

# YEP TRAINING – Arusha class 4, 2020

Report Q2 2020



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## 1. Introduction – looking back

In Q1 we finished almost all recruitment activities and visits. At the end of Q1, half of March, the first corona cases started to occur in Tanzania, and recruitment visits came to a hold. By then, in total already 55 students subscribed to the YEP program. We decided to continue the program with that number and not recruit any more entrepreneurs.

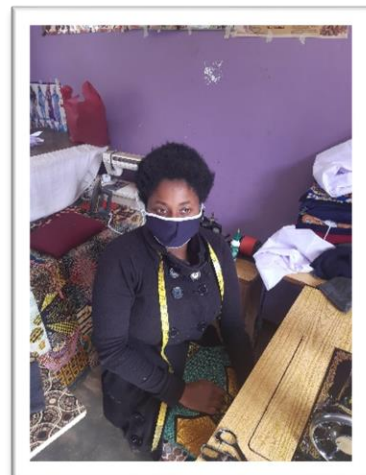
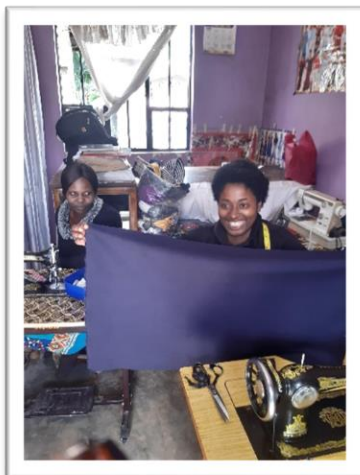
## 2. YEP Tanzania activities during COVID-19

### *YEP Helpdesk*

End of March we stopped doing our regular physical coaching and monitoring visits. Instead of that, we established a **digital helpdesk**, because we noticed that entrepreneurs are in need of getting advice on their business in these times. Representatives of the program partners, YEP Tanzania, Trias Tanzania and TCCIA Arusha participate in the weekly calls. During 3 hours in the morning on Tuesday and Thursday the teams are free to discuss the questions of YEP beneficiaries, who also participate in the call. The calls are done through what's app. This turned out to be a very helpful and efficient way to advise the entrepreneurs during this challenging time. See for more details of the different cases under chapter 3.

### *Selling network of sanitizers and face masks*

We tried to establish a distribution network of on the one side YEP students who produce sanitizers and face masks, and on the other side YEP students who lost their income due to corona and could act as sales agents. We connected both groups in our Whats app groups.





### Starting online classes and digital kick off

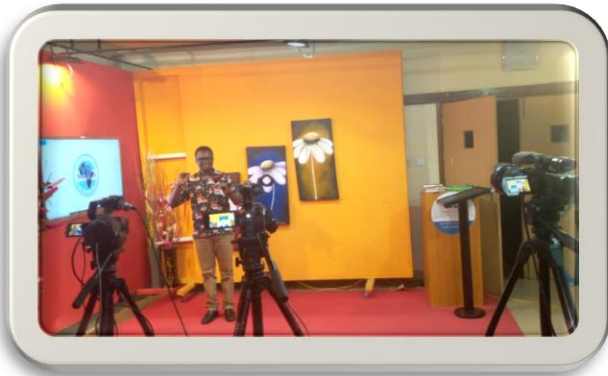
Due to the COVID-19 outbreak we had to cancel our physical kick off event for the start of the new program. Instead of that, we **created a what's app group** with all new students (90% of them has a smart phone). Together with Trias and TCCIA Arusha we shot introduction video's in which we introduce our organizations and ourselves in the digital kick off.



Furthermore, in order not to have too much delay in the program, we started **recording the first basic bookkeeping classes** and shared them online in the what's app group. The first batch of video's consists of introduction to financial management, basic recordkeeping, an assignment on this topic and the answers. All video's are about 5 minutes.

Also in the whats app group the students share their questions on the lessons and our YEP teacher is 24/7 available for answers.

The students started keeping their records as from now, and in 4 weeks we will analyze their books and **start physical feedback classes, in small groups**, according to their level of understanding and business.



Start physical classes on 14th of July in small groups



**3. Impact analyses**

Nicholaus Nyaligwa, our intern and statistician by profession, finalized the first draft of the impact analyses of the YEP program in Arusha. This document was shared with our partners Trias and TCCIA. We has a feedback meeting and very positive and constructive feedback was shared. A committee was

formed consisting of members of YEP, Trias and TCCIA and this committee will work in finalizing the document.

#### 4. Coaching and monitoring visits

The coaching and monitoring visits were held in the YEP Helpdesk sessions.

In total, 13 YEP beneficiaries participated in the Helpdesk sessions.

1. Yassin Bakari (sanitizers). He had already changed his poultry business to a sanitizer business at an early stage and was selling very well. His problem was that many people bought on credit only. The advisors of the Helpdesk advised him on several topics; find loyal agents, find different markets, and also not to lose the focus on his other business.
2. Mery Santaeli (tailoring). She sees the number of customers decrease, and also started a chapati business and selling rice. The advice to her is to improve the quality of her masks according to the WHO standards, find officer where it's required to wear masks, start delivery service for chapati, add some more bites, don't quit tailoring business, try to find new designs.
3. Ruth Allen (Delicious Food Forever, catering). Currently very low business, because of prohibition of gatherings. Also delivery is not going that well, because people have more time to cook now and are afraid of delivered food. The Helpdesk advised her to do more advertisement online (what's app) and through social media. Focus on packages (she also sells vegetables) so that it looks clean and attractive, find good and active places to sell her products.
4. Sarah Mihale (cakes and bites). Very low sales, almost a decrease of 50% daily sales. Only few cake orders. Furthermore the price of the materials increased. The advice for her is to advertise more online (example Vena cakes and bites), post her products on social media, improve delivery options, increase friendship and good relation with home need shops, buy raw materials in wholesale not in retail.
5. Pascal Simon Magere (paintings). Since February there was no business for him, because no tourists. He was exploring other business options, such as rice, maize, oil or onions. During the Helpdesk we discuss the possibilities of a loan from TCCIA SACCOS. We also discuss his business plan. Recently he received a loan from SACCOS of 800,000 to buy onions. Until now that business is going well.
6. Glory Wilfred (Candy Mills, spices). Her sales dropped, and she is thinking of taking on another business. Advice from Helpdesk: keep on focusing on her current business, because she still has a good sales compared to other companies. Increase online marketing, improve her delivery options.
7. Prisca Mwakalasi (Vena cakes & bites). Less orders, increase in production costs. The Helpdesk advises her to reduce producing cakes, but focus more on cheap bites, find new markets in town, improve delivery service, try producing more durable bites, such as peanuts.
8. Happiness Peterson (Happy cakes & decoration). Same challenges as the other bakeries. Helpdesk has more or less the same advice; increase online advertisement (also for example on All About Arusha Facebook group), improve delivery.
9. KingDavid Golugwa (gym and farm). His gym business is not doing well, also due to the bad location. Helpdesk advises him to find a better location. And focus on his health strategy (he is very knowledgeable on health and health products), people are more aware on their health nowadays. Take all necessary safety measures when opening gym.

10. Rickard Jackson (poultry). He stopped his poultry business and is focusing on agriculture now. He would like to receive a loan of 2 mio Tsh from TCCIA SACCOS for improving the agriculture business and the Helpdesk team discusses his request. Also he is advised to contact TAHA.
11. Kingston Asilia Coffee tour. They don't have any visitors at their coffee tour company now, because they were mainly depending on tourists and volunteers. But they have the idea of starting a movable coffee shop, through a bike. The Helpdesk team is very positive about this idea.
12. Kelvin Mtei (tour company). His business stopped because no bookings from tourists. He deals with many other things, but main focus is being a broker for cars. Helpdesk advises him not to do too many different business, but focus on the business which he is good at and which brings some money. That seems to be the car brokery business.
13. Doris Heowi (saloon and small bar). Her saloon business decreased heavily, she only has some local customers. She wants to start selling honey and peanuts. Helpdesk discusses her idea and also discussed the idea of a loan. She is not keen on taking a loan, but it might help her. While during massage, she takes all the necessary safety measures to protect herself and her customers.

## 5. Going forward

At the beginning of Q3, the online YEP classes started through what's app. Almost 90% of the new students has (access) to what's app so is able to watch the video. The first topic is introduction to record keeping and start keeping your own records. The students had to start keeping their own records on a daily basis. Beginning of July we started in small classes (max 6 people) to share their experience with the online learning and discuss their bookkeeping.

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