ENTREPRENEURSHIP AND BUSINESS MANAGEMENT TRAINING

By

Empretec Zimbabwe
March 2023, Bulawayo, Zimbabwe
TRAINING REPORT ON ENTREPRENEURSHIP AND BUSINESS MANAGEMENT

<table>
<thead>
<tr>
<th><strong>Title of Training</strong></th>
<th>Micro Entrepreneurship and Business Management Training</th>
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<tbody>
<tr>
<td><strong>Date of Training</strong></td>
<td>3 – 5 April 2023</td>
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<td><strong>Duration of Training</strong></td>
<td>3 Days</td>
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<td><strong>Venue of Training</strong></td>
<td>Bulawayo Rainbow Hotel, 10th Avenue, Bulawayo. Zimbabwe</td>
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<td><strong>No. of Participants</strong></td>
<td>60</td>
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<td><strong>Gender</strong></td>
<td>Females: 44  Males: 16</td>
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<td><strong>Profile of Participants</strong></td>
<td>Micro, Small and Medium Scale Entrepreneurs consisting of women, men and youth. Targeting 4 Provinces: Bulawayo, Matebeleland North, Matebeleland South and Midlands</td>
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| **Resource persons from Empretec Zimbabwe** | S. P. Bango - Lead Trainer  
G. S. Khabo – Certified Trainer  
L. Moyo – Certified Trainer  
N. Hlabangana – Certified Trainer |

1.0 Background

Women and youth are active participants in the progress towards Sustainable Development Goals (SDGs). Micro, Small and Medium-sized Enterprises (MSMEs) owned by women and youth entrepreneurs play an integral part in the economic growth of countries throughout the world. UN Women (2022) states that gender is woven throughout the Sustainable Development Goals (SDGs) as it sits at the intersection of economic, social, and environmental issues. Moreover, SDG 5 looks at achieving gender equality and empowering all women and girls through access to resources. The control over economic resources is a crucial driver for women’s and youth empowerment providing increased security and independence and improving standards of living, as well as developing their businesses. Women and youth-owned
businesses make significant contributions to the economies in which they operate. However, these entrepreneurs face a range of challenges (financial and non-financial) in realizing their growth potential. The challenges can be listed as: lack of business management skills, lack of entrepreneurial skills, running businesses that are largely unlicensed, unregistered and or not properly formalized.

2.0 Rationale of the Training

In view of the foregoing background therefore, the empowerment of women and youth has been identified as an important cross-cutting issue that needs attention as these groups are important contributors to the economic and social development of the nation. It is expected that empowering women and youth will play an essential role in addressing SDGs related to food security, poverty reduction, inclusive economic growth and creating decent jobs.

The targeted trainees were women and young entrepreneurs who own micro, small and medium-sized enterprises (MSMES) in four Provinces of Zimbabwe namely: Bulawayo, Matebeleland North, Matebeleland South, and Midlands. Women and youth MSME entrepreneurs were targeted because they tend to lack entrepreneurship and business management skills such as: costing and pricing, record keeping, business planning, marketing, and how to get their businesses formalized. These groups are generally not even aware of the characteristics of a successful entrepreneur and how to cultivate those characteristics.

Most of them can hardly keep their businesses resilient towards economic uncertainties and market saturation. In many cases, they are confined to the margins of markets with limited access to high-value market opportunities. The lack of these skills has made it difficult for them to develop viable business models and financial plans, in addition to keeping their businesses afloat when facing market challenges.

3.0 Overall Objectives of the Training

Considering the above, the capacity building workshop sought to address the following overall objectives:
a. To strengthen business management skills among women and youth MSME entrepreneurs through demand-driven training.

b. To cultivate a culture of entrepreneurial behavior among women and youth-owned MSMEs

4.0 Opening Remarks and Introductions

The workshop kick-started with the Lead Trainer Ms S. P. Bango opening the workshop by asking representative officers from the Ministry of Women Affairs, Community, Small and Medium Enterprises Development and United Nations Department of Economic and Social Affairs to introduce themselves and to give their opening remarks. After this, the floor was open to all participants and resource persons/trainers to also introduce themselves and to list their expectations from the workshop.

4.1 Expectations

The following were some of the expectations that participants hoped to get from the workshop: networking, increase knowledge about various business management skills such as costing and pricing, record keeping, and financial management. More expectations such as: product quality improvement, explore export markets and partners, acquisition of working space or land, access to funding, marketing of products locally and globally, how to advertise, expand business and customer base, financial literacy, digital marketing, marketing strategies, how to identify business opportunities, funding for machinery and equipment and how to start the following businesses: ranching and feeding for special meats, cooking oil, art and crafts and mushroom growing were also cited.

The foregoing expectations were reviewed one by one so as to confirm to the participants which ones of them would be covered during the training and which ones would be left out. Expectations such as access to funding to purchase machinery and equipment, acquisition of working space or land, and how to start certain businesses were ruled out and participants were advised to seek assistance elsewhere outside the workshop.
5.0 Training Methodology

The training methodology focused on capacity strengthening and skills impartation in the following areas: business management: costing and pricing, record keeping, formalization of a business, finding markets and business planning. The workshop also covered the characteristics of a successful entrepreneur, identification of business opportunities, how to take calculated risks, how to set SMART goals, packaging and branding.

The program used the adult learning training methodology, that is premised on getting the participants bring in the wisdom from their experiences into the learning and utilized tools such as: case studies, group work, individual exercises, self-introspection and plenary sessions. The highlights of the workshop were when participants were asked about the competences of a successful entrepreneur e.g. participants were asked to self-introspect to find out which of the ten competences they already possessed and which ones they lacked, they were also asked to share their experiences about why they were not formalized and have no record systems in place. They were also asked to share their experiences about why they did not own business plans.

6.0 Display of Products

Because participants were so eager and determined to showcase their products by constantly posting images on their WhatsApp chat-group, they were given the opportunity to bring their products for display in the training room. The products ranged from: peanut butter, mushrooms, organic cosmetics, protective clothing, leatherwear, beadwork, pot plants, detergents, tye and dye African attire, wooden and stone curios, just to name a few. Some participants managed to sell a few items, and the training room became a hive of activity as participants networked and shared ideas.

7.0 Zimbabwe Revenue Authority (ZIMRA)

The tax department was invited to come and make a presentation after it was noted that most of the MSMEs were not paying taxes because of lack of or/and insufficient knowledge on the processes of the tax department. The presenter from ZIMRA
unpacked the department’s procedures under the topic “Tax Compliance and its Benefits.” She mentioned that by tax compliance she meant adherence to tax laws and paying one’s taxes timeously. She also added that tax compliance meant that an MSME would be doing themselves a favor as they would be cutting costs, avoiding penalties and interest charges. She also emphasized that for an MSME to win tenders, they were supposed to be tax compliant. The presenter also mentioned the difference between Income Tax: which is tax paid on profits made and Presumptive Tax: which is Informal Traders’ Tax for sectors such as hair salons, restaurants and cottage industries. Informal Traders were defined as those entrepreneurs who earn less than US$3 million income per annum.

So for MSMEs to know under which tax bracket they fall they were encouraged to always keep records of all their transactions, so that it would be easy for the taxman to assess how much tax they should pay. The participants were also advised that since paying taxes as a lump sum annually might be too much for some, they had the option of paying smaller amounts quarterly four times a year.

For more information or advice, participants were asked to visit the MSME Kiosk at Mhlanhlandlela Building or if they want tax clearance they could visit the ZIMRA website which has an app that can get one cleared online through a question and answer session.

8.0 Workshop Evaluation

Participants were requested to evaluate the training and some of the comments they made were the following:

“The duration, more days can be added” “Appreciation for the opportunity and relevant information”

“I was very satisfied, all was well”. “I find a lot of knowledge about how to run my business”....“for us we learnt a lot”

“I think all is ok, well designed but also consider accommodation and transport”. “I would suggest if the facilitators could do it more oftenly”.
“I am very happy. Am looking at my business fully equipped with the knowledge on how to run it in a special way”.

“This was an excellent workshop. We appreciate your hard work”.

“Yes arrange for loans in future. Bring different banks which offer loans to address SMEs”.

“Well done. Can you continue educating us women because if you train a woman you have trained the whole world”.

“I would personally appreciate having your team to come personally to our factory to help set up the systems.”

“Educative in formalizing my business, book keeping and branding. I learnt a lot.”

“I enjoyed learning. The instructors were good.”

“After the workshop, I will go and formalize my business.” ‘Thank you, the workshop was so educational.”

“I found knowledge about how to run my business.”

“To our trainers keep up the standar. We really appreciate your hard work and teachings.”

‘It will be useful to me because I did not have book records, now I am going to have one.” “No comments only the trainers were very good and excellent.”

“Yes my addition is that I learnt a lot here. I thank our facilitators. It was a powerful lesson. I learn a lot.”

“My last comment is that I encourage the workshop to be carried out in all the other provinces.”

“Well designed and delivered.”

“It’s a great way to teach hands on skills which help entrepreneurs to grow from MSMEs to large companies.”
“Thank you for this opportunity...I was really uplifted.” No changes should be made as everything was perfect but just to add more days.”

“I just want to thank...for I have gained a lot.”

9.0 Conclusion

The workshop proceedings exposed the desire by most MSMEs to get funding for either working capital purposes or for capital expenditure, at favorable/competitive rates. The participants’ display of their products, showed the range of products they produce and the skills and talents they have. However most were complaining that their client base is limited and they need assistance in that area. Most of the entrepreneurs also shared their reasons for not getting formalized/registered in case they were tracked by the Zimbabwe Revenue Authority to start paying taxes which they could not afford in view of their small incomes, but the presentation by the tax department allayed their fears somewhat. The participants were also not sure about the importance of having a business plan e.g. its purpose and its benefits. Most participants still do not have adequate record keeping systems in place and some have never set goals for their businesses.

10.0 Recommendations

From the conclusions narrated above it is obvious that most of the participants still need a lot of handholding. A three day training can only give participants an appreciation of whatever they are being trained on. It would be impossible for them to grasp everything all at once. The training program was obviously an eye opener for many of them as it enabled them to self-introspect and through this process, they were able to identify their strengths and weaknesses. In view of the foregoing, it is being recommended that the participants be availed handholding and business advisory sessions in the challenges listed under conclusions e.g. to handhold them in getting their businesses formalized, to provide them with business advisory support, including enhancing their business management skills, expanding their access to finance and high-value market opportunities. Only after these sessions have been availed, will their training be considered wholesome.