

The background features two large, thick, curved lines. One is black and the other is red, both curving from the top left towards the bottom right, creating a sense of movement and depth. The text is centered in the white space between these curves.

REPORT
EXPAND YOUR BUSINESS TRAINING
CENTRE FOR ENTERPRISE DEVELOPMENT

28 JULY TO 8 AUGUST 2014

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CLIENT CENTRE FOR DEVELOPMENT OF ENTERPRISE (BOTSWANA)



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1. BACKGROUND

The Centre for Development of Enterprise (CDE) partnered with the Chanel Corporate Foundation to improve the competitiveness of women entrepreneurs in Botswana within the framework of the Private Sector Development Programme (PSDP). Thirty-five (35) women from all over Botswana were selected to benefit from the technical assistance programme. These women-led enterprises need to upscale their entrepreneurial skills through a business management intervention to reinforce their capabilities. The envisaged intervention includes training on business management to the women-led businesses.

1.1. CONTRACTOR

The Businesswomen's Association (BWASA) was appointed by the Centre for Development of Enterprise (CDE) in Botswana to deliver the group training to the selected business women. The overall objective of the assignment is to enhance the competitiveness of women-led enterprises in Botswana eventually increasing their bottom-line through expanded access to national, regional and international markets.

1.2. SCOPE OF WORK

The capacity building intervention was a group workshop for the women-led enterprises. The specific deliverables for this assignment are listed below:

1. Comprehensive training needs analysis report
2. Deliver training to thirty-five growth -oriented women-led enterprises through a group workshop.
3. Use the Expand Your Business (EYB) programme of the International Labour Organisation (ILO) as a basis to train the women entrepreneurs on how to grow their business. The following topics were to be covered as part of the training:
 - Business management foundation skills
 - Supervisory concept and skills
 - Accounting and Finance
 - Marketing and Sales
 - Training report.

2. DELIVERY

The overall objective of the workshop was to train entrepreneurs using the Expnad Your Business tool as a means of developing growth strategies for each participating enterprise.

The training was conducted between the 28th of July and the 8th of August 2014.

2.1.1. PREPARATION

- The ILO-WEDGE trainers and Expand Your Business Master Trainers, Samali Bosa and Rehema Isa were appointed to conduct the training.
- Trainees were pre-selected by CDE Botswana.
- Trainees had undergone an internal audit conducted through CDE
- Trainees were split into two batches of 15 with batch one training from 28th July to 1st August and batch 2 from the 4th August to 8th August invited to the training

3. THE EYB WORKSHOP

3.1. PROCESS

3.1.1. ANALYSIS STAGE

CDE identified an appropriate target group for the EYB training and gaining their interest in attending the EYB course. The targeted group consisted of women entrepreneurs. The EYB course was wholly sponsored by CDE and the participants were not expected to pay any money for attending the course.

3.1.2. DESIGN STAGE

- The ILO-WEDGE trainers and Expand Your Business Master Trainers, Samali Bosa and Rehema Isa were appointed to conduct the training.
- Trainees were pre-selected by CDE Botswana.
- Trainees had undergone an internal audit conducted through CDE
- Trainees were split into two batches of 15 with batch one training from 28th July to 1st August and batch 2 from the 4th August to 8th August invited to the training

3.1.3. DEVELOP STAGE

The trainers reviewed the training material and customized some of the slides to make the training material more meaningful for the participants in Botswana. Specific attention was required in financial management, and material was prepared to deliver this aspect.

The trainers developed an agenda and a session plan for the EYB training and made final preparations for the training. This involved making sure that there were enough training manuals available for the training.

3.1.4. DELIVER STAGE

The training was delivered in two groups, with each group consisting of women entrepreneurs. The trainers delivered all the EYB modules within the allotted time. The trainers had the participants complete the following documents during the training:

- Baseline forms,
 - Final evaluation forms
-

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- Attendance lists
- Training expectations chart

The training was provided in a satisfactory manner and the participants were pleased with the knowledge that they gained from the EYB course.

GROUP 1

4. BASELINE DATA GROUP 1

The following entrepreneur profile attended training between the 27th July and 1st of August.

4.1. ENTREPRENEUR 1 - 5

Name	1	2	3	4	5
	Lebang Kolagano	Semakaleng Raditladi	Bontle Nkarabang	Mareledi Maqopodi	Winani Ramabu
Age	39	37		48	47
Date of Training					
Name of Business	Lebang Setso Leather Crafters	AH DESIGNERS (PTY)LTD	Smart Butter Investment	Mum's Bakery & Confectionary	Sibra chemical industries
Designation	Head Designer	Derector	Secretary	Director	Director
Type of Business					
Industry					
Company VAT Registered	NO	YES	no	NO	YES
Is participant Owner / director	YES	yes	yes	YES	YES
Number of Full Time Employees	5	4	5	3	1
Number of Part time Employees	2	4	0	0	0
Do you pay Minimum Wages	NO	YES		YES	YES
Number of staff under 16	NONE	NONE	5	NONE	NONE
% Women in Staff Management	1%	80%	20%	1%	100%
Member of Association	YES	YES	yes	NO	YES
Name of Association	WIBA	WIBA, ASS.OF FASHION DESIGNERS			WIBA
Approximate turnover	P250 000-P50 000	P250 000-P50 000	LESS THAN P50 000	LESS THAN P50 000	P100 000-P150 000
Number of Staff members in management working more than	2	1	NONE	NONE	NONE

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Name	1	2	3	4	5
	Lebang Kolagano	Semakaleng Raditladi	Bontle Nkarabang	Mareledi Maqopodi	Winani Ramabu
Age	39	37		48	47
48 hours					
How many work more than 48 hours	3		NONE	NONE	NONE
% Full employees subcontracted to business	0	NONE	NONE	NONE	NONE
Number of years in business	MORE THAN 2YEARS	MORE THAN 2YEARS	MORE THAN 2YEARS	MORE THAN 2 YEARS	BETWEEN 1-2 YEARS
Highest Level of Education	DEGREE	DEGREE	JUNIOR SECONDARY SCHOOL	JUNIOR CERTIFICATE	Masters Degree
Number of Employees With a disability	1	1	NONE	NONE	none
Number of Employees Living with HIV Aids	I DON'T KNOW	NONE		1	none
Sources of information on new product ideas and markets	NO	YES	YES	YES	yes
Source of information		Linkdih, websites, mouth to mouth	Books, television, newspaper	Labling product & house to house, business cards	Internet
Have you Identified current or future customers	YES	yes	YES	YES	NO
List Type of customers	B and B Markert in SA, Botswana Craft	Government, councils, individuals	Choppies, schools, hospital, guest house, rehabilitation	Spar, choppies and other Barkeries	
19. HAVE YOU EFFECTIVELY IDENTIFIED COMPETITORS WITH YOUR	NO	YES	YES		YES

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Name	1	2	3	4	5
	Lebang Kolagano	Semakaleng Raditladi	Bontle Nkarabang	Mareledi Maqopodi	Winani Ramabu
Age	39	37		48	47
BUSINESS?					
		PILANE LEATHER WORKS,LEBANG SETSO,PREMIER CLOTHING KIT GROUP,DINESH TEXTILES,ANGIE FASHIONS,SWEETIES ETC	Penusco Pikwe,Tshwaragana Basadi,Palapye		Masters chem Stc Group of companies,MW Packaging Cloud Chemicals,Gab arone Chemicals, Amba Chemicals
Current Marketing Promotion Activities	Facebook,Co Profile,exhibitions,door to door	Currently we are not using any,but we normally use buy one and get one free e.g buy bag and purse free	we set up staffs in front of shops		Going around giving potential customers profiles,samples and demonstrating use of products
Have you participated in trade fairs / exhibitions	yes	yes	no	NO	NO
What was the outcome	Some especially in SA have led to business leads,met the B&B group through SAITEX	Participation was fair enough not for my expectation but fair.usually you get business after some time but it does help for net working and future business			
Do you have established networks like consumers / suppliers	NO	yes	yes	NO	NO
Please describe		we do have made a relationship with my supplies as they inform me new stocks,new trends.This help my business as I'm able to offer customers with latest trends and quality materials	molliny investment from Zambia		
Do you plan to introduce new or	YES	yes	yes	YES	YES

Name	1	2	3	4	5
	Lebang Kolagano	Semakaleng Raditladi	Bontle Nkarabang	Mareledi Maqopodi	Winani Ramabu
Age	39	37		48	47
improved products					
Please describe	Incorporate Lebang setso into envisioned cultural village	Oh yes we do have new or products that we are doing have let indegnous because of financial challenges but we are planning to produce that it soon.We are still establishing our newly opened shop and soon we will be able to improve &introduce our new products which have been in line with our products	Jam,margarine	I want to dry some of my product and produce them and sell them outside the country	Want around and checked hair shampoo products in the local market prices sizes and packaging.In process of formulating methods to manufacture those target supplying direct to hair salons local

4.2. ENTREPRENEUR 6 – 10

Name	6	7	8	9	10
	Angelinah Nkay	Norah Gwafa	Anitah Jacob	Mmaditse be Molly Mooketsi	Kealeboga Merafhe
Age	41	39	39	50	27
Date of Training					
Name of Business	Angie Fashions	Sibra Chemicals	Anija Fashions (pty)ltd	Mmasego Beekeepi ng	Surpass(pty)Ltd T/A Di-Monde Reign
Designation	Director	Administrator	Managing Deractor		Fashion Design & Consultany(Manufact uring)
Type of Business					
Industry					
Company VAT Registered	YES		NO	YES	YES
Is participant Owner / director	YES	NO	YES	YES	YES
Number of Full Time Employees	7	1	3	1	3
Number of Part time Employees	0	0	2	0	1
Do you pay Minimum Wages	YES		YES	YES	YES
Number of staff under 16	NONE	NONE	NONE	NONE	NONE
% Women in Staff Management	2%	I am the only employee	100%	100%	100%
Member of Association	YES	YES	YES	NO	YES
Name of Association	Association of fashion designers	WIBA	WIBA AND BOTSWANA TEXTILE ASSOCIATION		WIBA
Approximate turnover	P350 000-P500 000	P100 000-P150 000	P50 000-P100 000	I DON'T KNOW	P100 000-P150 000

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Name	6	7	8	9	10
	Angelinah Nkay	Norah Gwafa	Anitah Jacob	Mmaditse be Molly Mooketsi	Kealeboga Merafhe
Number of Staff members in management working more than 48 hours	NONE	NONE	NONE	NONE	1
How many work more than 48 hours	NONE	NONE	NONE	NONE	2
% Full employees subcontracted to business	2	NONE		NONE	1
Number of years in business	MORE THAN 2 YEARS	MORE THAN 2 YEARS	MORE THAN 2 YEARS	MORE THAN 2 YEARS	MORE THAN 2 YEARS
Highest Level of Education	Diploma	CAMBRIDGE(0'LE VELS)	TRADE "B"	STANDARD SEVEN	Degree
Number of Employees With a disability	none	NONE	NONE	NONE	I DON'T KNOW
Number of Employees Living with HIV Aids	I don't know	NONE	I don't know	NONE	I DON'T KNOW
Sources of information on new product ideas and markets	YES	NO	yes	YES	YES
Source of information	Facebook, tweeter, internet		As we are in protective clothing & corporation most of companies doing the same products with my company specialise on technical products using international specifications, this companies are regional and	Agriculture	Internet

Name	6	7	8	9	10
	Angelinah Nkay	Norah Gwafa	Anitah Jacob	Mmaditse be Molly Mooketsi	Kealeboga Merafhe
			international companies		
Have you Identified current or future customers	YES	NO	yes	yes	yes
List Type of customers	Co- operating, schools, shops and individual		Private English Medium Schools(Junior Primary and High)	People in the village and the tourist	Looking to begin stocking my clothes in retail stores
19. HAVE YOU EFFECTIVELY IDENTIFIED COMPETITOR S WITH YOUR BUSINESS?	YES	NO	yes	YES	NO
	Fashion designers around,shops mainly boutiques and chain stores		Companies from South Africa,Lesotho and International	Other beekeep ers in the country	
Current Marketing Promotion Activities	Fashion shows,exhibitions and displaying the best outfits in the shop,flyers and business cards		and social media,like Linkedin where by I link my company with companies globally by joining Textile groups	Business cards,flie rs papers	Social media ,mouth to mouth
Have you participated in trade fairs / exhibitions	yes	NO	yes	YES	yes

Name	6	7	8	9	10
	Angelinah Nkay	Norah Gwafa	Anitah Jacob	Mmaditse be Molly Mooketsi	Kealeboga Merafhe
What was the outcome	It was good cause most people got to know about my business		I have been approached by different international companies to supply them with my products even Agoa companies	Women expo, agricultural trade fair	Fashion shows ,only one of them added my business in the burn of advertising,consumer trade fair
Do you have established networks like consumers / suppliers	no	NO	yes	yes	no
Please describe			Home Textile Biz Group, The Technical Textile Group, etc. They feed me with information where I can source out material (quality) and God Machinery		
Do you plan to introduce new or improved products	YES	NO	yes	yes	yes
Please describe	I want to use Facebook to sell my company world wide		I would like to increase my market with sports wear and market my company internationally	To buy some lives	Working on a new collection for summer/spring 2015

4.3. ENTREPRENEUR 11 TO 14

Name	11	12	13	14
	Matshediso Hansen	Esther Chepete	Idah Omphemetse Magowe	Goitseone Ketlhalefile
Age	55	53	56	38
Date of Training				
Name of Business	Motse Lodge PTY (LTD)	How To Us Investment	Selej Steel & Woodwork PTY LTD	GK DESIGNS PTY LTD T/A Salon La Belle Visage
Designation			Director	Director
Type of Business				
Industry				
Company VAT Registered	YES	yes	yes	no
Is participant Owner / director	YES	yes	yes	yes
Number of Full Time Employees	12	10	5	2
Number of Part time Employees	0	0	0	
Do you pay Minimum Wages	YES	yes	yes	yes
Number of staff under 16	YES	none	NONE	NONE
% Women in Staff Management	2%	7%	10%	
Member of Association	YES	no	YES	YES
Name of Association	BOCUM, WIBA, HAT AB		CDE, BEMA	WIBA
Approximate turnover	P500 000-P750 000		LESS THAN P50 000	P50 000-P100 000
Number of Staff members in management working more than 48 hours	2		2	NONE
How many work more than 48 hours	0		3	NONE

Name	11	12	13	14
	Matshediso Hansen	Esther Chepete	Idah Omphemetse Magowe	Goitseone Ketlhalefile
% Full employees subcontracted to business	0		NONE	NONE
Number of years in business	MORE THAN 2 YEARS	MORE THAN 2 YEARS	MORE THAN 2 YEARS	MORE THAN 2 YEARS
Highest Level of Education	Diploma	JC CERTIFICATE	Diploma	DEGREE
Number of Employees With a disability	0	NO	I DON'T KNOW	NONE
Number of Employees Living with HIV Aids	2	I DON'T KNOW	I DON'T KNOW	I DON'T KNOW
Sources of information on new product ideas and markets			YES	YES
Source of information			We attended a show last year (global expo) and had opportunity to be exposed to new client such as knock-out	Intertnet,expos,magazines,televi sions shows
Have you Identified current or future customers	NO	YES	no	yes
List Type of customers		Nector Fashions, Neo Fashion Design,Gaotlhob oge and Sons	Our old clients are Sefalana and Eureka he have been suppling	people who believe in good quality service(upmarket)
19. HAVE YOU EFFECTIVELY IDENTIFIED COMPETITORS WITH YOUR	YES	yes	yes	yes

Name	11	12	13	14
	Matshediso Hansen	Esther Chepete	Idah Omphemetse Magowe	Goitseone Ketlhalefile
BUSINESS?				
	Warm hands,Savanna Lodge,Sampi Guest House		South Africa chairs	Design-advertising companies&Interior Design company,Native Impressions,Lapologa,Sasa Inteiors. Beauty-Shsnnaz herbal,Beauty options,G/Palm Beuaty Spa
Current Marketing Promotion Activities	Website,newspapers and magazine	School uniform,bedding fashion wear,traditional wear	Suppling big shops	Word of mouth, Facebook,networking in workshops,expos,flyers, business card
Have you participated in trade fairs / exhibitions	yes	yes	yes	yes
What was the outcome	Global Expo,Trade fair etc	We take first class last year	We last participated in global expo most business people wanted us to supply them	Attended construction expo while at Sasa Interiors.The company got more requests and networking
Do you have established networks like consumers / suppliers	yes	yes	yes	yes
Please describe	Mad bookings in RSA,American vacation club,travel SA,these are some of companies that we are linked to and they consistently send us clients		We supply Sefalana and Eureka	Relatives who work for big companies always refer clients e.g for Interiors Design etc
Do you plan to introduce new or improved products	yes		yes	yes

Name	11	12	13	14
	Matshediso Hansen	Esther Chepete	Idah Omphemetse Magowe	Goitseone Ketlhalefile
Please describe	We would like to increase the number of rooms and as we only have 18 the conference also has a capacity of 40 people .We also would like to add tours as an additional product		We want to have mould that can make or manufacture chairs for schools(standard 1-3)	For beauty we would like to brand our own product line and for design we would like to manufacture furniture and sell as well as bag line(branded) to show our creativity it has shown that upmarket type of furniture is too expensive designing it and sell at reasonable price would be ideal

5. COURSE EVALUATION GROUP 1

Participants were asked to complete a post training questionnaire which sought to establish what the benefit was of being on the programme, areas of improvement and where additional focus would be beneficial. This Section summarises key findings of the two groups that were trained.

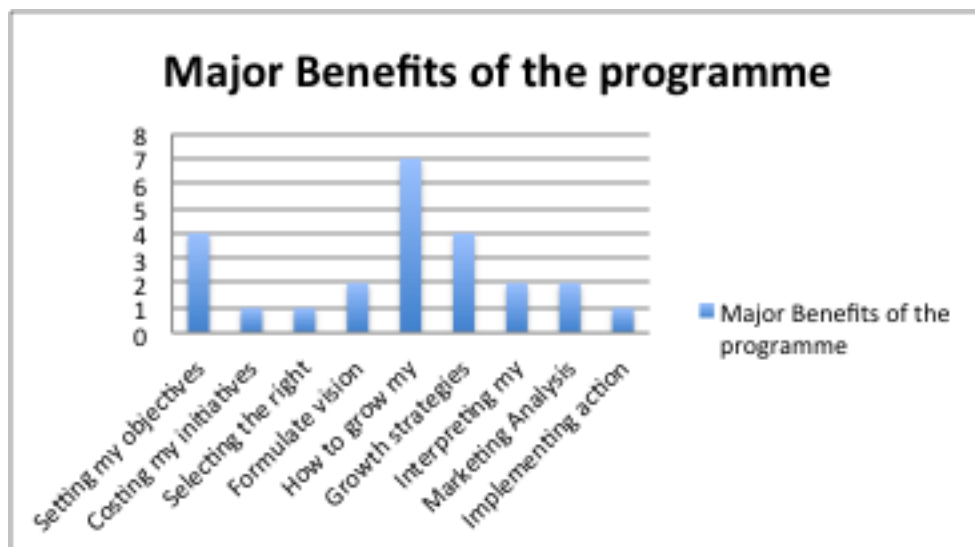
5.1. ADDITIONAL TRAINING REQUIREMENTS



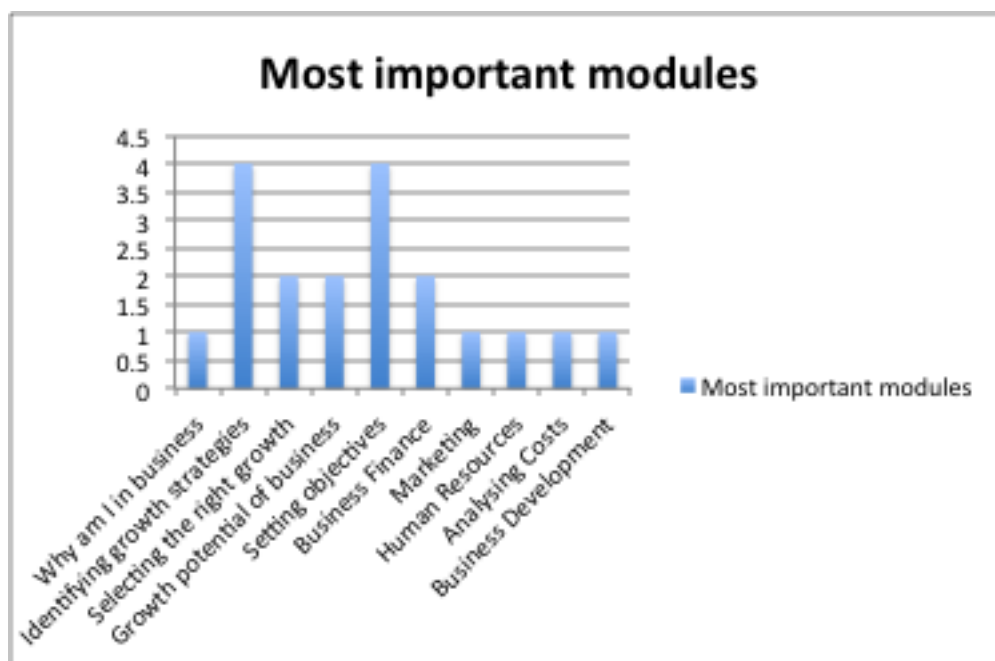
The greatest area of demand for additional training was for Strategic Management, Export Development, and technical training in industry specific areas.

5.2. BENEFITS OF THE PROGRAM

The greatest benefit was derived from understanding how to grow one's business.

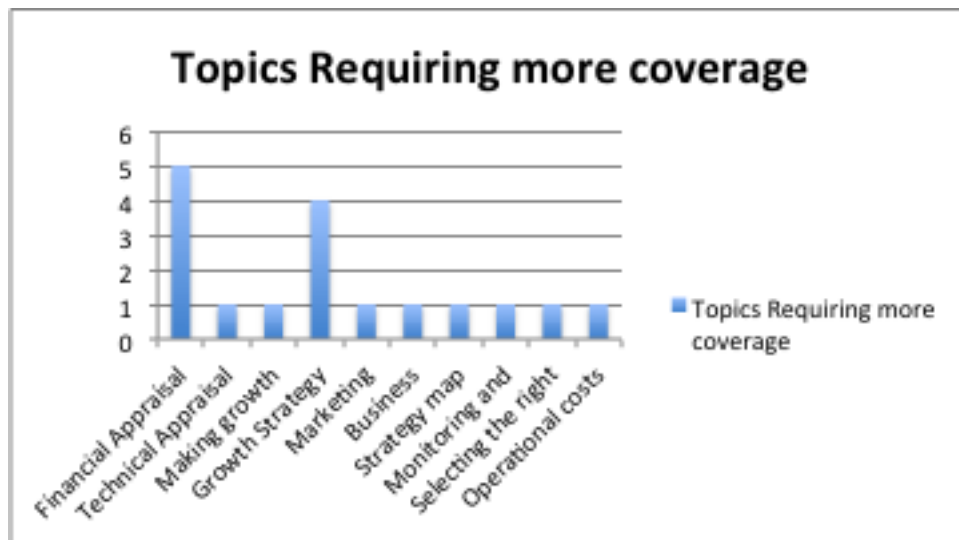


5.3. MOST IMPORTANT MODULES



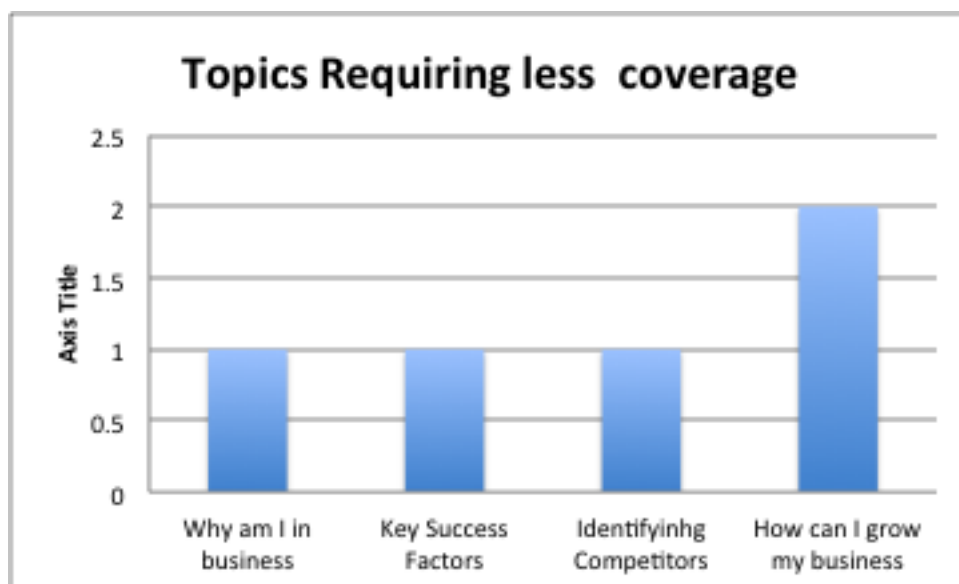
The most important modules were those which dealt with selecting growth strategies and setting growth objectives.

5.4. TOPICS REQUIRING MORE COVERAGE



Finance was an area of concern for a number of delegates. To the extent that the group had to be split into financially literate and those without any understanding of financial management. The EYB presumes a basic financial literacy competence. The ability to finalise growth strategies is dependant on an ability to compute financial implications of selected strategies. Delegates felt that they would benefit from more time spent on financial literacy.

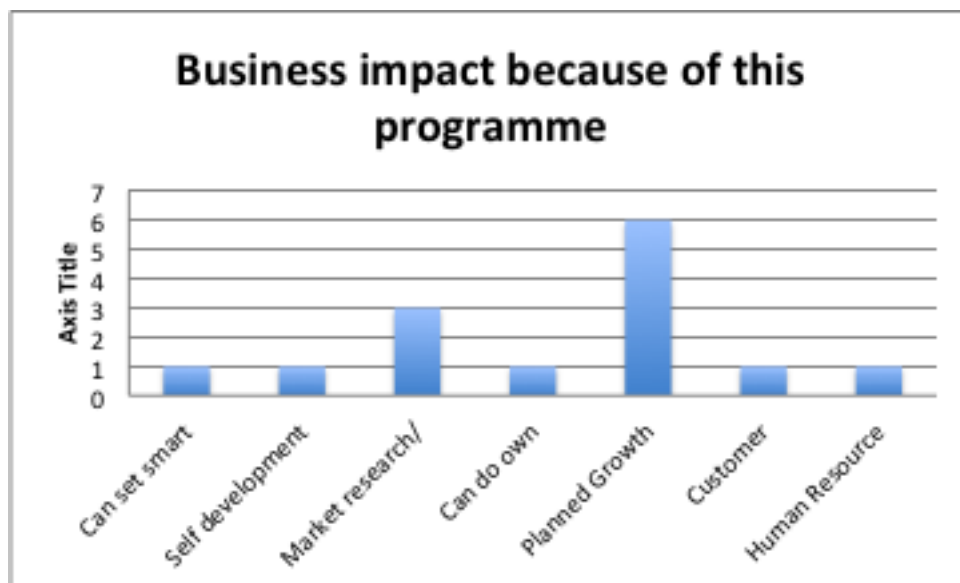
5.5. AREAS REQUIRING LESS COVERAGE



Of the topics covered, some participants felt that the conversation of Why I am in Business and How can I grow my business could be covered faster.

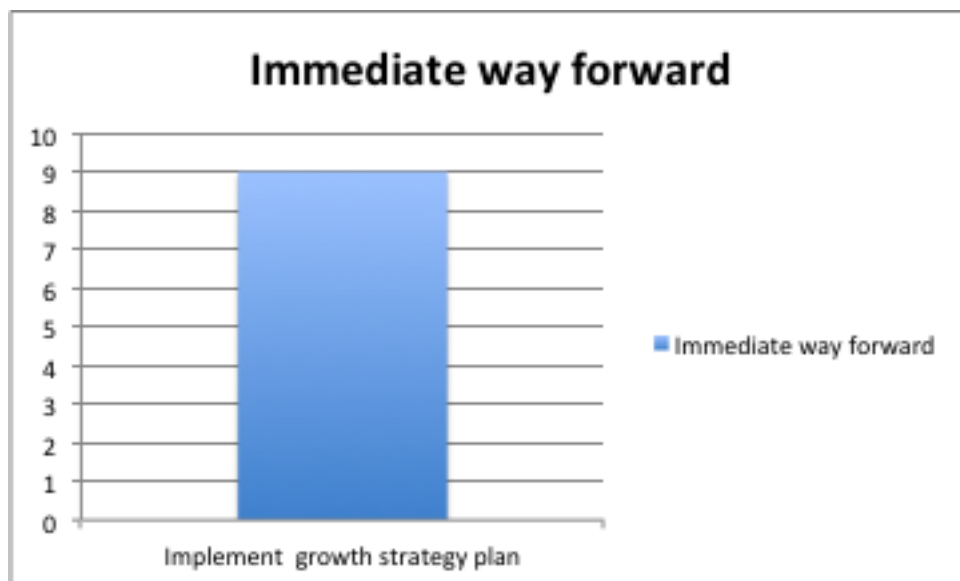
5.6. BUSINESS IMPACT OF THE EYB PROGRAMME

When asked what they felt the impact was of being on this programme, participants provided the following information.



The most significant impact was to be able to manage and plan for growth.

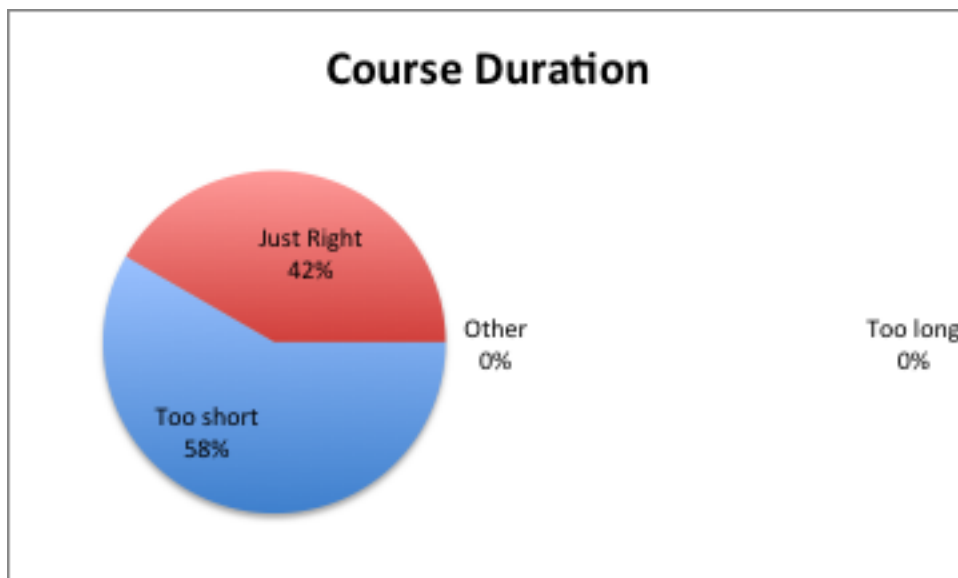
Participants felt that they would be in a position to immediately plan for and action growth strategies developed through this program. The chart below indicates how they plan to use the knowledge gained.



5.7. PROGRAM ADMINISTRATION

The following comments reflect the feedback received around program administration.

4.7.1 DURATION



4.7.2 ORGANISATION



4.7.3 IMPROVEMENTS



Mentoring and coaching post training has been cited as the only suggested improvement participants would make to this programme.

GROUP 2

6. BASELINE DATA GROUP 2

The following entrepreneur profile attended training between the 4th and 8th of August.

6.1. ENTREPRENEUR 15 TO 19

Name	15	16	17	18	19
	LESEDI KELETSO RAKHUDU	STELLA MAKHETHO	ESTHER MMONI NTSIMA	RATANANG MOTLHABANE	TECL EVANS
Age	33	57		55	28
Date of Training					
Name of Businesses	SEROKOLWANE LAWNS	STELLA-MAC SERVICES	KGATLENG TOURIST LODGE	KHOKHO B. HOLDINGS	GLAM COLLECTIONS
Designation	MANAGING DIRECTOR	DIRECTOR	DIRECTOR	MANAGING DIRECTOR	OWNER/DIRECTOR
Type of Businesses					
Industry					
Company VAT Registered	YES	YES	YES	YES	YES
Is participant Owner / director	YES	YES	YES	YES	YES
Number of Full Time Employees	18	2	11	3	7
Number of Part time Employees	10	0	2	1	1
Do you pay Minimum Wages	YES	YES	YES	YES	NO
Number of staff under 16	NONE	NONE	NONE	NONE	NONE
%	10%	1%	3%	2%	100%

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Name	15	16	17	18	19
	LESEDI KELETSO RAKHUDU	STELLA MAKHETHO	ESTHER MMONI NTSIMA	RATANANG MOTLHABANE	TECL EVANS
Women in Staff Management					
Member of Association	YES	YES	YES	YES	YES
Name of Association	LEA		CDE	WIBA	BOCCIM,HATAB
Approximate turnover	MORE THAN P750 000	LESS THAN P50 000	P500 000-P750 000	LESS THAN P50 000	MORE THAN P750 000
Number of Staff members in management working more than 48 hours	NONE	NONE	1	NONE	NONE
How many work more than 48 hours	NONE	NONE	1	NONE	NONE
% Full employees subcontracted to businesses	NONE	NONE	NONE	1	NONE
Number of years in businesses	MORE THAN 2 YEARS	MORE THAN 2 YEARS	14 YEARS	MORE THAN 2 YEARS	MORE THAN 2 YEARS
Highest Level of Education	DEGREE	JUNIOR CERTIFICATE (JC)	GRADE 3	DEGREE	DEGREE
Number of Employees With a disability	NONE	NONE	NONE	NONE	NONE
Number of Employ	2	I DON'T KNOW	5	I DON'T KNOW	I DON'T KNOW

Name	15	16	17	18	19
	LESEDI KELETSO RAKHUDU	STELLA MAKHETHO	ESTHER MMONI NTSIMA	RATANANG MOTLHABANE	TECL EVANS
ees Living with HIV Aids					
Sources of information on new product ideas and markets	YES	YES	NONE	NO	YES
Source of information	MINISTRY OF AGRICULTURE, MINISTRY OF TRADE, CUSTOMERS, INTERNET	MARKETING, EXPORTING			SOURCE AFRICA EXHIBITIONS, INDABA
Have you identified current or future customers	YES	NO	YES	YES	YES
List Type of customers	FARMER BENEFITING FROM GOVERNMENT GRANT PROGRAMS, RETAILERS & WHOLESALERY NORTH AND CENTRAL OF BOTSWANA, EXPORT MARKETS, GOVERNMENT, PARANTATALS, PRIVATE CUSTOMERS, LANDSLAPING COMPANIES, WHOLESALERS & RETAILERS		GOVERNMENT, PARANTATALS, PRIVATE COMPANIES & NGO'S	INDIVIDUALS, CHAIN STORES, WHOLESALERS, FILING STATIONS, GOVERNMENT (SCHOOLS), HOSPITALS, HOSPICES, DEFENCE FORCE ETC	HOTELS LODGES RETAIL OUTLETS, INDIVIDUAL WALK-INS
19. HAVE YOU EFFECTIVELY IDENTIFIED COMPETITORS WITH YOUR BUSINESS	YES	YES	YES	YES	YES

Name	15	16	17	18	19
	LESEDI KELETSO RAKHUDU	STELLA MAKHETHO	ESTHER MMONI NTSIMA	RATANANG MOTLHABANE	TECL EVANS
S?					
	TALAN FARMS, KOLOBENG FARMS, AGRISERVE, SENTLHANE, LITTLE HIPPO, INSTANT LAWN PRODUCERS IN ZEERNUT, MARTINS DRIFT & JOHANERSBURG, SMALL SCALE FARMERS IN BOTSWANA HOTELS(EVENTS) & LOGDES	MARKETING AND FINANCE	LEDINGWANA LODGE, HB CASA GUEST HOUSE, RESTAURANTS IN THE AREA	FOOD BOTSWANA, STREET VENDORS, BLUE DIAMONDS	RETAIL OUTLETS(MODULES, @HOME, MR P HOME) LOCAL MANUFACTURE
Current Marketing Promotion Activities	NEWSPAPER PLACEMENT, FACEBOOK, WORD OF MOUTH	TRAVELLING	CURRENTLY NO BECAUSE OUR BUSINESS IS UNDER CONSTRUCTION AND TO ADVERTISE IN THIS SITUATION IS NOT GOOD	FLYERS, ATTENDANCE AT TRADE FAIRS, VISITING SOME BUSINESS ETC	E-MAIL MARKETING, SALES RALLS, EXHIBITIONS, SOCIAL MEDIA
Have you participated in trade fairs / exhibitions	NO	NO	YES	YES	YES
What was the outcome			FEW CUSTOMERS SHOWED UP	GOT MORE CUSTOMERS FROM THEN	VERY INSIGHTFUL, NEW MARKETS, SUPPLIERS
Do you have established networks like consumers / suppliers	YES	NO	YES	YES	YES

Name	15	16	17	18	19
	LESEDI KELETSO RAKHUDU	STELLA MAKHETHO	ESTHER MMONI NTSIMA	RATANANG MOTLHABANE	TECL EVANS
<i>Please describe</i>	MINISTRY OF AGRICULTURE- MANAGE DEMAND AND CAPACITY WITHIN THE SUPPLY OF VEGETABLES PRODUCERS, LANDSCAPING COMPANIES- MANAGE DEMAND AND SUPPLY OF LAWN, LEA-SKILL DEVELOPMENT,		MY SUPPLIERS, THEY HELP ME WITH CREDIT	I WIIL INTRODUCE ANY RELAVANT ONES IF I COME ACROSS ANY	
Do you plan to introduce new or improved products	YES	YES	YES		YES
<i>Please describe</i>	REDINET THE BUSINESS TO PRODUCE MORE VEGETABLES AND LESS LAWN DONE TO THE WATER SITUATION IN BOTSWANA. THE BUSINESS IS ALSO IN THE PROCESS OF INCREASING PRODUCTION WITHIN ITS SEEDLING PRODUCTION UNIT TO MEET MARKET DEMANDS	MEAT PROCESSING	AFTER THE COMPLETION OF MY RESTAURANT AND NEW KITCHEN I WIIL BE ABLE TO RE-LAUNCH MY BUSINESS		WORK IN PROGRESS

6.2. ENTREPRENEUR 20 TO 23

Name	20	21	22	23
	GLADYS PUNI KARIO	AMANDA MASIRE-MOERY	FLORENCE EUNICE RADISWENG	GOBONYWENG C NTLIANE
Age	43	36	46	60
Date of Training				
Name of Business	GABOIN INVESTMENT PTY LTD	GREENHOUSE TECHNOLOGIES (PTY)	FEURA	BEL REA
Designation	DIRECTOR	DIRECTOR	DIRECTOR	DIRECTOR
Type of Business				
Industry				
Company VAT Registered	YES	YES	NO	NO
Is participant Owner / director	YES	YES	YES	YES
Number of Full Time Employees	10	4	3	3
Number of Part time Employees	20	8	3	1
Do you pay Minimum Wages	YES		YES	I DON'T KNOW
Number of staff under 16	NONE	ALL	NONE	NONE
% Women in Staff Management	80%	04-Jan	66%	90%
Member of Association	YES	YES	YES	NO
Name of Association	WIBA	WIBA, BOCCIM	WIBA, BEMA	
Approximate turnover	P350 000-P500 000	P150 000-P250 000	P150 000-P250 000	P150 000-P250 000
Number of Staff members in management working more than 48 hours	1	3	2	ALL
How many work more than 48 hours	2	ALL	NONE	NONE

Name	20	21	22	23
	GLADYS PUNI KARIO	AMANDA MASIRE-MOERY	FLORENCE EUNICE RADISWENG	GOBONYWENG C NTLIANE
% Full employees subcontracted to business	NONE		NONE	NONE
Number of years in business	MORE THAN 2 YEARS	MORE THAN 2 YEARS	MORE THAN 2 YEARS	MORE THAN 2 YEARS
Highest Level of Education	MASTERS DEGREE	DIPLOMA IN SECONDARY EDUCATION	DEGREE	ASSOCIATE DEGREE IN COURT REPORTING
Number of Employees With a disability	NONE	I DON'T KNOW	NONE	NONE
Number of Employees Living with HIV Aids	1	I DON'T KNOW	I DON'T KNOW	I DON'T KNOW
Sources of information on new product ideas and markets	YES	NO	YES	NO
Source of information	INTERNET/NETWORKING(WIBA)		INTERNET,FASHION SHOWS,EXPOS,LOCAL & INTERNATIONAL GAMES	
Have you Identified current or future customers	NO	YES	YES	YES
List Type of customers		GOVERNMENT GRANTS& PRIVATE CLIENTS	SPORTS TEAMS,SPORTS ASSOCIATIONS,CORPORATIONS,GOVERNMENT,DEPARTMENT& INDIVIDUAL.FUTURE CUSTOMERS:PRIMARY SCHOOLS AND PLUS SIZE INDIVIDUAL CUSTOMERS,NEIGHBOURING COUNTRIES	YOUNG GENERATION AND GOVERNMENT EMPLOYEES
19. HAVE YOU EFFECTIVELY IDENTIFIED COMPETITORS WITH YOUR BUSINESS?	NO	NO	YES	YES
			B'MARK,ALL KASI,ODIPECCA(MANUFACTURES)	
Current Marketing Promotion Activities	SHARING MY PRODUCTION PLAN WITH MY CUSTOMERS ESPECIAL CHATH SHOPS AND BOTSWANA HOST CULTURE MARKET,MINISTRY OF AGRICULTURE	FLYERS,WORD OF MOUTH OF GOOD SERVICE	USE FLYERS,EXPOS,SPORTS ACTIVITIES AND HOUSE TO HOUSE	NONE BECAUSE OF FINANCIAL CONSTRAINE

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Name	20	21	22	23
	GLADYS PUNI KARIO	AMANDA MASIRE-MOERY	FLORENCE EUNICE RADISWENG	GOBONYWENG C NTLIANE
Have you participated in trade fairs / exhibitions	NO	YES	YES	NO
What was the outcome		RAISED AWARENESS OF OUR EXISTANCE	I ALWAYS GET MORE CUSTOMERS AND ENQUIRIES ALWAYS RETURN MORE MOTIVED AND DARING	
Do you have established networks like consumers / suppliers	YES	YES	YES	NO
Please describe	WOMAN IN BUSINESS ASSOCIATION(WIBA)	SUPPLIERS. PRO DUCT ADVICE WHERE WE NEED IT	MEMBERSHIP TO WIBA,BEMA HAS EXPOSED ME TO CDE,BITC,MTI= EXPOSES TO EXTERNAL MARKETS AND BUSINESS NETWORK	
Do you plan to introduce new or improved products	NO	YES	YES	YES
Please describe		IMPORT FOR ISREAL	ACCESSORIES,SPORTS BAGS AND LONG TERM SPORTS SHOES	I PLAN TO INSTAL A SWITCHBOARD SO THAT CUSTOMERS CAN USE PHONE FROM THIER ROOMS

6.3. ENTREPRENEUR 24 TO 26

Name	24	25	26
	ESTHER OARABILE MOKGOSI	EMANG O MOSIMANYANE	CHEDZA NKHWA
Age	64	37	47
Date of Training			
Name of Business	GOYAGOLLENG HOLDINGS T/A SHASHE MOOKE MILLING	O'S HOUSE DESIGNS	WHITE ANGELS (PTY)LTD
Designation	DIRECTOR	DIRECTOR	
Type of Business			
Industry			
Company VAT Registered	YES	YES	YES
Is participant Owner / director	YES	YES	YES
Number of Full Time Employees	4	4	9
Number of Part time Employees	0	2	0
Do you pay Minimum Wages	YES	YES	YES
Number of staff under 16	NONE	NONE	NONE
% Women in Staff Management	100%		98%

Name	24	25	26
	ESTHER OARABILE MOKGOSI	EMANG O MOSIMANYANE	CHEDZA NKHWA
Member of Association	YES	YES	YES
Name of Association	LEA & WIBA	LEA	WIBA
Approximate turnover	P350 000-P500 000	LESS THAN P50 000	P500 000-P750 000
Number of Staff members in management working more than 48 hours	NONE		NONE
How many work more than 48 hours	NONE	3	NONE
% Full employees subcontracted to business	NONE	5%	NONE
Number of years in business	MORE THAN 2 YEARS	8 YEARS	MORE THAN 2 YEARS
Highest Level of Education	JUNIOR CERTIFICATE	DEGREE	JUNIOR CERTIFICATE
Number of Employees With a disability	NONE	I DON'T KNOW	NONE
Number of Employees Living with HIV Aids	NONE	I DON'T KNOW	NONE
Sources of information on new product ideas and markets	NO		YES
Source of information			INTERNET
Have you Identified current or future customers	YES	YES	YES
List Type of customers	CHAIN SHOPS	PRIVATE SCHOOLS	SCHOOLS.GOVERNMENT,HO SPITALS,HOTELS AND LODGES
19. HAVE YOU EFFECTIVELY IDENTIFIED COMPETITORS WITH YOUR BUSINESS?	YES	YES	YES
	PICK&PAY AND B.M.C	OTHER DESIGNERS LIKE ME,CHAIN STORES LIKE EDGARS & CHINESE SHOPS	CLOVER,PARMALAT
Current Marketing Promotion Activities	GOING TO MY BUYERS	DISPLAY OF MANQUÉ BY THE MALL,BUSINESS CARDS,WORD OF MOUTH	FLYERS AND TRADE FAIRS
Have you participated in trade fairs / exhibitions	YES	YES	YES
What was the outcome	I MET MANY PEOPLE AND THEY STARTED BUYING FROM US	A FEW CUSTOMERS MADE CALLS TO INQUIRE ABOUT OUR PRODUCTS	LIKED THE PRODUCT, MORE CUSTOMERS AND WON AWARD OF FOOD PROCESSING
Do you have established networks like consumers / suppliers	YES	YES	YES

Name	24	25	26
	ESTHER OARABILE MOKGOSI	EMANG O MOSIMANYANE	CHEDZA NKHWA
<i>Please describe</i>	THEY ARE ON A PROCESS OF SELLING MY BUSINESS TO OTHER COUNTRIES	THE SUPPLIERS OF FABRIC I USE IN UNIFORM PRODUCTION I SOURCE IT FROM SOUTH AFRICA AT BETTER PRICES	THEY GIVE US FEEDBACK OF MY PRODUCT SUPPLIERS ALWAYS NOTIFY ME ABOUT THE PRICE INCREASE
Do you plan to introduce new or improved products	YES		YES
<i>Please describe</i>	I AM PLANNING TO MILL WHEAT		TO IMPROVE MY PACKAGE TO AN OUTSTANDING ONE, TO INCREASE MY PRODUCTS CAUSE CURRENTLY I AM MAKING YOGHURT & MADULA ONLY TO PRODUCE MORE FLAVOURS, CHEESE, BUTTER AND OTHER DAIRY PRODUCTS

7. COURSE EVALUATION GROUP 2

This Section summarises key findings of the second group that was trained.

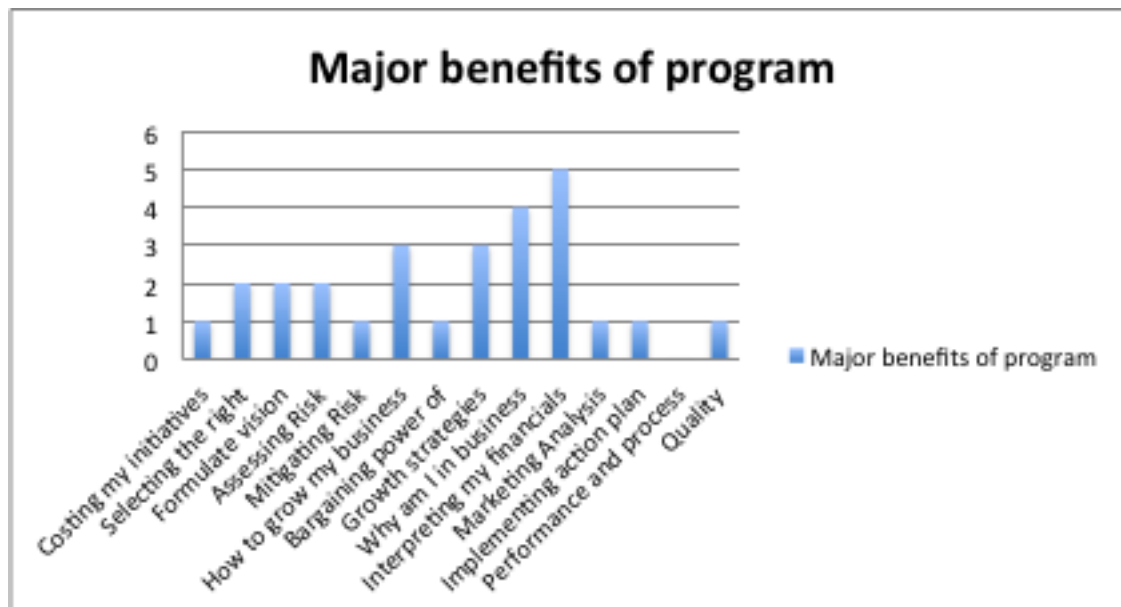
7.1. ADDITIONAL TRAINING REQUIREMENTS

The groups were training requirements for both groups of entrepreneurs



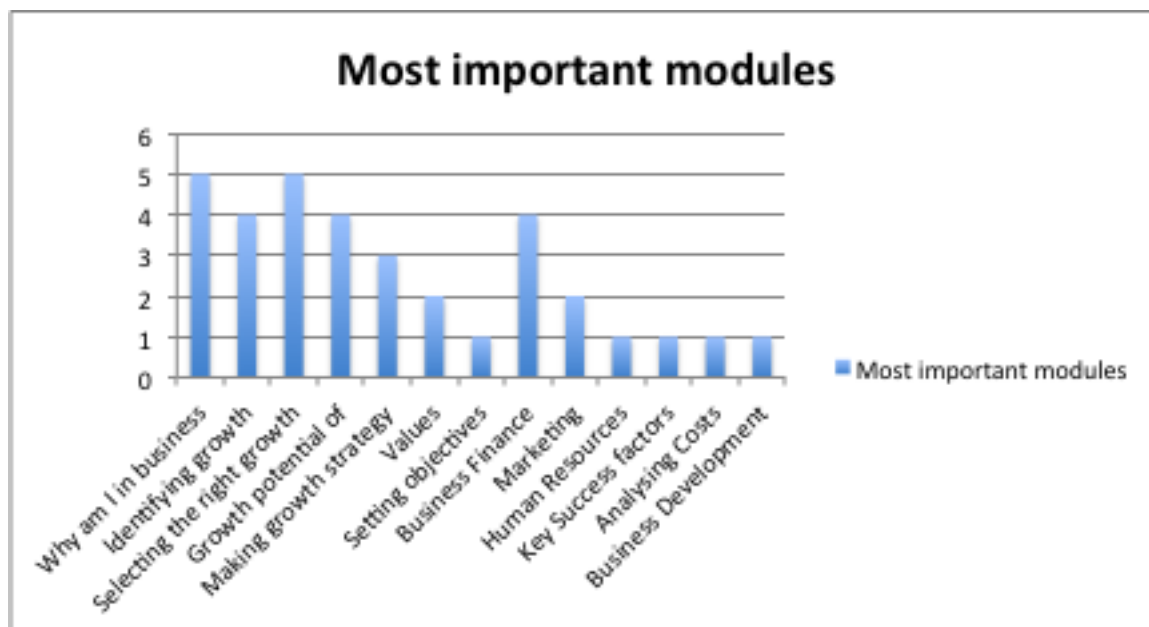
The greatest area of demand for additional training was for financial management and linkages to financial institutions.

7.2. BENEFITS OF THE PROGRAM



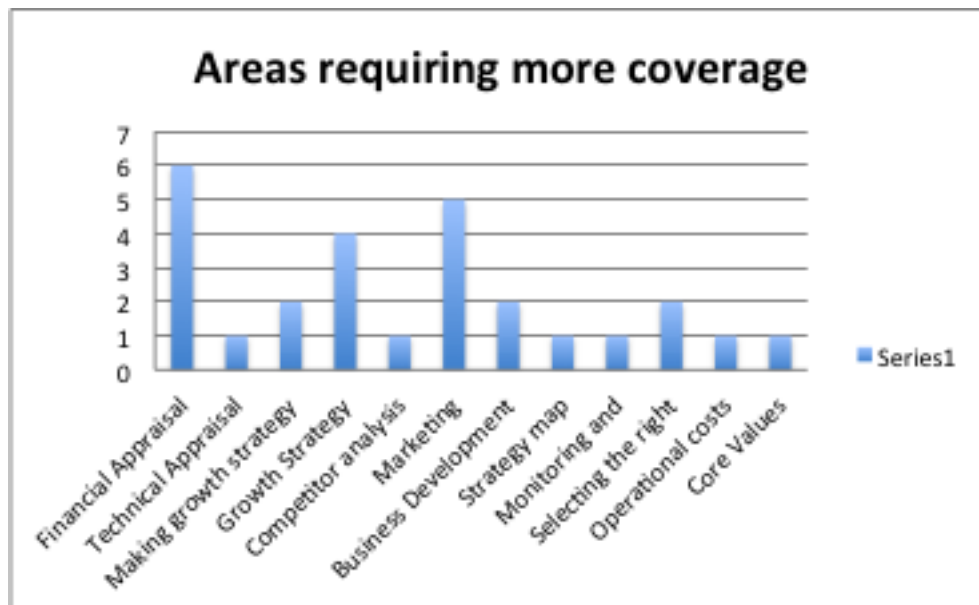
The greatest benefit was derived from an ability to interpret financials, and the process of evaluating why the entrepreneur is in business.

7.3. MOST IMPORTANT MODULES



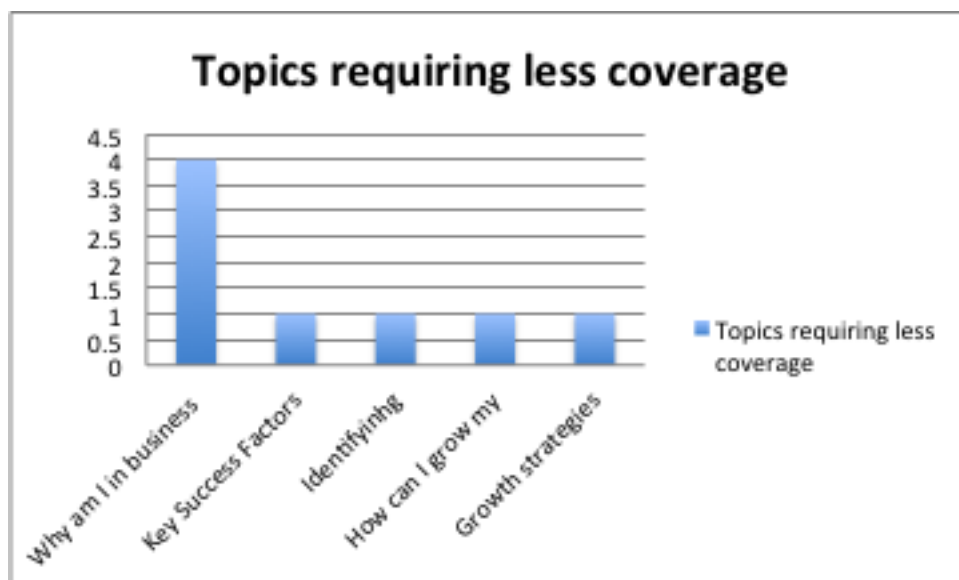
The most important modules were those which dealt with selecting growth strategies, evaluation of core competencies of the business and those which delved into financial management.

7.4. TOPICS REQUIRING MORE COVERAGE



There were mixed views around the suitability of the time allocated for the programme. Some felt it was too long and others too short. The group selected areas of the course which they felt they require additional training and exposure to. The areas receiving most requests for additional coverage were, Financial Appraisals, Marketing, and growth strategy development.

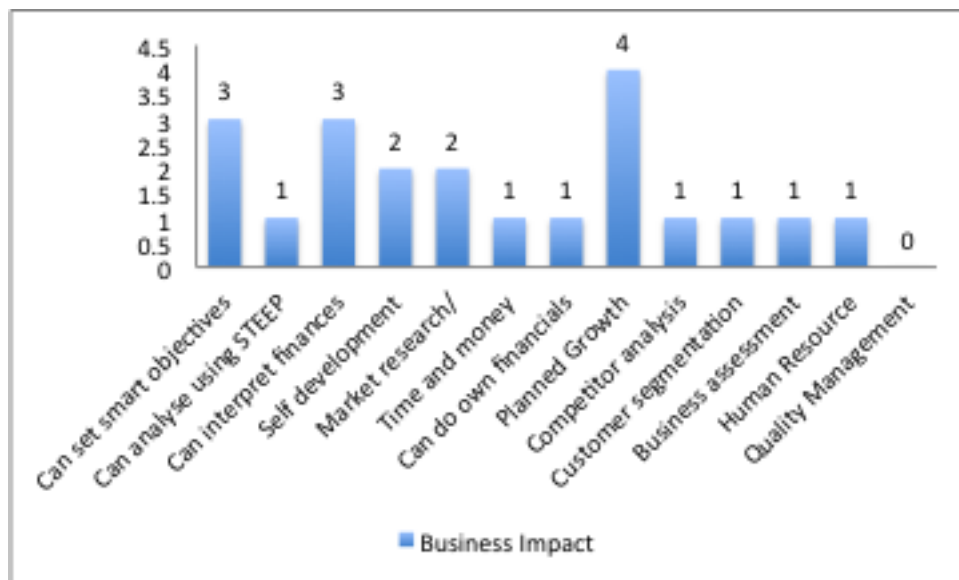
7.5. AREAS REQUIRING LESS COVERAGE



Of the topics covered, some participants (4) felt that the conversation of Why I am in business could be covered faster.

7.6. BUSINESS IMPACT OF THE EYB PROGRAMME

When asked what they felt the impact was of being on this programme, participants provided the following information.



The most significant impact was to be able to manage and plan for growth.

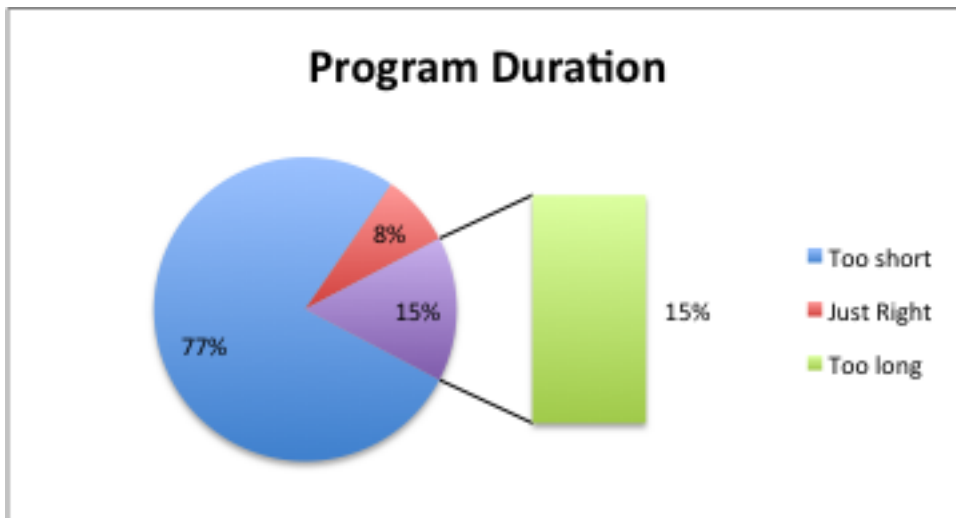
Participants felt that they would be in a position to immediately plan for and action growth strategies developed through this program. The chart below indicates how they plan to use the knowledge gained.



7.7. PROGRAM ADMINISTRATION

The following comments reflect the feedback received around program administration.

4.7.4 DURATION



4.7.5 ORGANISATION



4.7.6 IMPROVEMENTS

Mentoring and coaching post training has been cited as the only suggested improvement participants would make to this programme.

8. CONCLUSION

Key findings of the training for both groups can be summarised as follows:

- It was a stretch for most entrepreneurs
- It required dedicated time

- Not all entrepreneurs were at a level that was proficient for EYB.
- Participants had to be split up to accommodate different learning paces and this assisted greatly in the delivery of the programme.
- The seminar largely met the expectations of participants as reflected in the rating by participants (98%). One participant noted “It was my first time attending training like this, so I was totally surprised.”
- Six participants found the pace of training fast while the majority found it acceptable. The overall rating reflects these views (78,67%). Participants suggested that the content be broken into modules and five participants felt that the programme should be spaced over two weeks.
- All participants viewed the content as useful in terms of women’s entrepreneurship development.
- Participants made the following suggestions on the content of the seminar:
 - Provision should be made in future for non English speaking people
 - The content was considered “ample” and was rated as ‘excellent” and “helpful”.

There was too much content for one week. However, participants also appreciated the ability of the facilitators to break the content down.
