrepreneurs were regularly visited at their shops to discuss their current business situation, challenges and future plans.
- We noticed that the frequency of 4 visits per year might a bit too much for some of the entrepreneurs, so we reduced the number of visits throughout the year. Also we noticed that YEP beneficiaries know how to find us when they have urgent questions or they want to discuss their business plan.
- 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

## YEP intern of food technology

- In August, a Dutch intern started for YEP. She is a student of food technology. For 5 months she has been 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 conducted a class on general food safety. For this we invited the current student group and YEP students from previous years who deal with food.



# Activities implemented

## 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](http://www.yeptanzania.or.tz)

## Next round of updates: December 2021

Also, we are more active on Instagram now with regular posts from Arusha and Misungwi. We saw the number of followers increase from 100 to over 250 this year. Instagram name is yeptanzania





# Activities implemented

## graduation event

For the graduation event we invited all former YEP beneficiaries whom we are still in touch with. Out of 138 graduates (including Class of 2021), we invited 58 former YEP graduates who are still in business. In total, more than 100 guests attenden the graduation ceremony.

We were very proud that almost all aspects of the ceremony were done by YEP entrepreneurs, such as decoration, certificates, cake, trophies and bites.

Special thanks also to our program partners TCCIA Arusha and TRIAS for making this done. And much appreciated that we could you the TRIAS garden for this special event.



# Financials 2021

- Yearly original budget for 2017 – 2021 was approx. 126,000 Tsh per year.
- In 2020 budget reduction of 15%. That means that in 2020 budget was 101.860.000 Tsh and in 2021 budget was 106.860.000 Tsh.





# 5 Years YEP Program in Arusha 2017 -2021

- ❑ 347 Recruited youth
- ❑ 169 Youth trained
- ❑ 40 Different classes, including specialized classes
- ❑ 147 Shop visits conducted
- ❑ 117 Business plan meetings held
- ❑ 138 Graduates
- ❑ 60 – 70 Regular coaching meetings
- ❑ 35 loans disbursed, total volume of 61,829,332 mio Tsh



# Achievements

- Managed to identify needs and behaviour of the students:
- ✓ special classes (live stock management, excel, TRA, make up, tailoring, green house, graphic design, bakery class)
- ✓ short and practical online and physical classes
  - ✓ Regular classes
  - ✓ Marketing expert pool
  - ✓ Online Helpdesk
- ✓ (online) platform for sharing information and getting connected
- ✓ Provided record keeping books
- ✓ 'aftercare' through regular coaching sessions
- Make young entrepreneurs more self confident



# Lessons learned

- ❖ Focus on proper selection procedure
- ❖ The more 'mature' entrepreneurs appreciate knowledge above loan
- ❖ Besides the general entrepreneurship knowledge there is a strong need for more technical and specialized hands-on training
- ❖ Establishing your network takes 2 – 3 years
- ❖ Use of printed record keeping books has huge impact on record keeping discipline
- ❖ Use of fellow entrepreneurs for sharing specific knowledge



# Plan 2022 - 2026

- ❑ Continue partnership with TRIAS and TCCIA Arusha
- ❑ Training of 30 students. They will get the basic trainings in:
  - Record keeping ('money in' – 'money out')
  - Separate business money from personal money
  - Marketing (5 P's) & social media
  - Empowerment & life skills, contract & negotiation, TRA, loan management
- ❑ 20 students for individual coaching through shop visits & business plan meetings
- ❑ 10 – 15 students for special classes
- ❑ 4 – 5 loans if applicable
- ❑ Sunflower project with reach out of 50 woman each year
- ❑ Bakery internship with reach out of 4- 5 young girls yearly

