



ALL GIRLS MUST FLY

ENTREPRENEURSHIP AND BUSINESS MANAGEMENT TRAINING

Business Management Skills



ACTIVITY REPORT

3rd FEBRUARY 2024, AT 8:30AM, NAKIREBE

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Background

During a needs assessment, the foundation noted that a growing number of women are operating microbusinesses, and most women and men in Nakirebbe lacked the business management and financial literacy skills necessary to grow their enterprises. Some of the issues that limit lucrative economic engagement included lack of capital and insufficient skills to run a business.

The majority of the women are employed in SMEs (kiosks, handcrafts, and catering establishments) and along the highway at night. They had also formed small women cash-round groups that allow them to access capital for their businesses. The meeting noted that majority were unsure of the reasons behind their business's failure and the fact that their expenses surpassed their revenue. The community members who attended this needs assessment session expressed a newfound understanding and proposed holding an entrepreneurship class every Saturday from 9 a.m. to 12 pm in January to improve their business management skills.

Accordingly, the Foundation designed a four session Entrepreneurship and business management training to enhance the competencies of the local residents of Nakirebbe to undertake specific business management training with requisite knowledge and skills and in the most efficient manner.

Therefore, the program aims to achieve the following learning outcomes;

- Better understanding of entrepreneurship and adoption of the knowledge and practices in their business operations.
- Acquisition of skills needed to run a sustained and competitive business in their specific location.

Specifically, the second training covered a training module on Business Management Skills, every entrepreneur requires a good understanding of how to run a business in order for it to succeed in business. It includes marketing, customer care, record keeping costing and pricing. Having business management skills helps entrepreneurs make informed decisions that will help them achieve their goals.

Objectives of the Module.

- To make the participants spell out best management and business practices.
- To enable participants to analyze characteristics of best business practices.

Topics Covered

The training package is designed as a structured set of modules with practical learning-by-doing exercise, role plays that highlight business development and gender relations. It brings together sources and ideas for exercises that have proved to be effective and appropriate for small scale entrepreneurs with little formal education.

The topics covered helped the trainees better understand marketing as a requirement of aligning products to the needs and wants of the customer, the importance of business costs and treating customers as partners.

Some of the topics covered included the following;

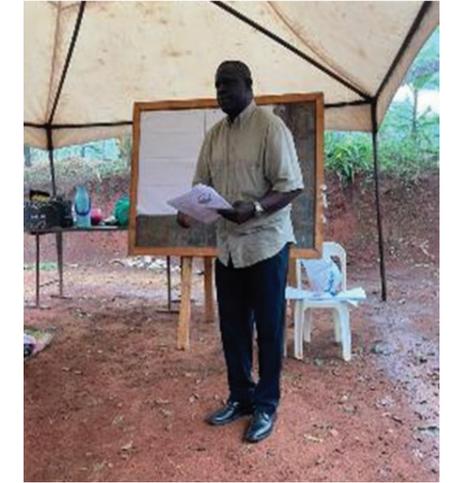
	Marketing
	Record keeping
	Costing and pricing
	Business and family
	Customer care

Lessons learnt

The session on Business management skills was facilitated by Mr. Richard Otim, the business development expert. It was highly interactive, engaging and interesting.

Trainees shared the key takeaways which included:

- Record keeping is important.
- Customer care such as taking on decisions that favor customers is essential to the success of a business.
- Business management /planning is important, having a vision for a business is crucial.
- Always have a backup plan just in case of a business loss.
- Always hire employees with relevant skills such as care and commitment.
- Always seek for mentorship from successful entrepreneurs interns of management of workers.
- Practicing good hygiene in our businesses especially in restaurants such as cleaning dirty towels.
- Practicing modern business management skills in our businesses because majority of the businesses are operating in loses but we are unaware because we don't practice modern business management skills.
- Always establish flexible prices for all customers.
- Save with a purpose and always be patient while you save, never spend your savings unnecessary.
- Always establish a business with the intention to address a problem within the community.
- Always be prepared to exploit any opportunities that come up.



Annex

Attendance lists

#	NAME	SEX	TYPE OF BUSINESS	CONTACT
1	Najjuuko Harriet	F	No Business	Phone: 0773610464 Email:
2	Namakula Justine Mutyaba	F	Tailoring	Phone:0701370659/0789176119 Email:
3	Nakalema Annet	F	Farming and poultry	Phone0754217060 Email:
4	Ntege Ashiraf	M	Builder	Phone Email
5	Lubowa Vincent De Paul	M	Goat rearing	Phone 0702945241 Email
6	Ssendi Ibrahim	M	Teacher	Phone 0703054601 Email
7	Nakku Jamirah	F	No Business	Phone: 0701538818 Email:
8	Nakakande Mastulah	F	Bakery	Phone:0702267905 Email:
9	Nakabugo Harriet	F	Snacks (frying cassava)	Phone:0754962017 Email:
10	Kafeero Saul	M	Welding	Phone:0787211388 Email
11	Nakiguli Irene	F	Restaurant	Phone 0752842744 Email
12	Namutebi Sylvia	F	No Business	Phone 0700120549 Email
13	Nakato Hadijah	F	Teacher	Phone: 0701859361 Email:
14	Nakaweesa Passy	F	Stall selling charcoal and matooke	Phone:0703319650 Email:
15	Nakato Judith	F	No Business	Phone 0754217062 Email:
16	Nabiryo Deborah	F	Goat rearing/book making	Phone 0754866526 Email
17	Seruwooza Rebecca	F	Poultry and weaving door mats	Phone 0701802080 Email
18	Namutebi Magdalene	M	Farming and piggery	Phone 0757953018 Email
19	Nakawuka Edith	F	Farming, poultry and tailoring	Phone: 0774836681 Email:
20	Lutwama Gyaviira	M	Saloon	Phone:0701946744 Email:
21	Tushemerirwe Shamira	F	Farming and Poultry	Phone 0703566100 Email:
22	Nannono Mariam	F	Crocheting and binding	Phone 0750127258 Email
23	Tuheirwe Mary	F	Restaurant and bar	Phone 0709816789 Email
23	Namirembe Christine	F	Farming (maize and beans)	Phone 0751631947 Email

#	NAME	SEX	TYPE OF BUSINESS	CONTACT
24	Nankya Sharifah	F	Catering	Phone: 0700799615 Email:
25	Zawedde Miriam	F	Volunteer	Phone:0753088095 Email:
26	Nabunje Tracy Mutaawe	F	Volunteer	Phone0781495338 Email: tracymutaawe1923@gmail.com
27	Otim Richard Tomson	M	Business Consultant	Phone 0759094971/0772492584 Email: richieotim@gmail.com
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