

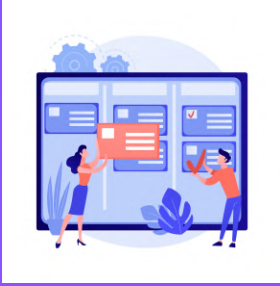
Method 2

Assessment of your field and type



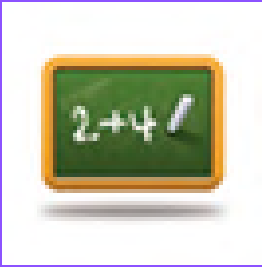
Entrepreneurial coaching - creating/testing idea

 Complexity	 Target group	 Pax number	 Activity duration
Medium	Young people	Individually or in groups	30 min



Description

If you choose a business based on your work experience, technical skills, knowledge of business practices, hobbies, social ties and family background, etc., there is a greater chance that you will succeed.



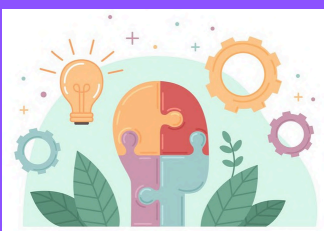
Objectives

Direct you into the business field and type for which you are best suited.



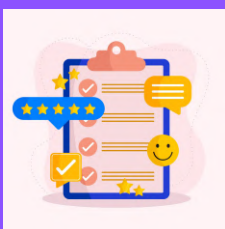
Needed materials

- Device(-s) connected to the internet.
- A4 papers
- Markers / pencils / pens



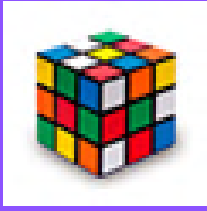
Competences

- Vision
- Planning and management



Informally, the group shares their ideas to establish general conclusions.

Debriefing



Varieties for the method

This method is flexible, can be used also as peer to peer coaching (between youth with fewer opportunities themselves during capacity training).



Tips for facilitator

It is highly recommended for the facilitator(-s) to go through the whole process first in advance in order to find out what to expect out of it.....and to present some **examples** :

-Hasan has been working for a courier company for many years. He learned how to manage the courier business and how to develop the required networks. He is considering opening up his own courier service to operate in his country and the East African region.

-Maria has grown up in a farmer's family. Her parents grow seasonal vegetables to sell to the local retailers. Maria has graduated from the Agricultural College. She knows various planting techniques and is enthusiastic about promoting the planting, sales and consumption of organic foods in her community. Maria decides to grow organic vegetables on her parents' farm and to sell the products through their retail network.

-Kim loves fashion. While she was a student in the capital city, Kim went shopping and discovered a source of inexpensive imported clothes and accessories. She has now returned to her hometown. She decides to buy fashion items from that source and resell to fashion shops in her area.

-Githuku worked for a construction materials company for several years. He is very familiar with all the brands and knows the quality of various construction materials. When repairing his house last year, he realized that there was no shop in the area selling the supplies he needed. He decides to open a shop near his home, selling all types of basic construction materials, such as cement, bricks, tiles, sand, paint, etc. He enjoys meeting people and advising them about the different types of construction materials.

Below is a summary of how the people in the examples above have chosen their field and type of business:

(Horizontal - Type of business , Vertical - Field of business)

Agriculture	MARIA' s vegetable farm			
Construction				GITHUKU' s construction materials shop
Transportation		HASAN' s courier service		
Garment			KIM' s wholesale clothes shop	
.... (many more)				
	Manufacturing	Service provision	Wholesale g	Retail g

Some definitions :

Field of business

A field of business refers to an industrial category, such as farming, fishing, food processing, garments, construction, furniture, beauty salon, stationery, etc. Your talent, family background, experience, hobbies or interests often inspire you to develop a certain field of business. Your decision to pursue a particular field of business should also match your knowledge, skills and situation.

Type of business

A type of business identifies how you take part in the business field that you choose. Your personal characteristics and your available networks often guide you into a suitable type of business.

There are **four main types of businesses**:

•• Manufacturing

Manufacturers are businesses that use raw materials, such as leather, waste material, wood, cloth or metal and make new or different products out of those materials. Some examples of manufacturing businesses are shoemakers, dressmakers, furniture makers, paper producers and farm equipment manufacturers. If you know how to produce a good and to make something that is in demand and valuable to customers, you may want to go into manufacturing.

•• Service Provision

Service providers are people whose businesses sell a particular service, such as transportation, tours,

hairdressing, banking, deliveries, construction, repairs, cleaning, painting, nursing, etc. If you enjoy working with people and satisfying their specific needs, providing services may be your forte.

•• Wholesaling

Wholesalers are businesses that buy large quantities of certain goods from manufacturers and resell those goods to retail outlets, who then resell them to individual consumers. If you are familiar with companies that make and sell their goods in bulk and you are good at establishing relationships with retailers, you may want to be a wholesaler.

•• Retailing

Retailers purchase ready-made goods from wholesalers or suppliers for resale at a profit. Some examples of retail businesses are grocery stores, appliance stores, clothing stores, stationery shops, computer and mobile phone shops, etc.

If you like meeting different people and you have access to a good location to open a shop,



Extra info

Better off-line if possible in order to smooth the discussion among participants, but it can be in hybrid format (online + offline).



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