





ANNUALY REPORT 2023 ARUSHA PROGRAM

OBJECTIVE

Train youth entrepreneurs to become successful business men and business women and create sustainable youth entrepreneurship systems which can help them to have better entrepreneurial skills followed by business coaching for the better business growth

Specific results

The YEP program aims at reaching youth between 19 -35 years aged

Indicators for 2023:

#of students recruited - 40

#of students trained and graduated 26

#of study tour conducted/successfully business person invited

#of entrepreneurs linked to TCCIA membership and TCCIA Saccos – 20

#of Business coaching meeting to follow up on the trained topics and adoption conducted– 25

#of entrepreneurs attended special classes e.g. SIDO – 5

#of business investment plan made - 5

#of entrepreneurs participated in the business plan competition – 5

#of entrepreneurs accessed the digital trainings – 35



Annualy activities

Q1

- Recruit highly motivated Young Entrepreneurs in Arusha city
- Conduct Intake meetings to collect student expectation and set learning goal
- YouTube channel creation to provide a high quality, hands on and suitable entrepreneurship training, and digital access to curriculum and platforms

Q2

- Training launching event for 2023 classes
- Conduct training – Through Online and Physical classes
- Studying tour – Mentorship from business successfully people
- Linkage to TCCIA for memberships and TCCIA sacco
- Business coaching and follow up on the trained topics and adoption

Annualy activities

Q3

- Continue with an Entrepreneurship Training - Online and Physical Classes
- Studying tour – Mentorship from business successfully people
- Students linkage to TCCIA and TCCIA saccos membership
- Business coaching and follow up on the trained topics and adoption

Q4

- Training in continuation with the following topics
SWOT analyses, Loan management class, Break even analyses, Being prepared for a tender, TRA class, Business plan training, Business canvas model - marketing finalizing.

Other Q4 planned activities

- 2023 Training evaluation
- Business plan competition
- Graduation event
- Reporting and ending the 2023 program

Annually results

Q1

- 64 youth entrepreneurs recruited from the 80 visited (38 female 26 male)
- Intake meeting to collect student expectation for setting learning goals been completely done
- YouTube channel ready to be named “YEP Tanzania”

Q2

- Launching event for 2023 conducted on 19th April 2023 ,47 beneficiaries attended, followed by training on 20th April – Through Online and Physical Classes and the following topics were discussed
 - Basic business record keeping training, Business financial management - Money IN and Money OUT
 - Hand over of the record keeping books for students to start keeping business records in every business transaction – 49 students trained and record keeping books were given
 - Setting prices – 49 students attended, Tree of life class – 51 students trained, Time management class – 47 students trained, variable cost to Margin classes – 42 students were trained, Margin, Fixed cost to profit classes – 46 got this training

Annually results

Q2

- TCCIA official presented the benefits of being a TCCIA member and TCCIA SACCOs and Supplied TCCIA membership forms –Total 32 students trained and joining forms were given – Session one
- Business coaching and follow up on the trained topics and adoption + improving online business were coached. Total of 05 businesses were visited

Q3

Training continued and the following topics were discussed

- Common 10 financial mistakes to avoid in business [Attendance: 38](#), Budget class - Separate business and personal expenses [Attendance: 42](#), Wallets class (how to take care and organizing your money) [Attendance: 31](#), Business Canvas Model – Marketing strategy, Market plan and Marketing mix [Attendance: 41](#), Social media class - take your business to online [Attendance: 22](#), Value chain - Added value [Attendance: 33](#), Problem solving [Attendance: 25](#), Studying tour conducted at WSH NGO – Arusha and our students met with successfully online business entrepreneurs
- [Business monitoring visit for business plan competition preparation](#)

12 entrepreneurs year of 2023 were visited 07 selected to be trained on how to prepare and present their business plans during the business plan competition

Annually results

Q4

Entrepreneurship Training continues and down here are subject taught

SWOT analyses Attendance: 46, Cost Break even analyses Attendance: 30

Being prepared for a tender Attendance: 63 last year (2022) beneficiaries were invited as well, Business

Canvas Model – Marketing strategy, Market plan and Marketing mix Attendance: 44, TRA class Attendance: 45

Business plan training for business plan competition done with the following outcome

- 12 businesses were visited
- 7 entrepreneurs selected and trained on how to write a business plan
- 7 business plans were made
- 6 business plans presented during the business plan competition
- 3 business plans won the prizes

Graduation event done on 1st of November 2023 and it was a very successfully event

2023 program evaluated and the report was made and shared

Lesson Learnt in 2023

- Taking more time for recruitment and incorporate intake meeting giving the best results
- The power of social media post for program promotion has to be continued
- By involving YEP beneficiaries in training for them to share experience on how they are using the knowledge got from YEP is adding value to the training and stimulating the learning (YEP education committee)
- In order to manage the Linking of YEP beneficiaries to TCCIA, benefits of joining the chamber has to be shared repeatedly and closely following up
- YEP training location has to be close in town in order to help student to easy attend

End of the narrative report

Pictures



Assignment group discussion
during the physical class



We always provide record keeping
books



Monitoring visit at
Rehema beauty
saloon

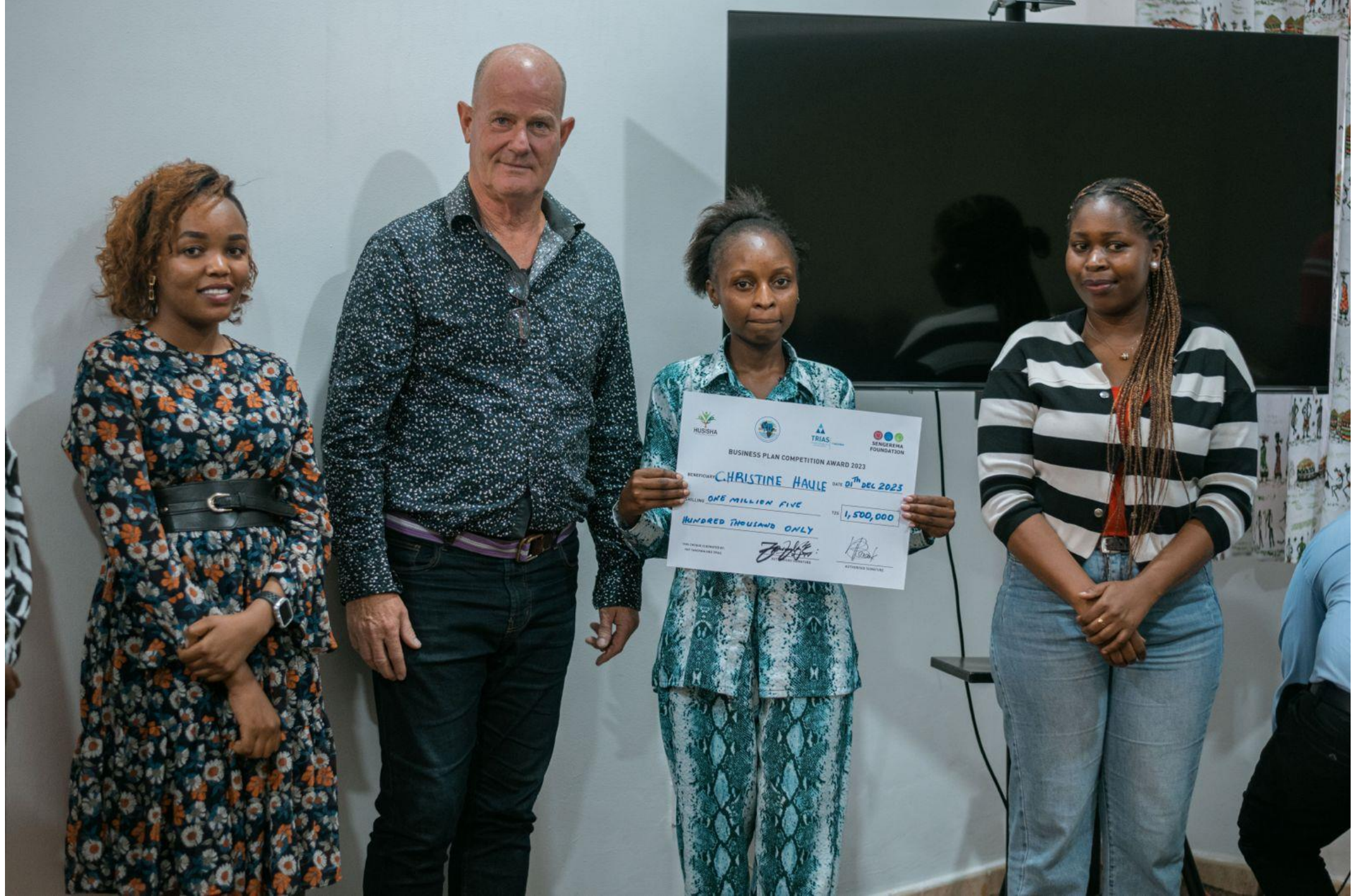




Study tour at WSH NGO
“Taking your business
online”



2023 business plan winners





Ushindi ventures



Maggot Farming







HUSISHA TRIAS SENGEMEMA FOUNDATION

BUSINESS PLAN COMPETITION AWARD 2023

BENEFICIARY IRENE SEREKIWA DATE 01st Dec 2023

AMOUNT FIVE HUNDRED TZS 500,000

THOUSAND ONLY

THIS CHECK IS ISSUED BY: [Signature] AUTHORIZED SIGNATURE