

M I C R O - M B A

One-up business training

“Build the Community by Empowering the Individual”

About the Micro-MBA program

- The **Micro-MBA Course** (also known as the One-Up Business Programme) is a highly effective modular competency-based programme, which has been used by more than 100 training organisations throughout southern Africa. It is a learner-paced programme, based on a series of simple workbooks covering the basics of business management.
- The London Financial Times has described the Micro-MBA as “Brilliantly Simple and Simply Brilliant”.

About the Micro-MBA program

- The course is offered in three streams - **‘Traders’**, **‘Producers’** and **‘Service Providers’** to cover the full spectrum of business activity. Modules covered are:
 - Investigating the Market
 - Using a Calculator
 - Buying
 - Costing and Pricing
 - Selling
 - Writing a Business Plan
 - Money Management
 - Stock Control

Impact of the Micro-MBA program

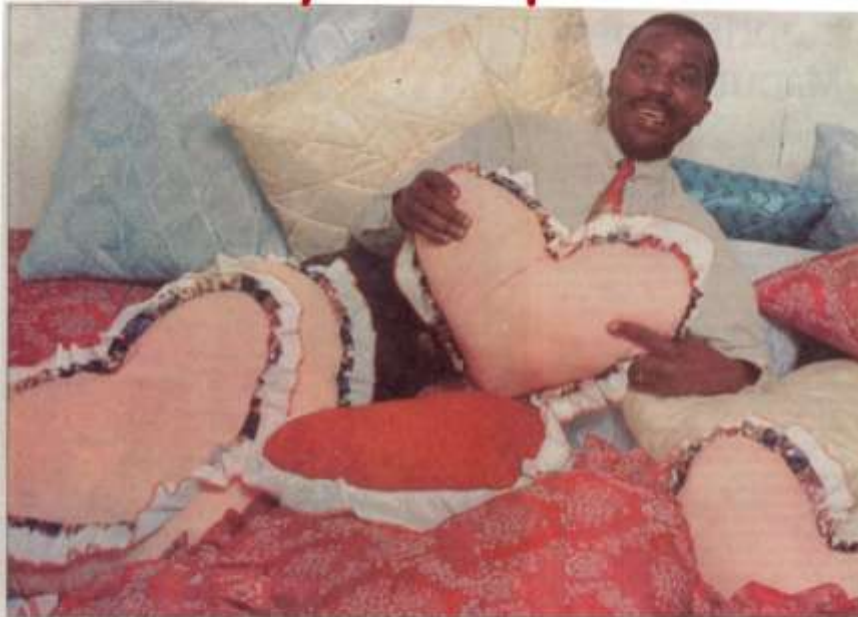
- Since 1991, more than 150,000 emerging entrepreneurs have been trained by about 85 organisations throughout southern Africa, using the Micro-MBA course.
- Over 70% of the learners have been people living in urban, peri-urban and rural areas.

Impact of the Micro-MBA program

- Independent auditors in South Africa, Phema–Laka and Associates, a division of Ernst and Young, who surveyed unemployed people trained using the Micro-MBA programme in Orange Farm and Bekkersdal (Gauteng Province) found that 81% of them remained economically active 18 months after their training.
- Prior to the development of this course, skills-training organisations operating in the informal sector typically reported a success-rate of 20-25%, success being defined as active economic activity 12-18 months after training.

An Entrepreneur's story - Testimonials

Sunday Independent



Soft landing: entrepreneur Peter Mashaba is a successful graduate of the One-Up Business Training Programme

A little help can make all the difference in business

BUSINESS REPORTAGE

Peter Mashaba sleeps well. He is one of about 70 000 micro-entrepreneurs who have discovered and exploited a market gap with the help of the One-Up Business Training Programme and the Start-Up Fund, a tailor-made training and financing package designed for both

unemployed people start and run their own businesses.

After the five-day course, Mashaba spotted a market gap for pillows in his home town of Pieterburg and formulated a plan to satisfy the demand. He bought master tails, had a couple of pillows made up in Johannesburg, and began marketing his product in Northern Province.

"Duh," he says, "business is booming."

Mashaba finances his micro-enterprise operation through the Start-Up Fund, one of the few South African organisations that lends money to people with no credit rating or security. The fund works in a series of phases, with progress up the ladder depending on the

business's requirements. Loans 1 comes, step by step, to a ceiling of R12 000 at any one time. If all steps are completed, a total R42 000 can be accessed.

The One-Up Business Training Programme covers buying, credit working out a business plan, asset management, stock control and market investigation.

The Mercury



ANOTHER KIND OF SERVICE: Mphahleli Sikakhane has found new business skills after he did the One-Up business course while in prison.

From jailbird to businessman

RICHARDS BAY - Less than a year ago, Mphahleli Sikakhane was serving a 15-month term in Engenungweni prison for possessing an unlicensed gun.

Today he is a respected businessman in a rural village not far from the town and the mentor of several thriving enterprises.

He says his life changed when he and 14 other prison inmates were selected to do an entrepreneurship

and business skills course introduced by Richards Bay Minerals' Business Advice Centre at the prison early last year.

After being released in June, Mr Sikakhane sold the small back shop which had been the sole means of support for his wife and their seven children while he was in jail.

Then, armed with the proceeds of the sale, a SM 2 education and

his new-found business skills, Mr Sikakhane, 35, decided to return to his home village of Numbanane to open a dry-cleaning depot, which he built with home-made concrete blocks.

The centre plans to run more entrepreneurship courses at the prison this year to help prisoners create their own businesses once they leave jail. - Engenungweni business

An Entrepreneur's story - Testimonials



Christopher Chewe Filling Station

- Christopher owns a number of taxi's and had to complete a Business Diploma (Micro-MBA) prior to his final submission.
- The Business Plan written during the Micro-MBA course enabled him to access a loan of R400 000 to open his filling station in Soweto.



An Entrepreneur's story - Testimonials

Marcus Setoaba & Freddy Kubayi Poultry Farming

- ❑ Freddy and Marcus met at the Micro-MBA program registration, only to find out that they both want to start the same business, Poultry farming.
- ❑ At the graduation ceremony they discussed their intention with the Local Town Council Development Team and thereafter started a Poultry farming community project for Ivory Park, South Africa.



An Entrepreneur's story - Testimonials

Paul Mailula and Magdaline Manganyi Poultry Farming and sales

- Paul and Magdalene are involved in a Poultry Business, a community project in Rabie Ridge.
- They say that they gained knowledge of calculations, costing and money management that will assist them in ensuring the profitability of their project.



The Deutsche Africa Foundation already increased the profit of this business as the hen laid an extra egg on graduation day!

An Entrepreneur's story - Testimonials

□ Caroline Peteke

Sewing, Patchwork and Sales

- Caroline experienced a number of firsts in the Micro-MBA programme including;
- Using a calculator, Costing, Market Investigation and Money Management.
- Caroline is a highly motivated lady who has already doubled her earnings since doing the course.



An Entrepreneur's story - Testimonials

Mack Mokwena Photographer

- Mack's "mind was opened about how to run a business" with the Micro-MBA Program.
- The Market Investigation, Costing and Pricing was of enormous benefit to him.



An Entrepreneur's story - Testimonials

□ Marianne Lynette Abdul Modeling Agency

- “The Micro-MBA was the best thing that happened in my life.”
- Marianne started a modeling agency after graduating from the Micro-MBA programme.
- She desired to assist school children in gaining confidence and is working with Schools to teach girls modeling.



An Entrepreneur's story - Testimonials

Sango Bam

Sangweni B&B in Langa

- Sango says, “This course was vital to me, because of some things that I was not doing in my business.
- I have been running this Bed & Breakfast business for two years now and for the first time I know how to do my costings properly and how to manage my money.
- I am much more confident about the future.”

WELCOME HOME SEKUNJALO

SANGWENI Bed & Breakfast

We will be delighted to have you as our special guest.
Make yourself comfortable and enjoy your stay.

1 Dining room

2 Living room

3 Exterior

4 Bathroom

5 Bed room

We offer

- Two bedroom with private entrance
- Secure parking
- Dinner available on request

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Langa
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Program Details

Initial Training (5 Days)

Mentoring (1 - 3 Months)

Impact assessment (at 6th Month)



Initial Training

Initial Training (5 Days)

Mentoring (1 - 3 Months)

Impact assessment (at 6th Month)

- Initial Training is classroom based and will last 5 days
 - The full program takes the average person about 35 hours to complete however one person may finish in 30hours while another may take 45hours or more; the uniqueness of the Micro-MBA program is that it is learner-paced
 - The entire course will be guided by 8 workbooks; 3 versions of the workbooks are available aimed at traders, producers and service-providers; these will be distributed to each participant based on an initial quick assessment
 - The 8 workbooks covers the following modules:



Initial Training

Initial Training (5 Days)

Mentoring (3 Months)

Impact assessment (at 6th Month)

1. **Market Investigation:** teaches how to identify what to sell, who will buy, where to operate and how to sell.
2. **Using a calculator:** There's more to a calculator than additions, subtractions. This simple equipment is key to the success of many small businesses with many functions not fully utilised.
3. **Buying:** teaches how to source competitively.
4. **Costing and pricing:** teaches how to work out the costs of business including mark-up, selling prices and sales targets.
5. **Selling:** teaches how to get the customer to buy from you.
6. **Writing a business plan:** helps to develop a full plan for starting or expanding business.
7. **Money management:** teaches how to manage the funds of the business successfully
8. **Stock Control:** teaches how to control the stock of the business.



Mentoring

Initial Training (5 Days)

Mentoring (3 Months)

Impact assessment (at 6th Month)

- At the end of the course, participants will be assigned a mentor
- The mode of mentoring will be both physical and electronic and will comprise
 - Monthly check-ins
 - Business coaching
 - Counseling
- Mentoring will last for a maximum period of three months based on an agreed participant plan
- Diplomas will be awarded to successful participants at the end of this period



Impact Assessment

Initial Training (5 Days)

Mentoring (3 Months)

Impact assessment (at 6th Month)

- At the 6th month* mark, participants will be visited and an assessment conducted:
 - Assess health of the business
 - Evaluate impact of the business on the individual and immediate community
 - Determine need for further mentoring (at additional cost)
 - Facilitate reunion of participants to compare notes, share experiences and access new leads/contacts

* The 6th month impact assessment is **optional** and is billed separately.

Contact details

- Value Endowment is Micro-MBA training partner for Nigeria.
- For more information please complete our service request form on our website or email david.ashiru@vegloal.org or call 070 2885 6560