

CIS REED Project

# Entrepreneurship Skills Development

## Training Report

11/27/2010



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## Introduction and Background

The three and a half days Entrepreneurship Skills Development (ESD) training is a key component of the CIS-Reverts Empowerment through Entrepreneurship Development (CIS-REED) project. This training held at CIS premises on 22<sup>nd</sup>, 23<sup>rd</sup>, 24<sup>th</sup> and 25<sup>th</sup> of November 2010. Major objective of the training program was to

- Provide skills related to entrepreneurship, marketing
- Enabling participant to prepare a simple business plan.

37 Participant from different parts of the Western province participated in the training. A mix of male and female participants of different age groups was present for this training. Most of the participants have had experience in business but haven't gained any academic or skills training related entrepreneurship previously.

## Methodology

Combination of the following tools and techniques were used to make the training interactive and conducive for adult learning.

- **Non-formal approach-** An environment for adult learning was set from the first day onwards. Participant set their own rules for and agreed on key points prior to the sessions.
- Through **experiential learning** tools participant were encouraged to share experiences. Reflections were published, discussed and used as a mean to unlearn perceptions. Each session started with suitable experiences and followed the following standard:



- **Motivation:** NLP and ice breaking techniques were used to engage participants in all time learning mode.

## Realized session plan and outcomes

Day 1		
Time	Sessions	Outcomes
09.30 am	Opening and Intro	Program was inaugurated by Mr. Furkan (Gen Secretary of CIS)
09.45 am	Ground rules and admin details	Ground rules for learning set by participants, details of training administration discussed and agreed upon
10.00 am	Introduction to participants	Participants introduced themselves with an analogy of flower - personal, business, dreams and remarkable events of life
11.00 am	Tea Break	
11.10 am	Motivation for learning	Importance of learning was emphasized. The story of Nick was shared
11.15 am	The importance of a business & Poverty Cycle	Participants were able to understand the key causes of poverty and developed the poverty cycle. The affect of the poverty cycle was and ways to come of poverty were discussed in details
11.45 pm	End of Day 1	Day 1 ended with a note about the rest of the days/sessions
Day 2		
09.15 am	Review of Day 1	
09.45 am	Business Experience with "The Ring Toss"	The Ring Toss exercise was used to give the participants hands on business experience on risk taking, decision making, leadership, competition in business environment, etc. Participant contributed to develop key learning points: Calculating risk in business, making right decisions to win situations, changing business strategies accordingly, facing competition, self confident,
11.45 am	Qualities of a good businessman - Group presentation	Participants identified basic qualities of an entrepreneur prior to detail discussion of PECs. Discussion of group works were presented

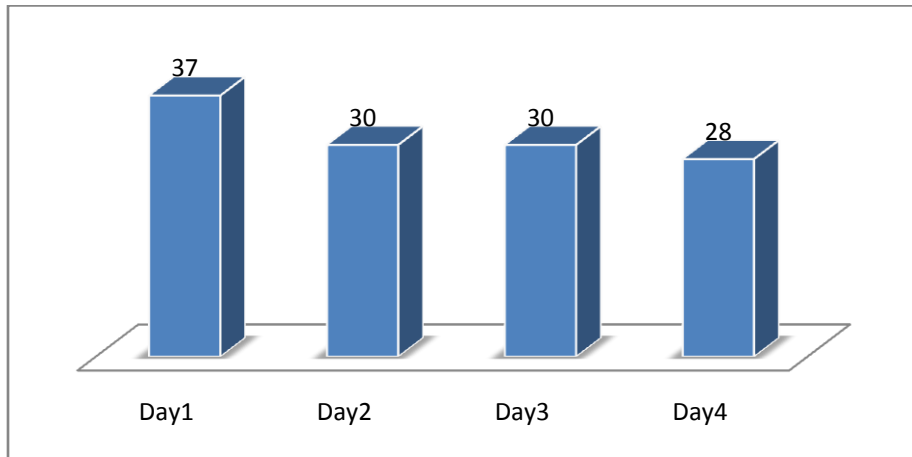
12.30 pm	Personal Entrepreneurial Competencies (PECs)	PECS were introduced through PowerPoint presentation and with real life examples and discussed held in detail to impart a clear knowledge of PECs
01.30 pm	Luhar prayers and Lunch	
02.15 pm	SMART- Objective Setting	Participants clearly understood the purpose and application of objective setting in business. They were also able to write objectives for businesses with SMART principles
02.45 pm	Brainstorming for idea generation	Linking ideas was used to motivate thinking. Participants linked ideas related to colours, fruits, animals and vehicles to practice idea generation
03.15 pm	Business idea generation	Business ideas generated in four groups. Group 1 focused on needs related to marriage, group 2 focused on needs related to a children while other two groups focused on needs of adults and elders respectively. Business ideas were developed considering ability to invest, produce, market and profitability. More than 115 business ideas were resulted with this session
04.30 pm	End of day 2	
<b>Day 3</b>		
09.15 am	Review of Day 2	
	Selection of Business ideas and screening	Participants selected ideas using macro screening tool which contained a scoring system to filter strategic decision factor. The tool used the same criteria that was used during the idea generation invest, produce, market and profitability.
10.15 am	SWOT Analysis	The importance of utilizing the strengths, elimination of weaknesses, winning opportunities and tackling threats were discussed using the SWOT analysis tools. Emphasis given on application of the tool in business planning.

11.00 am	Mini Market	Using different materials participants produced products and services to sell to customers. The idea of identifying the customers, their needs and wants were explained through this exercise.
12.45 pm	Marketing Act Mix - 4Ps	Elements of marketing mix were discussed with contextual examples. Application of marketing strategies were also discussed
01.30 pm	Luhar prayers and Lunch	
02.15 pm	Why do people like this product?	Comparison of popular products made participants to understand different marketing strategies used by large companies. Participants reflected the knowledge gained from previous session and explained how big companies use elements of 4Ps in their products.
03.15	Business Planning	Introduction to business planning done. Calculation of income and expenses for raw materials were discussed in details.
04.30 pm	"The Egg Pack" -Packaging	Importance consideration of packaging was explained using "The Egg Pack" game.
<b>Day 4</b>		
10.00 am	Review of key learning point and reflections	Review of key learning points done using throw the ball exercises. Review focussed mainly on individual reflection of learning and application of the knowledge in busines
10.30 am	Business Planning - continuation	Cost calculation (Direct and indirect), Profit and loss calculation explained in detail/with examples. Participant developed clear knowledge about calculation of cost, profit /loss
12.00 am	Question and answer	Question and ansewer session followed by explanation of loan procedures, group formation, preperation of business plan, etc
12.45 pm	Luhar and Lunch	
01.30 pm	Productivity in small business	Groups discussed ways to increase productivity in small business environment
02.30 pm	5S As a productivity increasing tool	5S Approach to increase productivity was discussed
03.00 pm	Evaluation and feedback	

## Participants' Profile

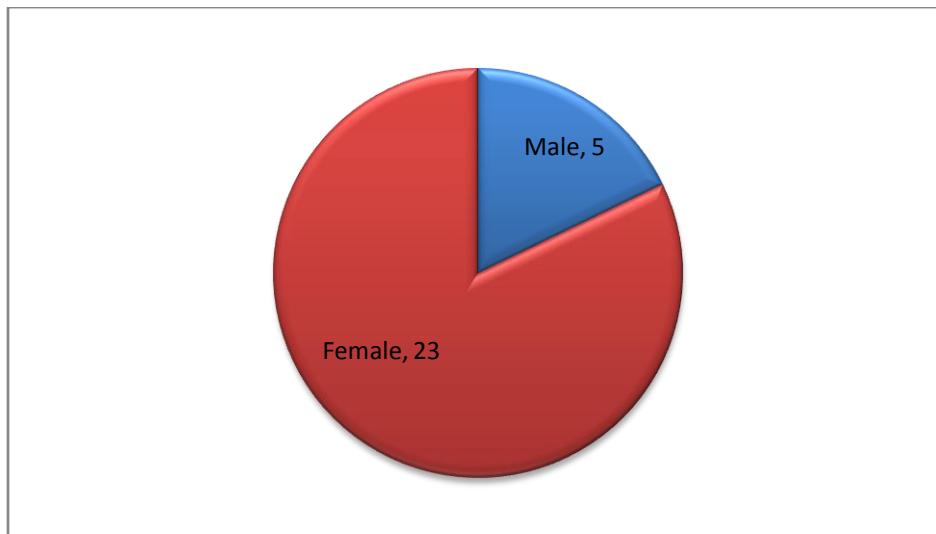
### Daily Attendance

Seven participants have dropped from first day. Day two and three had equal number and in the fourth day there were twenty eight participants. Since some participants were engaged in other employment there were unable to complete all four days.



### Completed Participants

28 participants completed the fourth day and were able to gain knowledge to complete the business plan.



## List of participants:

#	Name	Day 1	Day 2	Day 3	Day 4	Total
1	Fathima Dilsha	1	0	0	0	1
2	M.S.S. Rismiya	1	0	0	0	1
3	Nismiya	1	0	0	0	1
4	W.P. Aysha Zainab	1	0	0	0	1
5	J.S.Fathima Maryam	1	0	0	0	1
7	Fathima Farsana	1	0	0	0	1
8	Fathima Rikasa	1	0	0	0	1
9	Fathima Rizmiya	1	0	0	0	1
39	Aysha	0	1	0	0	1
6	Kairun Rishana	1	0	1	0	2
11	Fathima Subaida	1	1	0	0	2
12	Fathima Sihara	1	0	1	0	2
13	Mohamed Bilal	1	1	0	0	2
40	Siththy Inaya	0	0	1	1	2
38	Fathima Safriya	0	1	1	1	3
41	Mohamed Firzan	0	1	1	1	3
10	Fathima Mohamed	1	1	1	1	4
14	Jayasinghe G.D.O	1	1	1	1	4
15	Mohamed Salman	1	1	1	1	4
16	Mohamed Nilam	1	1	1	1	4
17	Mohamed Asad (Aran)	1	1	1	1	4
18	Fathima Nasuha	1	1	1	1	4
19	Siththy Jareena (Nandani)	1	1	1	1	4
20	Ameena Shareef (Vijitha Mallika)	1	1	1	1	4
21	S.H. Siththy Fareeda	1	1	1	1	4
22	Fathima Riswana	1	1	1	1	4
23	Fathima Risana	1	1	1	1	4
24	Fathima Sirahza	1	1	1	1	4
25	Fathima Risana	1	1	1	1	4
26	Fahima Ishama	1	1	1	1	4
27	Fathima Aysha	1	1	1	1	4
28	Fathima Amaniya	1	1	1	1	4
29	A.M. Nooraniya	1	1	1	1	4
30	Fathima Zainab	1	1	1	1	4
31	Fazmina Nasar	1	1	1	1	4
32	Fathima Kamila	1	1	1	1	4
33	Fathima Shakira	1	1	1	1	4
34	Fathima Zainab	1	1	1	1	4
35	K.A. Inoka Anuradi Aneesha	1	1	1	1	4
36	Siththy Fathima	1	1	1	1	4
37	Fathima Rabeeya	1	1	1	1	4
Total Each Day		37	30	30	28	



Days Completed	Colour
1 day	
2 days	
3 days	
4 days	

## Business plan development

The business plan development process was introduced gradually from the second day of the training. The plan contains the basic details of a small business. The following are the components of the plan. (Annex 2 – Business Plan template)

1. Introduction to the business
  - a. Details about business
  - b. SMART objective
  - c. Details about products and services
  - d. Target market and people
  - e. Growth pattern
  - f. Ability to decide price
2. Objective and people
  - a. Commitment to the business
  - b. People
  - c. Experience
  - d. Educational background
  - e. SWOT analysis
3. Resources needed
  - a. A table of resources
4. Place of business
5. Marketing plan
6. Accounts and Cash flow
  - a. Estimated sales
  - b. Raw materials requirements
  - c. Fixed Cost
  - d. Variable cost incurred in the business
  - e. Cash required and sources
  - f. Profit and Loss statement

## Question and Answer / Loan procedure

Following points were discussed during the Q & A session:

1. **Q:** What is the significance of forming groups?

**A:** Groups are formed with the following objectives

- a. To develop a group spirit in carrying out income generating activities.
- b. To replace collateral elements in conventional credit programmes so that each member of the group would sign as guarantors for the other member for loan.
- c. To improve brotherhood, collective working and bargaining power.
- d. To offer an opportunity to compete with other groups to perform better so that the group can introduce new members based on the credibility

2. **Q:** can an individual get loans without participating in group?

**A:** No. Loans will be given with the guarantee of the group members.

3. **Q:** How many people will get loan?

**A:** Loans will given to minimum of 20 people in the first loan cycle and only people who will submit a business plan on or before 12<sup>th</sup> December will get loans. The rest of the members can benefit later once the repayment gets into smooth operation.

4. **Q:** What is the loan amount?

**A:** The maximum amount of loan will be 30,000 and depending on the plan, requirements, ability to repay, etc.

5. **Q:** What is a solution for people who do not know to write?

**A:** They can express their ideas to someone who know can write for them. We just need the idea of the owner of the business.

6. **Q:** Can we ask any clarification before we complete the business plan?

**A:** In case of any necessity for further information, participants can decide a date collectively and arrange an additional sitting.

## Training Evaluation

The following feedback form was used to gather feedbacks from participants. The back of the sheet was used to gather written comments about the training.

CISREED Project -Entrepreneurship Skills Development			
Training Evaluation			
පුහුණු ව්‍යාපාරපුහුණුවීම සම්බන්ධයෙන් ඇගයුම			
<b>Training/ පුහුණු</b>	☺	☹	☠
Trainer/ පුහුණු කරන්නා			
Training Method/ පුහුණු ක්‍රමය			
<b>Subjects/ මාතෘකාව</b>	☺	☹	☠
1 Importance of a business ව්‍යාපාරයක් පවත් ගැනීමේ වැදගත්කම			
2 Production Cycle නිෂ්පාදන චක්‍ර			
3 Ring Toss - Business Experience ව්‍යාපාර අත්දැකීමක්			
4 Qualities of an entrepreneur (PECS) පුද්ගලික ව්‍යවසායික දක්ෂතාවය			
5 Business idea generation ව්‍යාපාර අදහස උත්පාදනය			
5 SWOT Analysis SWOT විශ්ලේෂණය			
6 Mini Market - 4Ps (Marketing Mix) අලෙවි මිශ්‍රණය			
7 Why do people like this product? ඇයි පාරිභෝගිකයා මේවාට කැමති වෙන්නේ			
8 Packaging (Egg Pack) ඇසුරුම කිරීම			
9 Productivity in small business -5S ඵලදායකත්වය			
10 Business Planning ව්‍යාපාර සැලසුම			

### Symbols and Meanings

☺ - Happy/Satisfied

☹ - Not happy Not sad

☠ - Sad

### Evaluation Summary

All the participants have chosen happy status for the above categories, which shows a 100% satisfactory level regarding the trainer, training method and the contents.

## Comments from participants

- *"It got a training of high standard. This is an unforgettable memory in my life"*
- *"I have never been under the shade of a school, this the first opportunity for me to learn about business. Now I have confident to advance what I am doing"*
- *"This programme helped me to gain a great knowledge. I got a good knowledge about business. I am confident to do a business: I can deal with big businesses, now I know how to spend, save..."*
- *"As a student of this course session I would like to thank CIS school for giving such a good opportunity to learn more practice about business planning. I am very glad that I got a clear knowledge about how to begin a business and how to successfully get profit with the business. Any person can do business but the business person must have an aim for his business. Then he can be a successful businessmen."*
- *I firstly thank CIS for organizing this training , then I would like to tanks the trainer who conducted this training excellently in a way we can understand easily and remember easily. Without doubt after this training I thought of restarting my business. I can get more profit. I can produce new items. With the help of Allah I will be able to do a good business and make good profit"*
- *"This experience was a great strength to do business in the future. We developed our self confidence.*
- *"We learnt a lot from the four days training. We learnt how to start a business, how to market products, how to define a price, how to make profit, how much we need to start a business..."*

## Pictorial Stories from training



Motivation of participants through energizers. Participant's attention to details was tested while orienting them towards a participatory learning environment.

'The ring toss' game was played to gain experience of real business environment. Three companies (Teams) played the game with a greater competition and with a big noise of enthusiasm.



More than 115 business ideas generated by participants based on the ability to invest, produce, market and making a reasonable profit. Ideas came from four groups: Marriage related need, needs of child/feeding mother, general family needs and needs of elders.



Hands are together – working on the Egg Pack, which was used as an experience for the lesson ‘the importance of packaging’.

The egg pack was introduced as a competition. Protection, Attraction, Convenience and advertisement were used as criteria for scoring.

Reviewing what they gained. Each day start with the discussion on the reflection of the precious day’s learning outcome.



Another group on the Egg Pack



Participants were serious in producing items for the Mini Market exercise.

Every one strive to sell items at Mini Market. They were allowed to sell items owned by them or any items produced by them using the given raw materials. Sales were real and dealt with Sri Lankan rupees



The training ended with the group photo activity.

## **Annex**

1. Business Plan template – Sinhala
2. Hand out - PowerPoint presentation
3. Copy of signature sheets
4. Photographs