

YEP TRAINING – Arusha class 4, 2020

Report Q3 2020



David Wilson Zabron

Jeroen Vegt

Nicholaus Nyaligwa

Annemieke Raterink

Content

1. Introduction – looking back	p. 3
2. YEP classes	p. 3
3. Online Helpdesk	p. 5
4. Marketing Expert Pool	p. 6
5. Shop visits	p. 8
6. Meeting with regional direct of SIDO	p. 8
7. Impact analyses	p. 9
8. Coaching and monitoring	p. 9
9. Going forward	p. 9

1. Introduction – looking back

At the end of Q2 we started with the physical classes in small groups of max 6 students. First we shared the video's on the what's app group, and after each video topic, a physical feedback class was held to discuss the topic further and answer questions.

Currently we have approx. 25 students in the program. This is less than past years. One of the reasons for that is that the corona pandemic started during our recruitment process and we had to stop it early. Another reason is the high number of drop outs after that start, caused by movement of students to other cities, stopped their business, too busy, not reachable anymore or motivation problems on their side.

However, the quality and dedication of the remaining students is impressive and we see a lot of potential for growth.

2. YEP classes

Financial management, basic record keeping, 10 mistakes, wallets

Four weeks after sharing the video of **basic record keeping**, we invited the students to the physical classes. The idea was that the students would bring their own records of four weeks of record keeping, and we would discuss their books on an individual basis. Unfortunately not all students brought their books to class or didn't implement the record keeping method yet. However in the class they had the opportunity to ask many questions, which they did. Although most of these years entrepreneurs are already doing business for some time, the majority never kept proper records so it was difficult to determine their sales or profit. Through the knowledge they received on record keeping and through the discussion in class, they got motivated to start keeping their records in a professional way.

During our recent shop visits, we saw that many entrepreneurs started implementing our record keeping format and that we were able to see their sales, margin and profit.

In the **10 mistakes class** we discussed with the students about mistakes you can make in your business (such as overestimating your future sales, mixing personal expenses with business expenses, not using correct price, confusing profit with cash money). This was an eye opener for most students, especially mixing personal expenses with business expenses and confusing profit with cash money.

The **wallet class** was mainly about how to avoid mixing personal expenses with business expenses and the principle of saving money for personal and business purposes. After his class, a heated discussion on the WhatsApp group followed.

Feedback on the video's

We also asked and received feedback on the videos. For many students the advantage of the video's is that they can watch them in their own time. During the day they are very busy with their business, but in evening time they can watch them. Another advantage is that they can watch the video's as many times as they want. Furthermore in the what's app group the students share their questions on the lessons and our YEP teacher is 24/7 available for answers.

Empowerment: tree of life, behavior change, time management

Tree of life

Another block of the YEP curriculum is about empowerment. Through the tree of life class, the entrepreneurs reflect on their past, their challenges and achievements so far, and their future dreams. It was impressive to see how open the entrepreneurs were about their life and how touching their stories were. All of them had to overcome many (personal) difficulties to reach where they are now.



students share their tree of life

Behavior change

In the behavior change class we focused on parts of their behavior which they don't like and how to improve it. Students had to discuss in pairs and after that present. They used the following questions to come to an action:

- What is the current behaviour you don't like?
- Why is it important for you to change this specific behaviour?
- How would you like to act or be?
- What do you need to change?
- What is your next step to move forward?

The major point based on this topic was to transform our students to think and understand that sometimes it is necessary to change personal behaviour to reach a goal as an entrepreneur.



SACCOS TCCIA class, contract class, TCCIA advocacy class

The TCCIA classes started with the SACCOS class, given by the TCCIA SACCOS officer, Josephat Mallya. He explained all details of the TCCIA SACCOS and all requirements for receiving a loan. It was a very interactive class and the entrepreneurs had many questions.

Sia Charles Marunda (Executive officer of TCCIA and lawyer) gave a presentation about law issues. Many topics legal were covered. It was a very interesting topic for the entrepreneurs and they asked many questions.



Last TCCIA class was given by Doreen Charles, the advocacy officer of TCCIA. As the other presentations, her presentation was shared in the whats app group, so that students could prepare questions. It was a very interesting class as well, explaining about the advantages of becoming member of TCCIA.



Doreen during recording

Value chain and adding value class

Like last year we organised a class in which we discussed the value chain and adding value. The students had to determine in which part of the value chain their business is. This is important in order to expand your business, or to know where and how to focus your promotion. Also we discussed how to add value to your product or service.



added value class where students discuss in groups how to add value to their business

3. Online Helpdesk

The online Helpdesk (which was established to provide online advice to entrepreneurs during corona) is still active, although not that frequent anymore. We notice that entrepreneurs are busier at the moment, and it's difficult to find a time to schedule them. Also, the participation of the advisors is decreasing since everyone picked up daily worked again after corona and is busy. We will have to

evaluate if we still want to continue with the online Helpdesk. The idea was to hand it over to TCCIA by end of the year. We still believe though, that this helpdesk is a good tool to advise and help entrepreneurs in a time efficient, professional and fast way.

4. Marketing Expert Pool

We noticed that many students have practical questions about marketing. Therefore, we formed a group consisting of 5 experienced entrepreneurs (4 of them are YEP beneficiaries) who are good in marketing. The concept of the Marketing Expert Pool is that these consultants will advise YEP entrepreneurs who have marketing questions. Every entrepreneur who has marketing issues, will have 1 up to 2 intake sessions with the entire Marketing Expert Pool to determine what the problem is and to discuss a way forward. After those general sessions, 1 or 2 members of the Pool continue with the entrepreneur to help improve the marketing according to the discussion.



Kick off meeting for Marketing Expert Pool on 12 August

First entrepreneur who was discussed in the Expert Marketing Pool was mr. Spice. He has a good business in organic herbs and spices, but lack knowledge of online marketing and connecting to the market. First meeting was at the YEP training centre to get an idea of the entrepreneur and his business. Second meeting was at his garden. After two general sessions, a smaller group was formed, to help him with improving his Instagram posts.



meeting mr Spice and help him to make nice pictures for Instagram

The second entrepreneur was Joshua Moses. One year ago he started a brick business and managed to establish this business well. Still he wanted some advice on business – and marketing issues.

The Marketing Expert Pool visited him at his site and had a follow up meeting the week after. During that follow up meeting it turned out that his challenges are more business and capital related and not necessarily marketing related, because the customers are there, his problem is only that sometimes he can't deliver according to the demand. The Marketing Expert Pool helped him to get a contact person who makes business cards. We as YEP will further discuss with Josh his business related issues.



5. Shop visits

Like every year at the end of the class cycle we visit the entrepreneurs at their businesses. Up to now we visited 19 out of the 25 remaining entrepreneurs. We are very positive about the entrepreneurial spirit and the state of their business. Some entrepreneurs we gave specific assignments to improve certain aspects of their business, such as bookkeeping or marketing. In a few weeks we will continue with the business plan meetings, and if needed, the loan preparation meetings.

We already saw the impact of the YEP program on our entrepreneurs. One entrepreneur in detail implemented the record keeping class, by printing the formats for money In and money Out and keeping them in 2 separate folders, plus recording every single sales or expense. Also he recorded his personal expenses daily during one month, to get a better insight in his personal expenses.

See below 4 pictures of entrepreneurs and their business.



Hussein (21) keep 120 chicken for selling the eggs. Emmanuel (27) has 2 greenhouses and one small nursery and grows bell peper, beans and tomoatos. Ditrick (30) has a vocational training centre and started keeping records of all his personal and business expenses. Joy and Zion (23 and 21) run a small milling station.

6. Meeting with regional director of SIDO

On 12th of August, the YEP team consisting of Jeroen Vegt, David Zabron and Annemieke Raterink had a meeting with ms. Nchimbi, the SIDO regional director. The aim of this meeting was to discuss possibilities for YEP and SIDO to work together in order to help our young entrepreneurs to have extra knowledge of developing the quality of their business. It was a positive meeting and we agreed to have

a follow up meeting. Unfortunately due to the busy schedule of the regional director, this meeting had to be postponed.



The YEP team with ms Nchimbi

7. Impact analyses

Our intern Nicholaus Nyaligwa is still finalizing the impact analyses on the YEP program. He will receive input from TCCIA and Trias to complete the document. After that it can be distributed amongst the partners and shared with donors.

8. Coaching and monitoring

In Q3 we conducted 29 coaching and monitoring calls. In general we can say that most business have recovered from the COVID-19 pandemic. We documented the reports of these calls in a separate document.

9. Going forward

Mid October until end of December we will be conducting business plan meetings and loan approval meetings. Also we will finalize the regular classes and shop visits and facilitate the special classes for the individual entrepreneurs. Graduation will be 19 or 20th of November.
