



ALL GIRLS MUST FLY

## ENTREPRENEURSHIP AND BUSINESS MANAGEMENT TRAINING

### Business Game



**ACTIVITY REPORT**  
10th FEBRUARY 2024, AT 8:30AM, NAKIREBE

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## Background

The mission of the Florence N. Kuteesa Foundation Ltd is to provide a platform that empowers vulnerable girls to achieve their career and economic aspirations. The Foundation seeks to fulfill this mission by supporting parents and guardians particularly women—to enhance their capacity to finance education of their children through improved incomes and profitability of their enterprises.

To identify skills and capacity gaps, the Foundation organized a series of training modules on Entrepreneurship and Business Management. These sessions aimed to equip community members with practical knowledge and best practices for running sustainable and competitive businesses within their local contexts. The training also provided insights to inform the Foundation’s future interventions.

### The series comprised four modules:

	Developing an Entrepreneurial Attitude and Mindset
	Business Management Skills
	Financial Literacy
	Business Game

Each module was conducted on Saturdays from 8:30 AM to 12:00 PM.

This report highlights the final session on the Business Game, held on 10th February 2024.



## Objectives of the Module on Business Game

The facilitator adopted the Business Game as a training tool that provides “practical” experience for running a business within the classroom setting. The exercise involved:

- I. Making a simple business plan for manufacturing and sale of paper envelopes.
- II. Manufacturing standard envelopes.
- III. Taking informed decisions regarding acquiring credit and adoption of measures to improve the business performance; borrowing money and records keeping,
- IV. Sales of quality standard hats.

## Envisaged Learning Outcomes

It was envisaged that, at the end of the Game, the participants would achieve the following:

- Better understanding of basic business cycle (money in, money out).
- Acquisition of critical planning and analytical skills need to make informed decisions regarding borrowing and best use of capital amidst numerous competing demands for cash(expenses).
- Appreciation of the importance of maintaining a positive cash flow and the “How to” and hence the need for keeping business records.

## Structure of the Business Game

Participants were divided into three teams:

- You and I Enterprises
- First Class Enterprises
- Kwagalana Enterprises

Membership details are provided in Annex 1, and decision-making roles are summarized in Table 1 below.

**Table 1: The Decision-making Team of Each Enterprise**

Manager	Treasurer	Secretary
<b>Team 1 : Kwagalana Enterprise</b>		
Ssendi Ibrahim	Mary Tuheirwe	Ntege Ashiraf
<b>Team 2: First class Enterprise</b>		
Nannono Mariam	Kajala Sulaiman	Nakato Hadijah
<b>Team 3: You and I Enterprise</b>		
Nakakande Mastulah	Seruwooza Rebecca	Lubowa Vicent De Paul

## Principles of the Game

The Business Game was guided by the following principles:

- a. Each enterprise was tasked with manufacturing small white envelopes and selling them for profit.
- b. Raw materials were purchased from a wholesaler at \$40, and each envelope was sold to the store at \$80, subject to quality standards.
- c. Each team obtained a loan of \$200 from the bank, with a repayment obligation of \$300, inclusive of \$100 interest.
- d. Each team operated from rented premises at a cost of \$100 and incurred labor costs of \$100 for staff salaries.



## Reflection on the Outcome of the Business Game

Table 2 : Salient Indicators of Business Performance

MATERIALS ACQUIRED	MATERIALS PRODUCED & SOLD	PROFIT	LOSS
<b>First Class Enterprise</b>			
21	21	\$690	\$20
<b>Kwagalana Enterprise</b>			
11	11	\$75	\$40
<b>You and I Enterprise</b>			
16	16	\$110	\$40

### Observations

- First Class Enterprise achieved the highest profit, attributed to securing technical assistance on producing quality envelopes efficiently. They borrowed additional funds to hire an expert and purchase more materials.
- Kwagalana Enterprise recorded the lowest sales and profit due to reluctance to borrow and lack of awareness about the benefits of expert advice.
- You and I Enterprise achieved moderate sales and profit.

### Lessons learnt

Participants shared the following key lessons:

- Do not fear taking calculated risks, such as securing credit. When managed well, loans can motivate entrepreneurs to work harder and achieve set targets.
- Teamwork is critical for building trust, fostering strong working relationships, and aligning efforts toward shared goals.
- Seek mentorship and continuous learning to acquire new skills that enhance business growth. One group that invested in expert advice achieved the highest sales and profits.
- Specialization improves efficiency by allowing employees to focus on tasks where they have a comparative advantage, leading to higher productivity and better results.
- Prioritize product quality to command higher market prices. Entrepreneurs should align quality standards with market expectations rather than personal perceptions.
- Monitor business performance regularly by tracking cash inflows and outflows, comparing them against targets, and taking corrective action when necessary.
- Engage in participatory business planning to build consensus on goals, expenses, and revenue projections, ensuring ownership and accountability among all team members.
- The discussion underscored a shared realization: sound financial management is essential for using business resources wisely and gaining a competitive advantage.

## Annex

Annex 1. Composition of the Business Teams

Kwagalana enterprise	First class enterprise	You & I enterprise
Ssendi Ibrahim	Nakaweesa Passy	Lubowa Vicent De Paul
Tuheirwe Mary	Kajala Sulaiman	Rebecca Seruwooza
Ahiraf Ntege	Nakato Hadijah	Nakakande Mastulah
Lutwama Gyaviira	Nannono Mariam	Nakiguli Irene
Nakawuka Edith	Namutebi Sylvia	Nabiryo Deborah
Tushemerirwe Shamirah	Mukisa Benitah	Namakula Justine Mutyaba
Nakku Jamirah	Namutebi Magdalena	Nakuya Sauya

Annex 2: Attendance List

#	NAME	SEX	TYPE OF BUSINESS	CONTACT
1	Rebecca Seruwooza	F	Crocheting – door mats, table cloths and poultry farming	Phone: 0701802080 Email:
2	Namutebi Magdalena	F	Farming	Phone:0757953018 Email:
3	Namakula Justine Mutyaba	F	Tailoring and Crocheting	Phone0701370659 Email:
4	Kafeero Saulo	M	Wielder	Phone 0752670390 Email
5	Mukisa Benitah	F	Hotel	Phone 0708538700 Email
6	Namutebi Sylvia	F	No business	Phone 0700120549 Email
7	Lubowa Vicent De Paul	M	Mulunzi/ Business man	Phone: 0702945241 Email:
8	Nabiryo Deborah	F	Book making	Phone:075486526 Email:
9	Nakku Jamirah	F	No business	Phone:0701538818 Email:
10	Nakakande Mastulah	F	Bakery	Phone:0702267905 Email
11	Nakuya Sauya	F	Shop Keeper	Phone 0700409569 Email
12	Tuheirwe Mary	F	Bar and restaurant	Phone 0709816789 Email

#	NAME	SEX	TYPE OF BUSINESS	CONTACT
13	Nannono Mariam	F	Crafting	Phone: 0750127258
				Email:
14	Nakato Hadijah	F	Teacher, Bakery	Phone:0701859361
				Email:
15	Nakiguli Irene	F	No Business	Phone 0752842744
				Email:
16	Kajala Sulaiman	M	Bahusima K Events	Phone 0706735665
				Email
17	Tushemerirwe Shamirah	F	Farmer	Phone 0703566100
				Email
18	Ntege Ahiraf	M	Builder	Phone 0753119042
				Email
19	Lutwama Gyaviira	M	Saloon	Phone:
				Email:
20	Nakaweesa Passy	F	Poultry farming and a market vendor/a stall that sells matooke, onions and charcoal	Phone:0703319650
				Email:
21	Zawedde Miriam	F	Volunteer	Phone 0753088095
				Email:
22	Nabunje Tracy Mutaawe	F	Volunteer	Phone: 0781495338
				Email: tracymutaawe1923@gmail.com
23	Otim Richard Tomson	M	Business Consultant	Phone 0759094971/0772492584
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