

YEP TRAINING – Arusha class 4, 2020

Report Q4 2020



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1. Introduction – looking back

In Q3 we finalized most of the physical classes and recorded most of our curriculum into short video's. Furthermore, we conducted 23 shop visits to 25 young entrepreneurs (two businesses are joint businesses).

Due to the COVID-19 outbreak in Tanzania, we faced some challenges at the beginning of the year, however we managed to perform a full training cycle this year. A positive side-effect of the pandemic was that it accelerated the digitalization of our program in Arusha. We recorded most of the classes from our curriculum in a studio and made short movies out of it. The movies follow the same methodology as the curriculum, it's practical with cases, examples and assignments for the students. Furthermore, we established the digital Helpdesk where entrepreneurs could ask their business questions through what's app calls.

2. YEP classes

Empowerment: 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 face 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 its 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

Negotiation class

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 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.



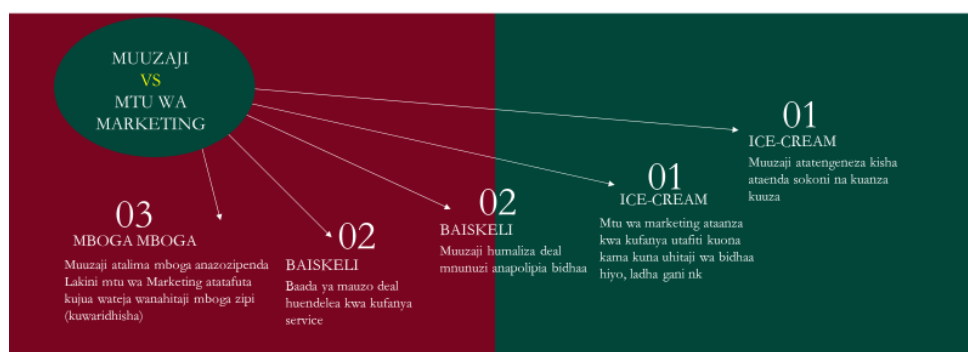
(1) Negotiate in groups, (2) prepare the deal and (3) present the outcome

Marketing classes

As every year, the marketing classes were very interactive with many examples, group discussions and assignments. We started the class by sharing the marketing videos through online WhatsApp group and students were interested in this kind of knowledge to develop their business. The topic contents explained the marketing plan and marketing mix in business. Students learned the difference between a person who focusses on selling only and the one who is doing business by focusing on marketing and its goal or benefits. With students we discussed more about the marketing mix by using 5 P's approach which stands for Product, Price, Place, Person, Promotion.

During the physical class through group discussion students understood and realized that is good to make their business to be a place where customer can fulfill their needs, wants and likes. By using the 5P's approach our students understood also the importance of selling the right products, for the right price at the right place/shop location, to the right customer (right staff/employee as well) and doing the right promotion (making promotion campaign). Below in the graph and example (in Swahili as all the classes are in Swahili (or translated to Swahili) so that the students understand well).

MIFANO



Special class excel

This year we noticed that many students were already using excel for their record keeping, but still didn't know how to use it to its full potential. Others wanted to start using excel but didn't know how. Therefor YEP organized a 3-day session for 10 students to go through the ins&outs of excel.

The following topics were covered:

- Understand the excel program
- Spreadsheet terminologies
- Cells terminologies
- Cell names and how to use in proper way to keep them alive
- Calculation formulas – Sum function, average function
- Excel business keeping format
- Saving and editing



3. Online Helpdesk

In Q4 the Helpdesk was quit dormant as many entrepreneurs and advisors were busy. The helpdesk was evaluated and all parties see the added value of this tool. The aim is to hand over the helpdesk to TCCIA at the beginning of 2021. TCCIA Arusha already agreed to take over the Helpdesk. YEP staff will assist in handling over.

4. Marketing Expert Pool

In Q4 the Marketing Expert Pool advised Doris Heogwi, who has a spa. In two sessions the marketing experts helped her with creating a business Instagram account so that she can increase her online outreach. She is already very active on Facebook and gets many customers through that channel, but she lacked the knowledge on how to do paid advertisement through Instagram. The sessions were very valuable for her.



'Hands on' and practical training on how to use Instagram for business purposes

5. Shop visits

In Q4 we finalized the remaining shop visits (3). In total the team performed 23 shop visits for 25 entrepreneurs (two business are a partnership).

6. Business plan meetings

In total we facilitated 14 business plan meetings. In those meetings we discuss the way forward, plans of the entrepreneur for the coming 3 to 5 years and how YEP can help realize those plans.

We had planned more business plan meetings, but unfortunately some entrepreneurs cancelled due to business or personal issues. The team will make follow up on this in January 2021.



Business plan meeting with Emmanuel Peter who has 2 greenhouses. We discuss his target market and how to improve marketing.

7. Loan approval

5 YEP entrepreneurs of 2020 class were interested in obtaining a loan. At the end of 2020 one entrepreneur already received a loan. He has a home need shop and wanted some extra capital to buy rice, sugar and flour before the Christmas holiday where people always buy many of those products.

Beginning of February another student of 2020 class received a loan. Joshua Moses who has a brick business received a loan of 5mio Tsh to improve his brick business.

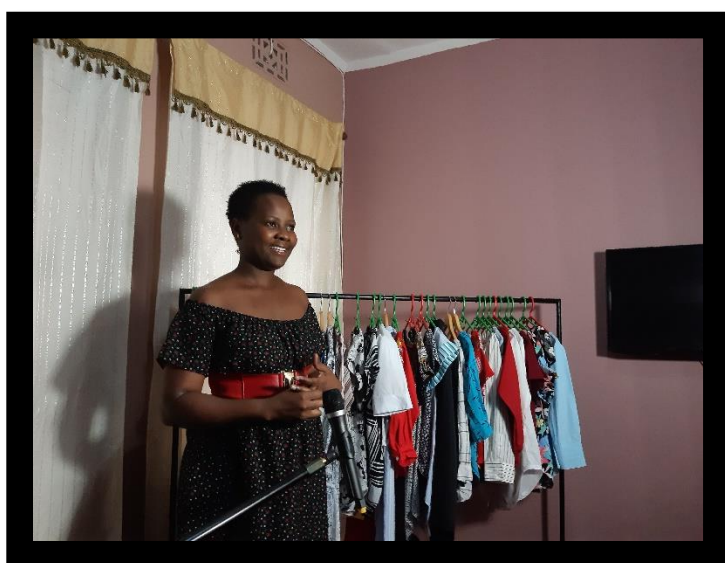
8. Graduation

On Thursday 2th of November we had the graduation event. 25 young entrepreneurs received their certificate. We thank also our program partners TCCIA Arusha and Trias for their participation in this year's program and their presence and inspiring speeches at the graduation event.



9. Testimonials

We asked 3 young entrepreneurs from the 2020 class to share with us their inspiring stories from what they learned from the program and how it improved their business. Those stories can be used to show (potential) donors, but also to inspire other entrepreneurs to join the YEP program in 2021. The videos were shot and edited by a fellow student, Steve Kimaro, who has a film studio.



10. Impact analyses

YEP received some input from TCCIA and Trias. The revised document will be shared on short notice.

11. Tourism centre

YEP has been looking for opportunities to use the remaining credit fund money to stimulate youth entrepreneurship. The original idea was to invest in the Thembi Living garden (build a small greenhouse, facilitate youth entrepreneur to do business there etc), but due to long approval process (involvement of the local government) other opportunities had been explored.

Last year we noticed that there are some entrepreneurs dealing with tourism and hospitality (coffee tour company/ small homestay, spa, paintings, cultural sandals) who are looking for a location to sell their goods or services. We saw the opportunity to facilitate the start of a tourism centre, where tourist and volunteers can stay overnight. Through this, young entrepreneurs can practice running a hostel. Furthermore, other entrepreneurs have a place to sell their goods or services.



The team of young entrepreneur who will operate the tourism centre

12. Going forward

Despite the challenges at the beginning of the year due to the covid-19 pandemic, we can look back to a successful year in which we transformed from physical to digital, in which we managed to train a group of dedicated entrepreneurs and to establish a Marketing Expert Pool where young entrepreneurs receive hands on advice from other successful young entrepreneurs.

Although we see many advantages in digitalization of the program, we also believe in physical meetings where entrepreneurs can discuss and learn from each other.

We look forward the fifth year of our joint program in Arusha.
