

Business Development



WELCOME

Micro enterprises are the backbone of our economy, by making micro businesses stronger we will make ourself, our family, community and country stronger.

This is a six month journey, our programs will enable you to build a stronger businesses, so that you can build a better future for yourself, your family, community and country.

A successful, growing and profitable business makes it possible.

By training, coaching you and giving you the opportunity to learn new skills and knowledge, we will empower you to better manage and grow your business many folds so that you can build a better life for yourself, your family and community.

We wish you every success in earning the rewards of your hard and smart work! Insha Allah.

Now let's get started!.

Dear sir/madam,

You have been chosen very carefully for our mini-MBA program, welcome.

We hope you gain a tremendous amount of knowledge, get innovative ideas, meet fellow entrepreneurs, make friends and enjoy the experience of the next six months.

In return, PTP asks you to stay dedicated and focused towards the training as it will benefit you in many ways. Few things that you must put in from your side in this program are:

- 1) Attendance
- 2) Course Participation
- 3) Practical implementation
- 4) Make time to learn and be consulted

- 5) Honest feedback and trust.
- 6) Promise of a better future

With prayers and best wishes

The Peace Through Prosperity Team

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HABITS THAT CAN LEAD TO SUCCESS

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Get a blank Empathy map - only this
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Our 4 Day Plan

Day 1:

- ❖ Introductions to the mini-MBA Program
- ❖ My Business my SWOT

Day 2:

❖ Planning of business activities

Day 3:

❖ Business record

❖ Saving and Investment

Day 4:

❖ Marketing and customer relation

❖ Health and Hygiene

❖ Knowledge of rights for businessmen

❖ Supporting you in your journey

Is this what your business looks like?

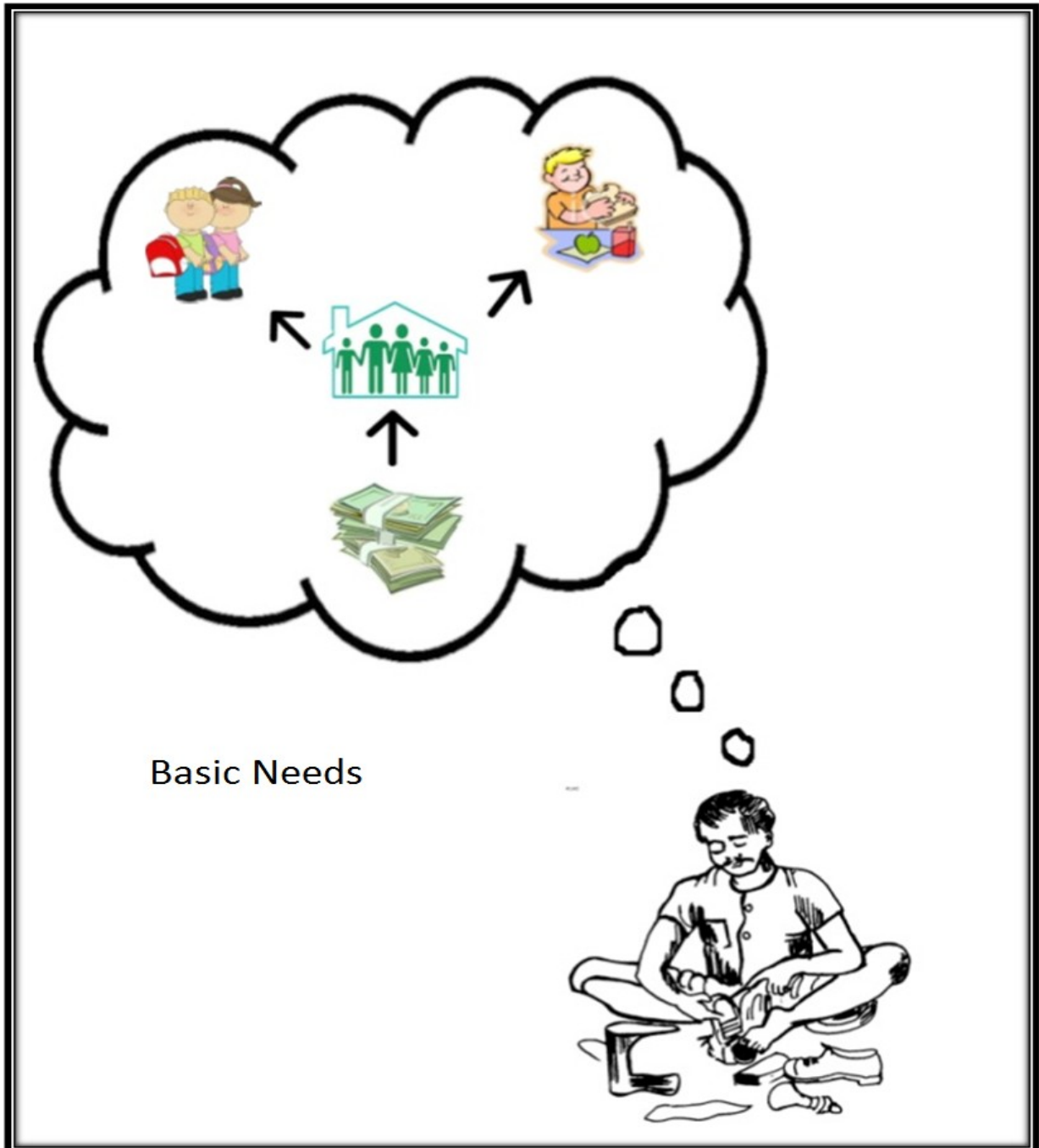


Or this?



Which shops look better in the pictures above?

Why do they look better?



Introduction to the mini-MBA program

By now you must have realized that without proper business tools and techniques, it is



almost impossible to move your business towards growth and profitability. The purpose of this booklet is to let you know

about basic knowledge and tips of growing your business into a profitable and promising one. After reading this booklet you might think that this knowledge is necessary for large enterprises and it is not applicable to our businesses. That is not true, knowledge, skills and tools we are sharing with you is just as important for a business such as yours. By properly practicing what we will share, coach and teach you, you will see immediate improvements in your revenue, profitability and growth.

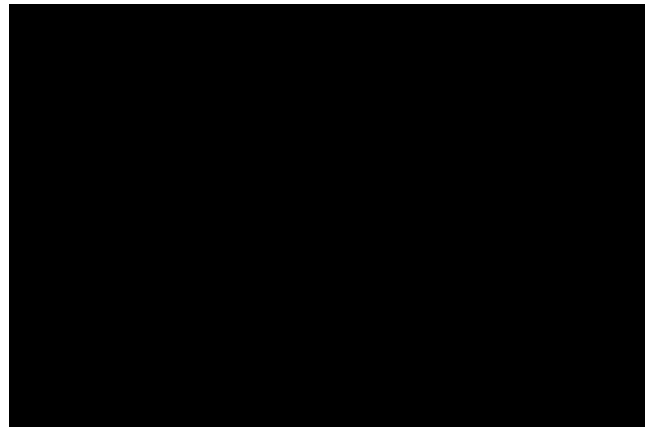
There are six parts to your booklet and please take notes on the booklet itself so that you can refer to it later on.

1. Planning of business activities.

2. Business record
3. Saving and investment
4. Marketing & Customer Relation
5. Health and hygiene
6. Knowledge of rights for businessmen
7. Social Grievance helpline

Challenges for micro entrepreneurs in Sanaa

- ❖ Severe competition
- ❖ Limited resources
- ❖ Limited Skills and knowhow
- ❖ Lack of funding
- ❖ Under-Utilization of Capacity

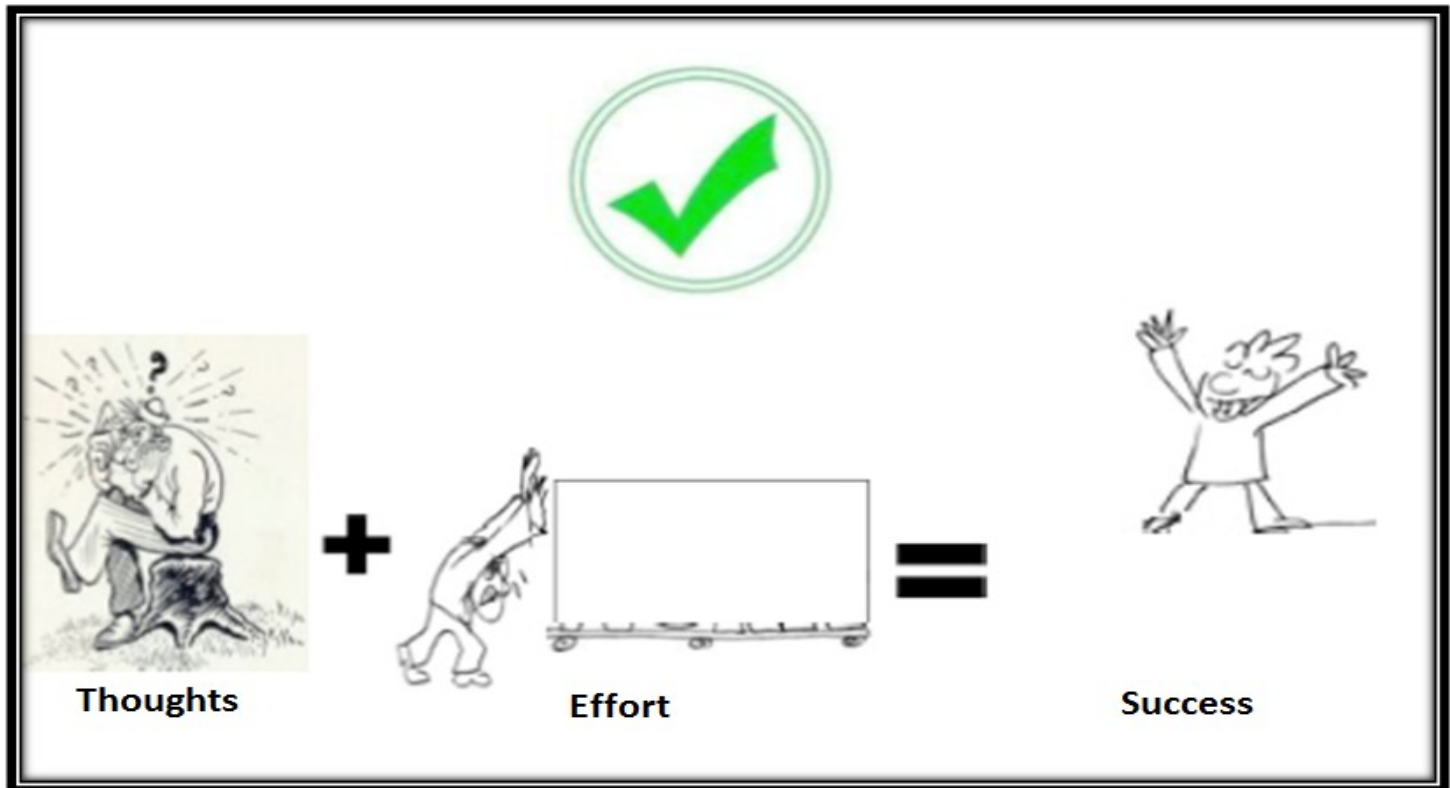
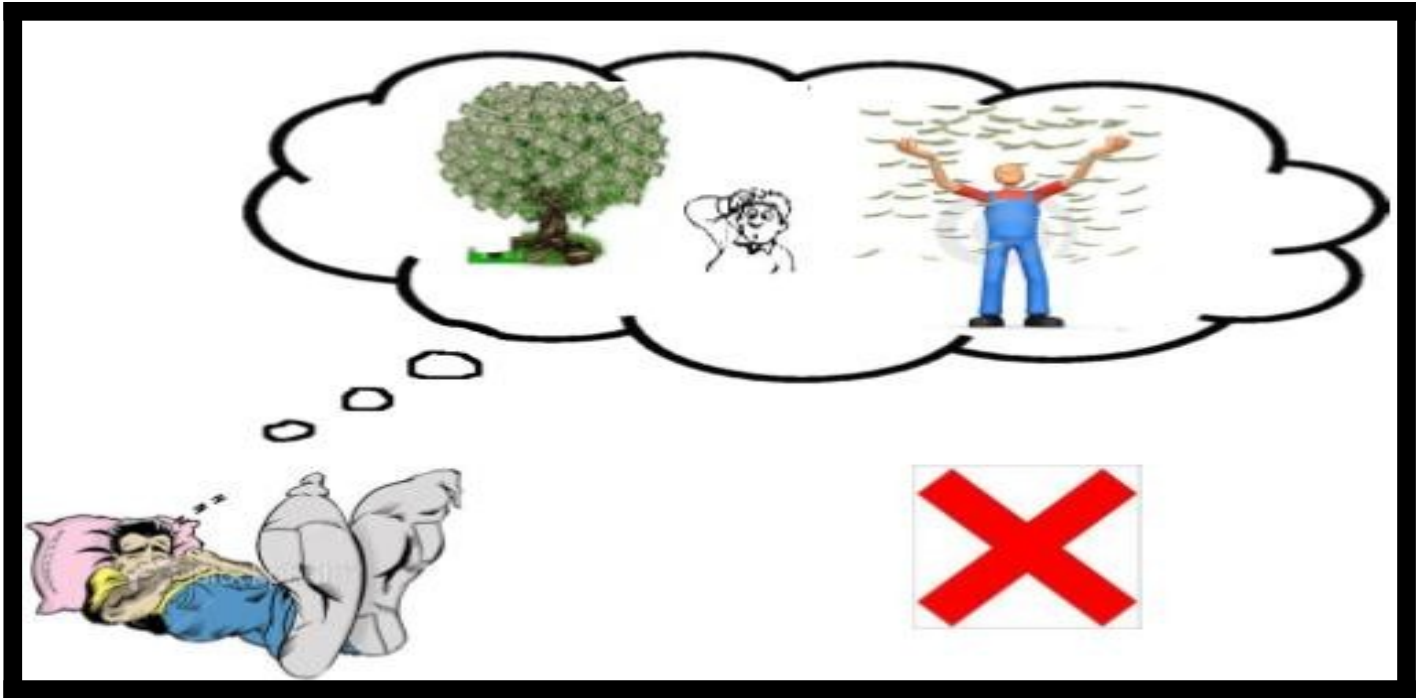


- ❖ Inadequate Marketing
- ❖ Poor inventory management
- ❖ Unpredictable environment
- ❖ Unorganised nature of operations
- ❖ Inadequate regulatory protection
- ❖ Lack of awareness of their civil rights
- ❖ Corruption
- ❖ Abuse of position
and power by those in
a position of authority
- ❖ Conflict
- ❖ Embargoes





**How to come out of
these problems?**



Do you currently do any of the following things?

- ❖ Do you maintain check and balance of your revenue, expenses and profit? How? Do you keep accounts?
- ❖ Take steps to improve your customer relations?
- ❖ Take steps to save a little from your earning?
- ❖ Take steps to curtail unnecessary costs?
- ❖ Do you advertise your business properly?

❖ Do you have a plan for your business?

Why Should you plan a Business?

- ❖ So that you can manage risk and maximise opportunities to grow your customer base, revenues and profits.
- ❖ A business plan is a tool for you to better understand your business.
- ❖ You can use your business plan to monitor progress towards your goals.

Exercise 1: My Business and my SWOT

Let's Create a profile for your Business:

Your Name:

Your Business Type:

Your Business / Brand Name:

Your specialities (list 4 that come to mind):

Your location is (check only one that applies):

- ☐ on the main road
- ☐ on a side street
- ☐ I am mobile (Phairee)

Your short term business goals for the next 3 to 6 months are:

for example: refurbish my thaila, find a more reliable supplier

Your long term life goals for the next 2 to 5 years are:

for example: Have my own shop, Buy land and build my own house

Your Strengths are:

for example: Hygienic stuff, good location

Your Weaknesses are:

for example: Bad Customer relation,
impatience

The opportunities you see:

for example: emerging markets, Government
scheme

The threats that concern you:

for example: losing my location, extortion,
increasing competition, lack of civic services

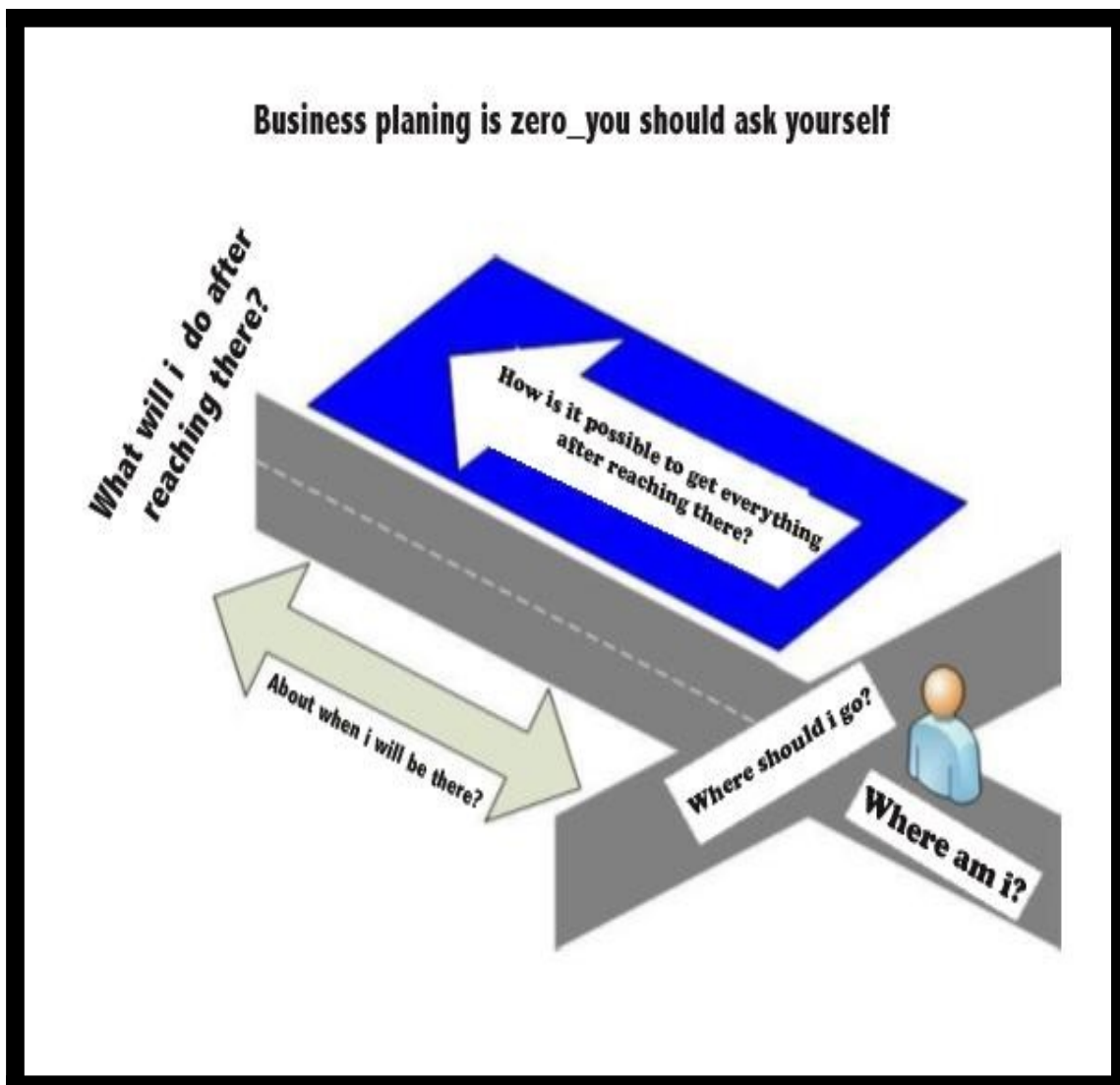
My Business SWOT Profile

Your business SWOT profile gives you or
anyone who reads it an overview of your
business.

- It makes it easier to plan for the short
term

- It makes it easier to identify and address your weaknesses
- It makes it easier to identify threats and take the right action to minimise harm from them
- It makes it easier to identify the opportunities you may not be maximising to your benefit
- It makes it easier to understand what you want out of your business for yourself and your family
- It makes it easier to raise funds should you ever need to obtain growth financing

DAY 2



My business records

To plan anything you need information, to plan for your business for it to be a success you need business information!

This means:

1. Keeping and maintaining business records.
 - a. Recording your business's running costs:
 - i. rent,
 - ii. transport,
 - iii. utility bills
 - iv. maintenance.
 - v. Your salary/wages
2. Keeping and maintaining financial records.
 - a. Recording your daily purchases
 - b. Recording your daily sales
 - c. Recording all your expenses

This may sound complicated but it is not,
good business sense is to keep things simple!



Business Record

Business record

Record keeping helps you get answers to the following questions:

- ❖ Which of my product or services is the most profitable? you can use this information to buy more of what is more profitable than others!
- ❖ On which product or service items am I losing the most money? you can use this information to reduce your cost exposure!
- ❖ Which days of the week am I the least busy? you can use the slow days to source

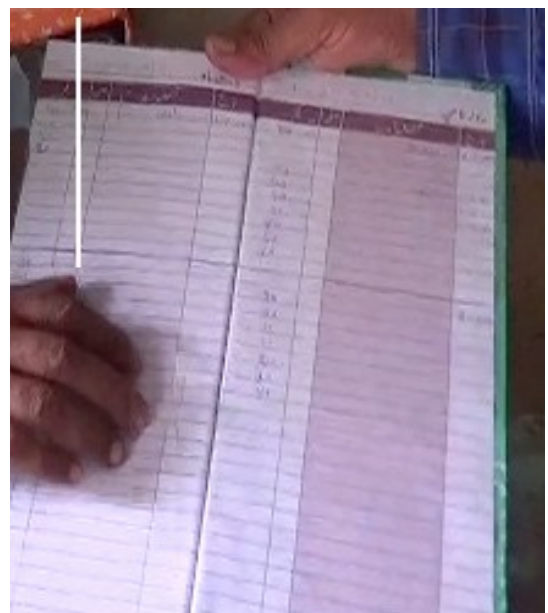
better supply lines? or negotiate a better rate with your existing supplier!

- ❖ Which days of the week am I busiest?
- ❖ What is my revenue, cost and profit?
- ❖ Is business growing?
- ❖ Is it profitable?

Daily cash record:

Date	Description	Income	Expense
	Balance		
	Total cash		

**Total income-Total
expense=profit**



یادداشت

تاریخ	مبلغ	توضیحات	تاریخ	مبلغ	توضیحات
21360	510	بابت	400	بابت	
18480	460	بابت	380	بابت	
17740	400	بابت	350	بابت	
19890	520	بابت	380	بابت	
23170	940	بابت	430	بابت	
26440	810	بابت	430	بابت	
32530	490	بابت	430	بابت	
18800	480	بابت	450	بابت	

Cash Flow plan

Time period	Jan	Feb	March	April	May	June	Total
Beginning Balance							
Income							
Expenses							

ASSIGNMENT: My Business and my Daily Cash Record

Give each participant a small booklet (4-5 pages of a daily cash book) to record their Daily Cash for the next day - tell them that they have to maintain this for the whole day tomorrow not for a little while and show them images of examples here - close up pics of exiting real cashbooks filled by beneficiaries themselves.

Saving and Investment

To increase your income and to grow your business saving and investment is essential. It is not necessary to have a big amount to invest; you only need to know proper and suitable opportunities. To have knowledge about all of this, you first need to know what savings and investment are.

SAVINGS

Suppose I am earning 100 rupees per day and my expense on my necessities is 90 rupees. I have 10 rs left that I can either save or spend on something that is not necessary. I can put 10 rupees aside in order to keep it safe for future use in case of some emergency or urgent need. In other words starting a habit of saving is healthy.

It is not matter of a day, but with time you can save a handsome amount that can be utilized in some urgent need or it can be re-invested to expand the business.

You can take step towards saving by taking small but important initiatives or by utilizing some ideas like:

- ❖ Reducing amount of tea friends, cigarettes and gutka. These things are also dangerous of health.
- ❖ Sell products cheaper near closing time.
- ❖ Fruit sellers can sale fruits that are de shaped to juice sellers.
- ❖ Vegetable sellers can also talk to some hotels for selling vegetables.

- ❖ Juice sellers can also lower price a bit near closing time.

These few things can add up the income that can go straight to savings.

HOW?

There are quite a few practical ways of saving regularly for example participating in a kameti or saving it in a ghalla where you put some money in it on daily basis, or you can open a bank account easily and put any extra money in it. Buying bonds is also a way of keeping your money safe.

Tick mark the way you use for saving, if you do.

- ☐ Kameti
- ☐ Ghalla
- ☐ Bank account

☐ Bonds

WHY?

Why should I save? why i should not enjoy that extra amount on any luxury like cigarettes, or gutka, or a cold drink? why should i be liable in case of participating in a kameti on monthly basis?

Saving can benefit you in the hour of need like any medical emergency or any other issue. instead of taking loan from someone, you need not rely anyone else but yourself to take care of your financial needs.

Or saving can also benefit you in form of investment. Let's see what investment is?

INVESTMENT

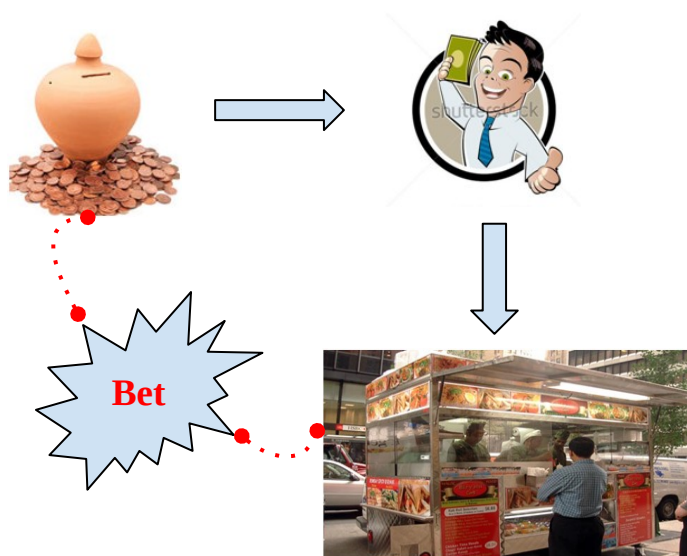
Let's say you participate in a kameti of 2000 per month, and have saved PKR24,000 in 12 months. You can now re-invest it in your existing business, you can add other products on your thela, or improve your thela's appearance, or print some flyers for advertising home delivery service.

This will expand and grow your business. Over time you may choose to either add another thaila and employ someone you know to run it - you can have two thellas from saving done from your one thela.

By now we have learnt following things:

- ❖ Saving and investment are two different things.

- ❖ Saving means the amount that you put aside somewhere in order to keep it safe while investment actually gives you a chance to increase or grow your saving, if you invest it at appropriate available opportunity.
- ❖ To enjoy business growth and stability, saving is vital.
- ❖ Saving leads to financial independence.





❖ Investment of
your savings takes
your business

towards great growth.

❖ Investment can be in a new idea, a
new start.

EXERCISE:

Design a 10 minute exercise to help delegates figure out 1) how much they can save per month 2) how can they invest it in 3-4 different ways

DAY 2 - Guest Speaker - Banker to talk about financial inclusion

DAY 3

HABITS THAT CAN LEAD TO SUCCESS

1. Have a positive attitude and build relationships with your customers

2. Set Goals for yourself

Set yourself monthly, weekly or daily goals - write them down and celebrate their achievement.

3. Be Proud of yourself and your business

You are a micro entrepreneur running a business - take pride in being a business owner

4. Asking Questions

Ask questions to gain clarity about the direction you are heading. The fact is that many people don't ask any questions as they

habitually guess their way by creating answers for themselves.

*Judge a man by his
questions rather than his
answers.*

5. Take care of Your Appearance and health

Dress in clean clothes, keep a clean appearance, avoid bad habits like tobacco or paan. Exercise three to four times per week.

6. Do not indulge in waste

Do not waste your time or your produce, do not waste your customer's time either.

Good habits are as addictive as bad habits. Once you've adopted a good habit, keep gaining new ones. An average person

develops 6-10 new habits per year, which also means that they are dropping 6-10 old habits.

Know your Customer

Do you:

- ❖ know your customers?
- ❖ Identify products and services that the customer needs?
- ❖ Provide products and services that meet the customer needs?
- ❖ Provide your customers with complimentary products and services?
- ❖ Provide your customers with substitute products and services?

- ❖ Provide information about your products and services - menu or a price list?
- ❖ Build strong and lasting customer relationships?
- ❖ Do you analyse your competition and how they work with their Customers?

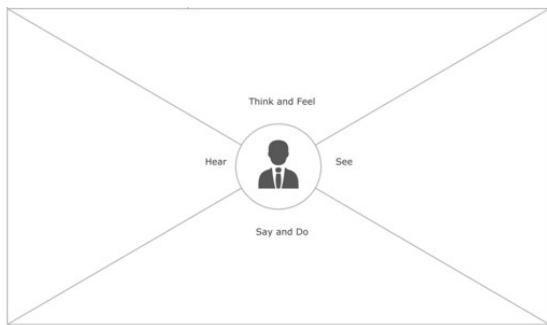
Identify your customers

- ❖ Identify target customers:

- o Mostly men or women?
- o Young or old?
- o Do they shop during the day or in the evening?
- ❖ Their buying power
 - o Do men negotiate harder than women?
- ❖ Relationships
 - o Is it easier to make a man a regular customer or a woman a regular customer?
- ❖ Footfall / Traffic
 - o Are you sure your location is best placed to attract your customer type?

EXERCISE : Lets find out how well you know your customer

Get a blank Empathy map - only this section:



And again break the room into groups of 4-5 and ask them to an empathy map for their customers - what they see/hear/think/feel that their customers see/hear/think/feel about them.

give them 10-15 minutes to come up with suggestions - ask PTP team members to facilitate and write for them - then put the post it notes on the Empathy chart and then add the Customer Pains that the team has identified from real customer empathy maps.

and Discuss the customer's pains with the group.

Whole exercise should be 30 mins in total.

Know your Market

To increase your sales and profit, you must understand:

- ❖ Your market and how many people pass by your thaila or stand?
- ❖ How much competition is around you?
- ❖ How you can distinguish your business from the competition?

Practical ways to improve your position in the market

- ❖ Take every opportunity to get your customer's feedback - by talking to them

- ❖ Take your customer's criticism positively - do not argue, inform the customer you will do your best to address their concern
- ❖ Judge your competitor in ways like
 - o Product's quality and design
 - o Pricing
 - o Feedback of customer about your competition
 - o Reason of your competition's success
- ❖ Get knowledge from other sellers - by talking to them, by observing them
- ❖ To satisfy your customer and to increase your customer base you must:
 - o Identify target customers
 - o Your customer's demands?

- o Your customer's pains?

Then find ways to:

- o Attract new customers - directly from the market and indirectly through referrals
- o Address customer pains
- o Maintain good customer relations
- o Keep acting upon customer feedback

Judge your competitor in following ways:

- ❖ Their efforts, product, product design and quality
- ❖ Their pricing strategy
- ❖ How they attract existing and new customers?
- ❖ What customers say about them?
- ❖ Why people like to buy from them?

Practical tips

- ❖ Display a price list
- ❖ Ask your regular customers to refer their friends and family to your thaila
- ❖ compare your rates with purchasing power of customers.

EXERCISE -

Take Empathy maps home, think how you would address your customer's pain points, come back with 2 things you will change about your business and customer engagement from this week?

Marketing Your Business and Services



What is marketing?

Every business big or small needs marketing. Marketing is how you let others know of your products and services, it is the means through

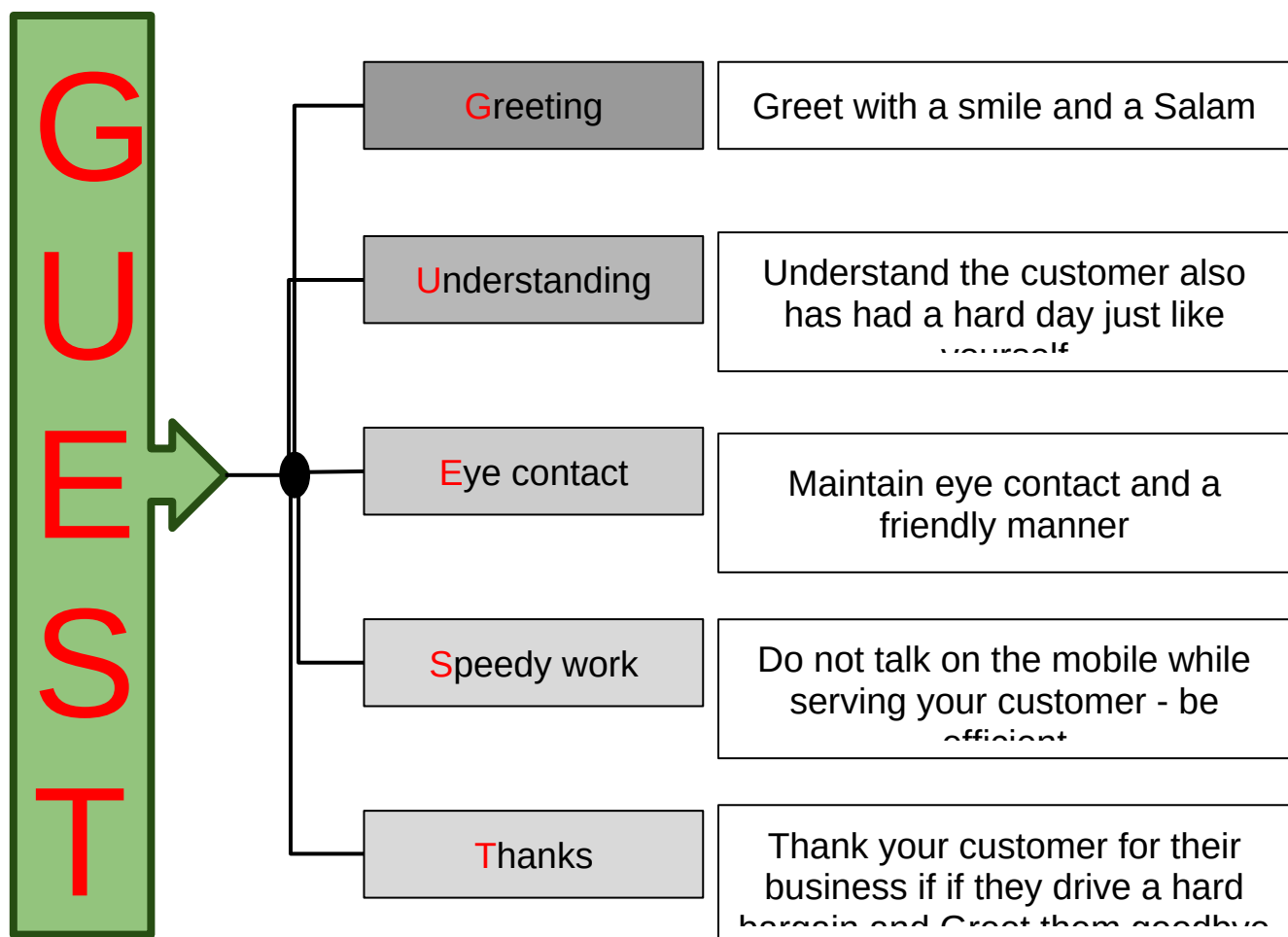
which you can gain new customers and access new markets.

Practical marketing tips:

- ❖ flyers about your pick and drop service
- ❖ banner or panalex with your name and number on it
- ❖ daily pricing list for visibility for your customers
- ❖ making sure your customers know what you are doing to keep your products/services hygienic and you place of business clean
- ❖ sales pitch to develop new business through networking

- ❖ providing complimentary products and letting your customers know about them

Building Great Customer Relationships



Observational Exercise :

3 minute role play between 2 PTP members of a nice thaila wala and customer interaction as under the guest principles.

ASK them to practise the GUEST principle the next day and then ask them for their feedback on customer reaction and behaviour the following day in class.

Innovation

Innovation is new idea, product or service. We all must innovate to stay ahead of the competition and to overcome to challenges.

Examples:

- ❖ I am a fruit seller and I am going to start selling fruits that lose their shape,

form or visual appeal to the juice wala near me at a discounted rate.

- ❖ I am a mochee, and I am going to start selling socks also.
- ❖ I am a fruit seller and I am going to get a juice maker and sell fresh juice as well on certain evenings in the summer months.
- ❖ I am vegetable seller, i will start selling peeled vegetables too like peas and garlic.
- ❖ I am a vegetable seller, i will start a service named as Sabzi-VAN which will be a cycle thaila providing vegetables at home through telephone orders.

EXERCISE: (time 15-20 minutes)

Let's Innovate and come up with new ideas!

break the cohort into groups of 4-5 and get them to put their ideas on post it notes and then stick them up on a innovation chart in the front of the room - this innovation chart must then go in our offices and be reported to KYI and then be used in coaching and consulting practices.

DAY 3 - Guest Speaker-Businessman

DAY 4

Health and Hygiene - why is it so important

Health and hygiene are two relate things that can benefit your business in form of increased amount of customers. Just as a well presented dish is valuable more or a clean dress is more presentable than a dirty one, likewise a clean thela is more appealing than a dirty looking thela plus it not only increases attraction to it but also its good for health of yours as well as of customer and society in a wider perspective. You can do following things to maintain hygiene on your thela.

- ❖ Keep your food items clean and free from insects and dust etc
- ❖ Use clean water

- ❖ Barbers must use clean towels, blade and kanghi etc
- ❖ Wearing an Apron is a good habit.
- ❖ Dont throw rubbish next to your place of work - tell others, use the dustbin provided.
- ❖ Tell your customers to use the dust bin provided
- ❖ Look clean and fresh - be concerned about health and hygiene of others, Don't eat gutka, brush your teeth, keep tidy hair
- ❖ Shave or if you have a beard keep it tidy

Knowledge of rights for micro-entrepreneurs

Every businessman possesses same rights whether big or small. Micro businessmen like you, even without fighting for their rights give up, which have some reasons though. To give up you're your rights is not a wise thing to do. Sometimes even micro businessmen don't know about their rights. To enjoy your rights, it is necessary to have some knowledge about them.



You are a micro-entrepreneur - you and the micro-entrepreneur community make up the bulk of the Economy of Pakistan. You have rights under law both as a small business owner and as a citizen of Pakistan.

Under our program we will introduce you to some of your rights and via the Social Grievance Helpline we will be available to answer your questions on your rights and help you better understand them and gain protection using your constitutional rights.

Furthermore where you believe you are being denied your rights as a small business owner and a citizen of Pakistan we will help you get those rights through the Judicial system. We will prove to you that the government and its institutions are there to protect you and work

for you and your future, because you are the future of the country.

Basic/fundamental rights that you have are:

Freedom of trade, business or profession

Subject to such qualifications, if any, as may be prescribed by law, every citizen shall have the right to enter upon any lawful profession or occupation, and to conduct any lawful trade or business

Slavery, forced labour, etc. prohibited

Slavery is non-existent and forbidden and no law shall permit or facilitate its introduction into Pakistan in any form. All forms of forced

labour and traffic in human beings are prohibited. No child below the age of fourteen years shall be engaged in any factory or mine or any other hazardous employment.

Security of person

No person shall be deprived of life or liberty save in accordance with law

Freedom of association

Every citizen shall have the right to form associations or unions, subject to any reasonable restrictions imposed by law in the interest of sovereignty or integrity of Pakistan, public order or morality

Freedom of speech

Every citizen shall have the right to freedom of speech and expression, and there shall be freedom of the press, subject to any reasonable restrictions imposed by law in the interest of the glory of Islam or the integrity, security or defence of Pakistan or any part thereof, friendly relations with foreign States, public order, decency or morality, or in relation to contempt of court

Equality of citizens

All citizens are equal before law and are entitled to equal protection of law

DAY 4 - GUEST SPEAKER - Lawyer

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DAY 5

Coaching and Consulting - Supporting you in your journey

Consulting is the practice of coaching micro-entrepreneurs improve their performance by providing them expert advice, resolving and providing solutions to their problems. We at PTP greatly focus towards this area of monitoring. Application of theoretical knowledge practically can raise few questions in their minds. For this reason one to one consulting is so very important.

We provide sixteen week (one hour weekly with each beneficiary) one to one consulting that starts directly after training session (Mini-MBA)

We will

- ❖ Spend between 1 and 1.5 hours with each beneficiary per week for a period of up to 16 weeks.
- ❖ Review your cashbook during each visit and help you if you are facing any difficulty in filling it out.
- ❖ Update you on the progress from the previous visit so that you can have an idea of your progress.
- ❖ Review your marketing practices during each visit and discuss them with you.
- ❖ Observe and review your behaviour with the customers and keep motivating

you towards behaving mannerly with customers.

- ❖ Review the hygiene and cleanliness of their place of business during each visit
- ❖ In short, we will be there around you sixteen weeks after training with a cause of developing complete understanding and proper application of all the knowledge you got during training. To help you and guide you in progressing towards success.



Social Grievance Helpline

Social Grievance Helpline

Peace through prosperity is taking another step towards helping you beyond the mini-MBA and our coaching programs.

Call on: <<**ADD UANNUMBER HERE**>>

The Social grievance helpline will provide a service for you to call and share your problems with our team. Our staff will work towards finding solutions to your problems, if we can not we will reach out to others who can.

Types of problems that you face and we want to help you with:

- ❖ ~~KMC (karachi municipal committee)~~
- ❖ ~~Harassment by police, criminals or political parties~~
- ❖ ~~Financial issues~~
- ❖ ~~Extortion/Bhatakhoaree~~
- ❖ ~~Health and hygiene issues~~
- ❖ ~~Educational challenges and other social issues that prevent you from building a stronger and better future for you, your family and community.~~

~~PTP is taking an initiative to address these problems, providing a safe and healthy atmosphere for you to conduct your business so that you can build a better future for yourself, your family and your community.~~

~~Tell others about the Social Grievance helpline also, the more people who call the more we can address the issues you face, we will pressure politicians, civil servants and others to make sure your problems are addressed.~~

DAY 5 - GUEST for handing out Completion certificates

Graduation Ceremony

**The beautiful thing about learning is
that, no one can ever take it away
from you**

**You have brains in your head
You have feet in your shoes
You can steer yourself any direction
you choose.**

**Now that you have gone through all the
course of Mini-MBA, have faith in yourselves
and confidently apply this knowledge
practically to improve your businesses and
live a better life. We are here to support you
in your journey!**

