

Orientation

Business Management and Digital Literacy for Women Micro-Entrepreneurs

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Module Overview

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Objectives

1. Learn about the lessons covered in this training.
2. Understand the current state of your business.
3. Develop a vision for your business.
4. Identify the knowledge and skills you need to grow your business.

In this module, you can…

- get to know the training characters and your training group
- analyze the status of your business
- brainstorm areas for improvement

PART 1:
INTRODUCTION TO THE TRAINING AND CHARACTERS



Objectives:

1. To learn about the goals of this training.
2. To understand the skills you can gain from this training.
3. To get to know the training's characters and your training group.

Objectives of This Training



To grow your customer base and revenue by improving your business management skills.

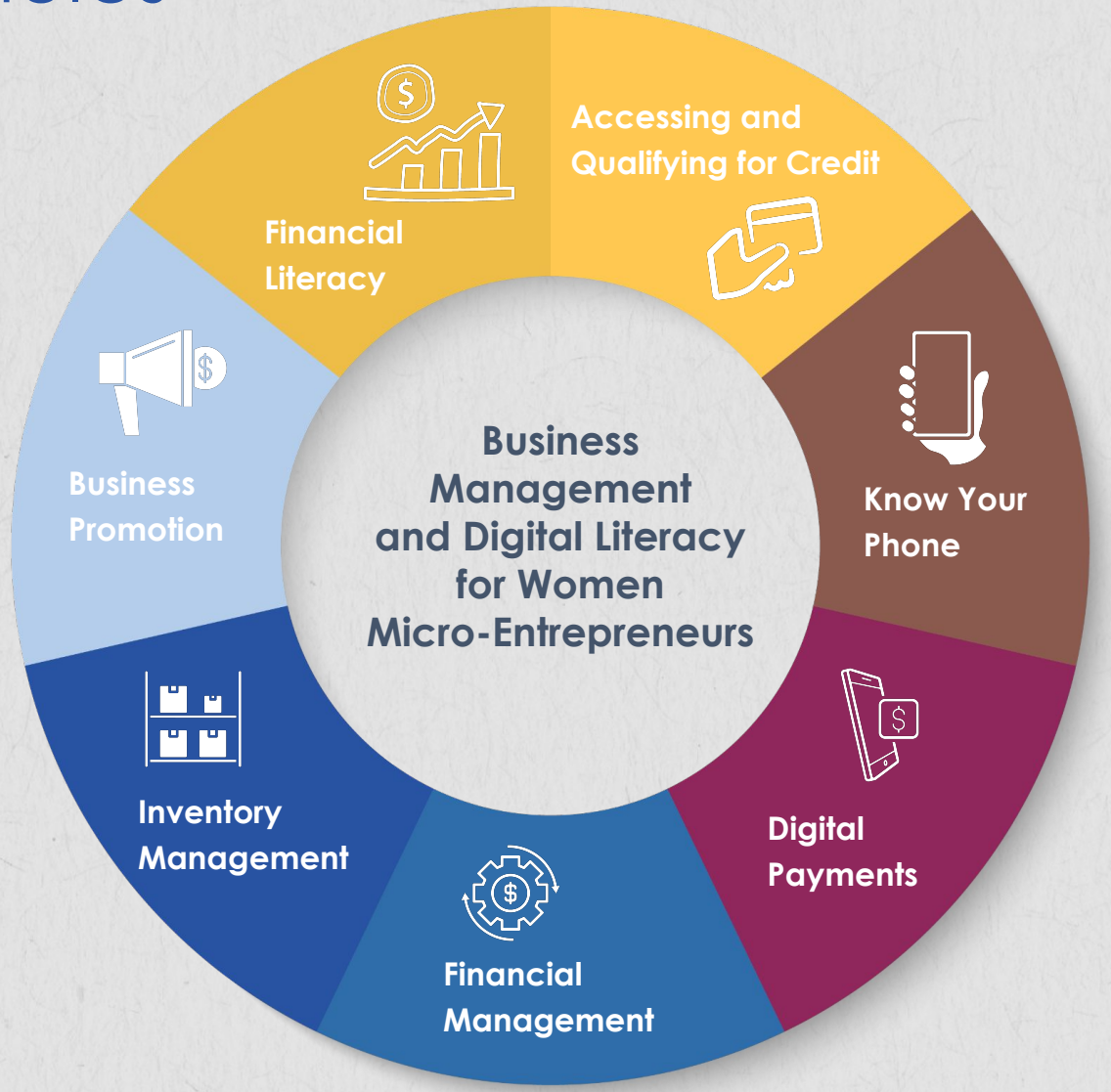


To build your entrepreneurial drive, capacities, and skills through trainings on business and digital literacy.



To learn how to use financial services and your phone in your business operations and transactions.

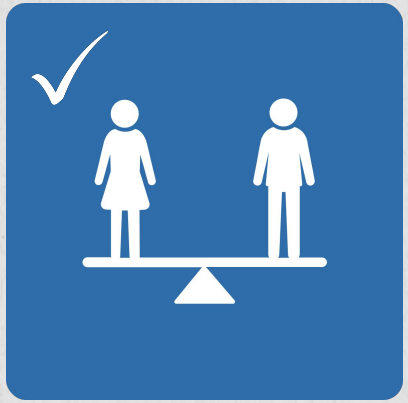
Training Modules



After This Training, You'll Be Able to:



Use bookkeeping and financial management to track and document your business performance.



Establish your role in the management of your business.

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Increase your awareness and adoption of digital tools and payments.



Increase your access to financial services, such as credit and insurance.

Let's Get to Know Each Other!



How many people live in your household?

Are you married? Do you have any children?

What kind of shop do you run?

How many products do you sell a day?

What are your most popular goods?

Is your business registered with the government? Do you have a trade license? (optional)

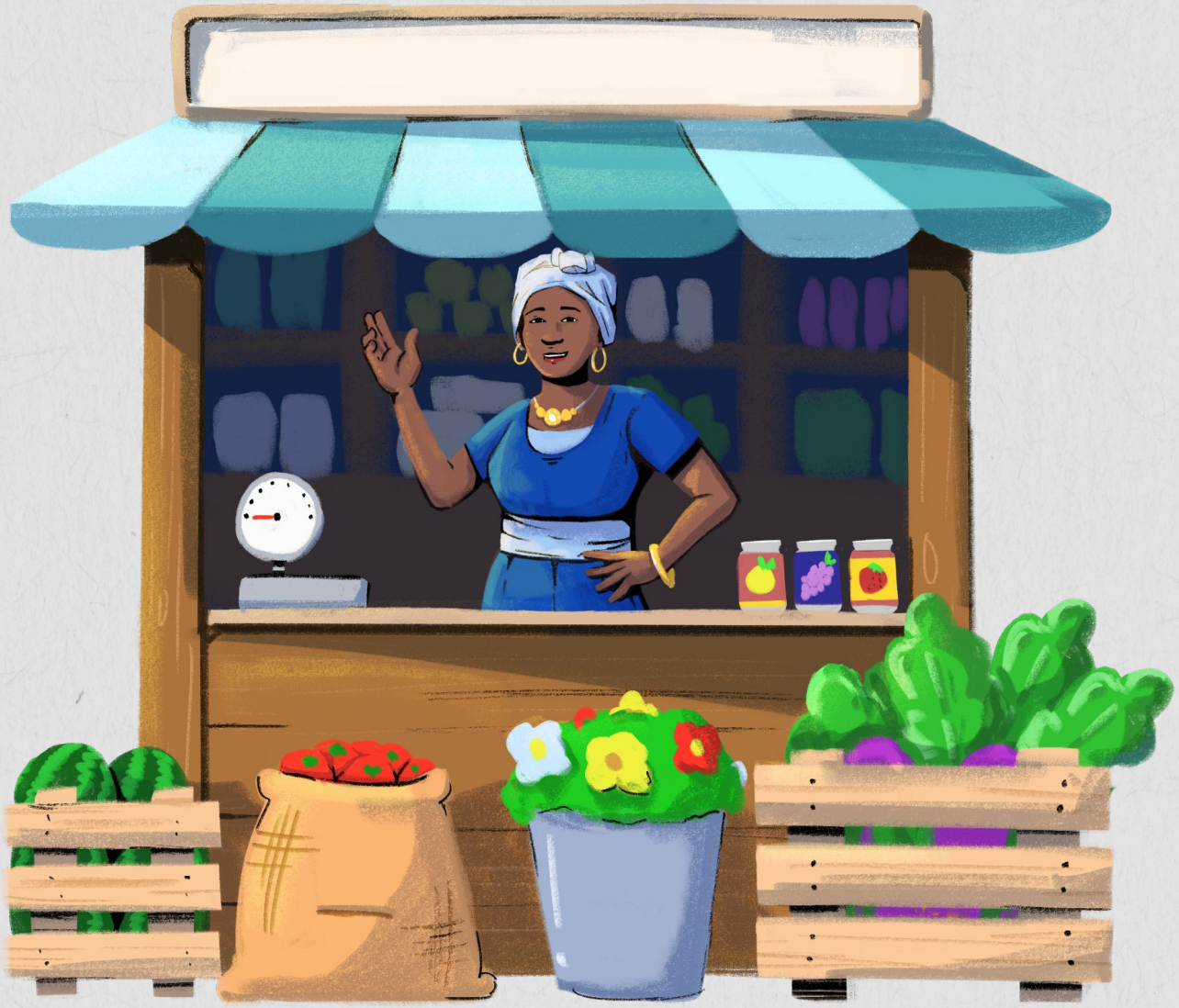






SCENE 1

Let’s meet Imani and follow her on her journey as she applies the skills she learned in this training to improve and grow her business.



SCENE 2



SCENE 3



Five years ago, my husband fell ill. I suddenly had the responsibility of looking after my three children and elderly in-laws. I had to juggle my household duties with running my store. Every day was a struggle.

SCENE 4



When I took over, the shop was losing money. Sales were limited, and each day, fewer customers came to my store. I did not know how to keep track of my goods or how to manage my bills. I didn't know what to do to grow my business.

SCENE 5

Then I decided to take this training. It gave me information on ways to manage my business finances and operations, and helped me develop new skills that I now apply to run and grow my business.



SCENE 6

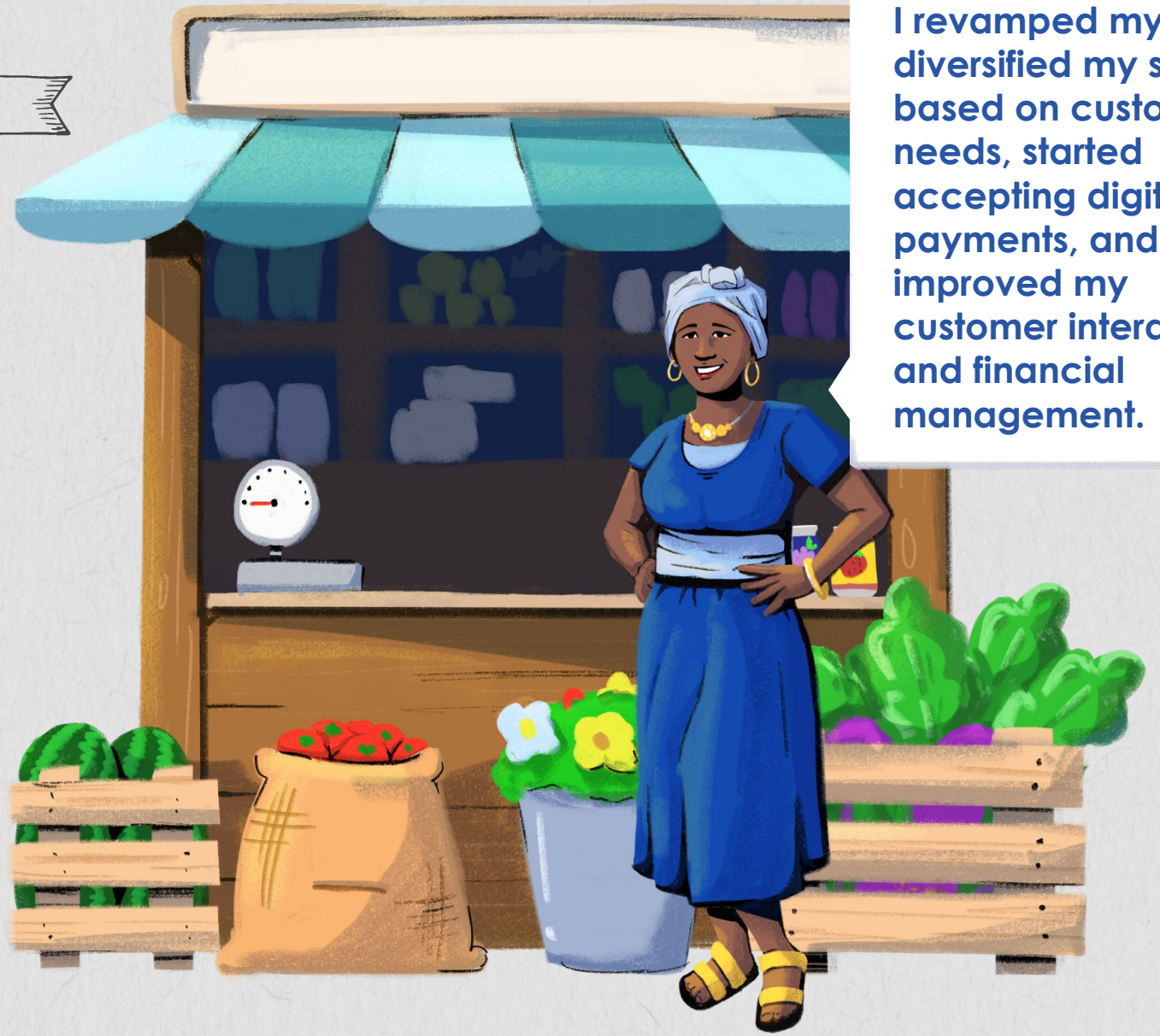


I attended business trainings with other businesswomen in my community. Even after the training, we continue to help each other.

SCENE 7

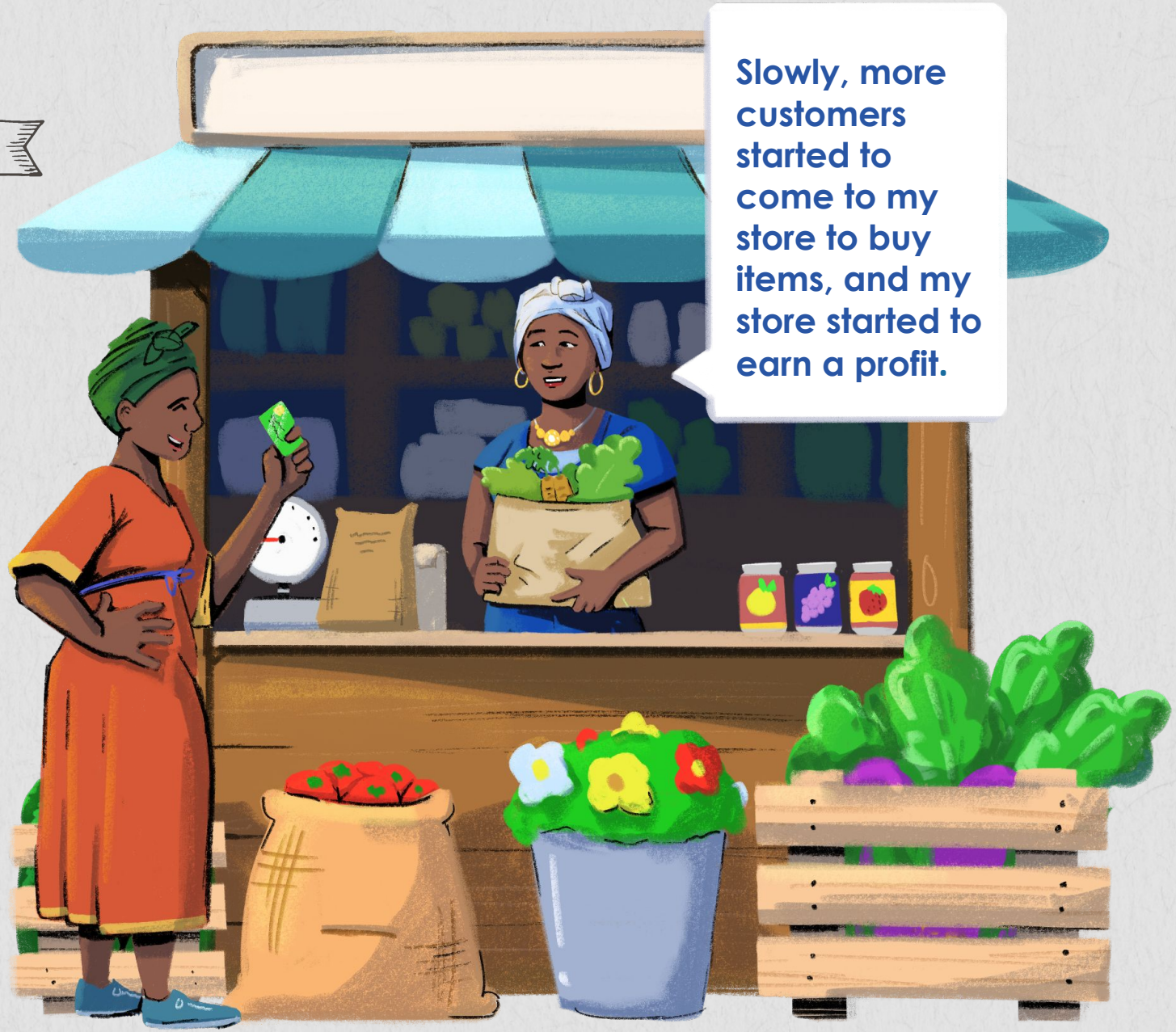


SCENE 8



I revamped my store, diversified my stock based on customer needs, started accepting digital payments, and improved my customer interactions and financial management.

SCENE 9


Slowly, more customers started to come to my store to buy items, and my store started to earn a profit.

SCENE 10

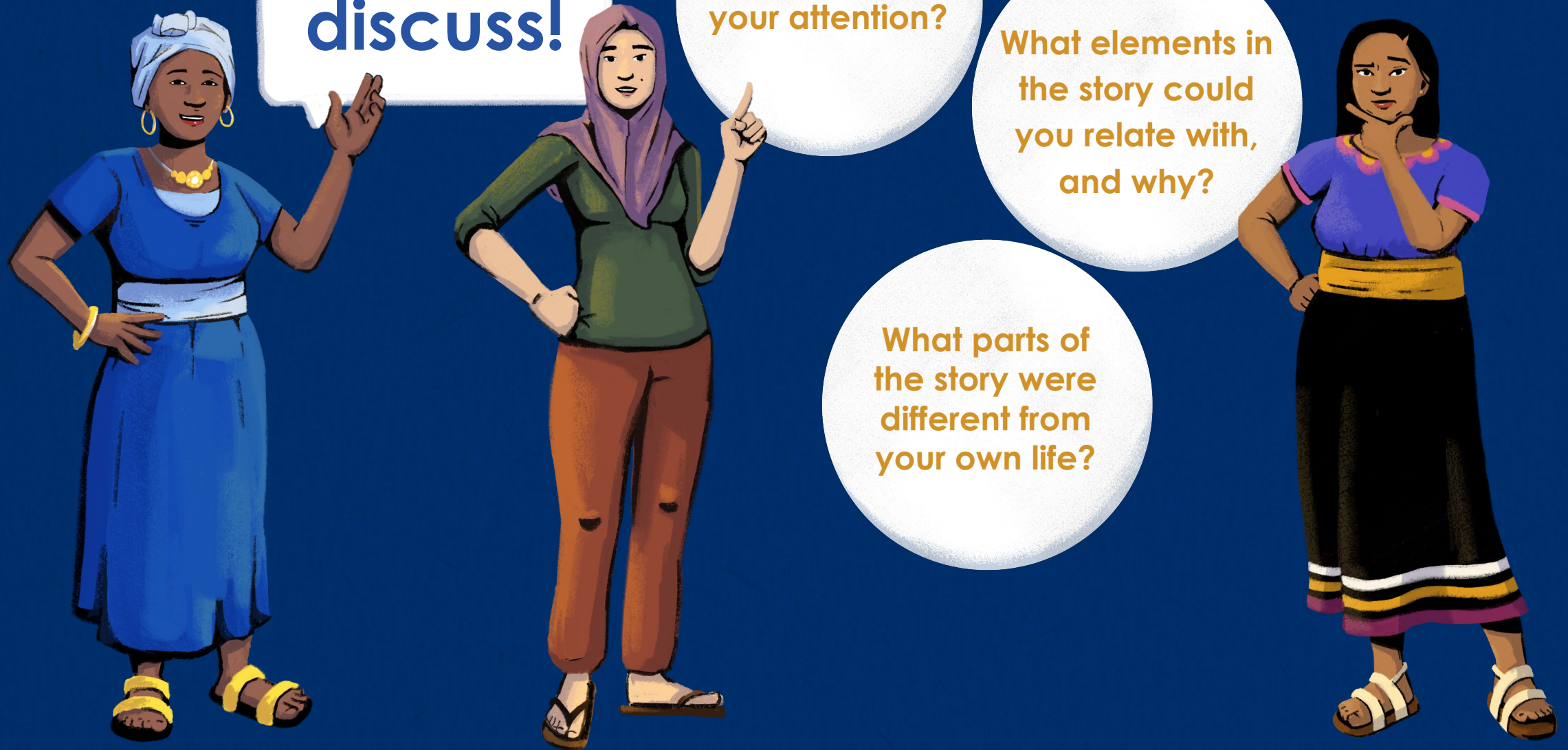

Now, my family and I share the workload in the house and in the store.

SCENE 11

This was my journey. This training has helped me run and grow my store. If I can do it, so can you!



Let's discuss!



What caught your attention?

What elements in the story could you relate with, and why?

What parts of the story were different from your own life?

PART 2:
CREATING A VISION



Objectives:

1. To learn how to create a vision for your business.
2. To understand how to define your role in your business.

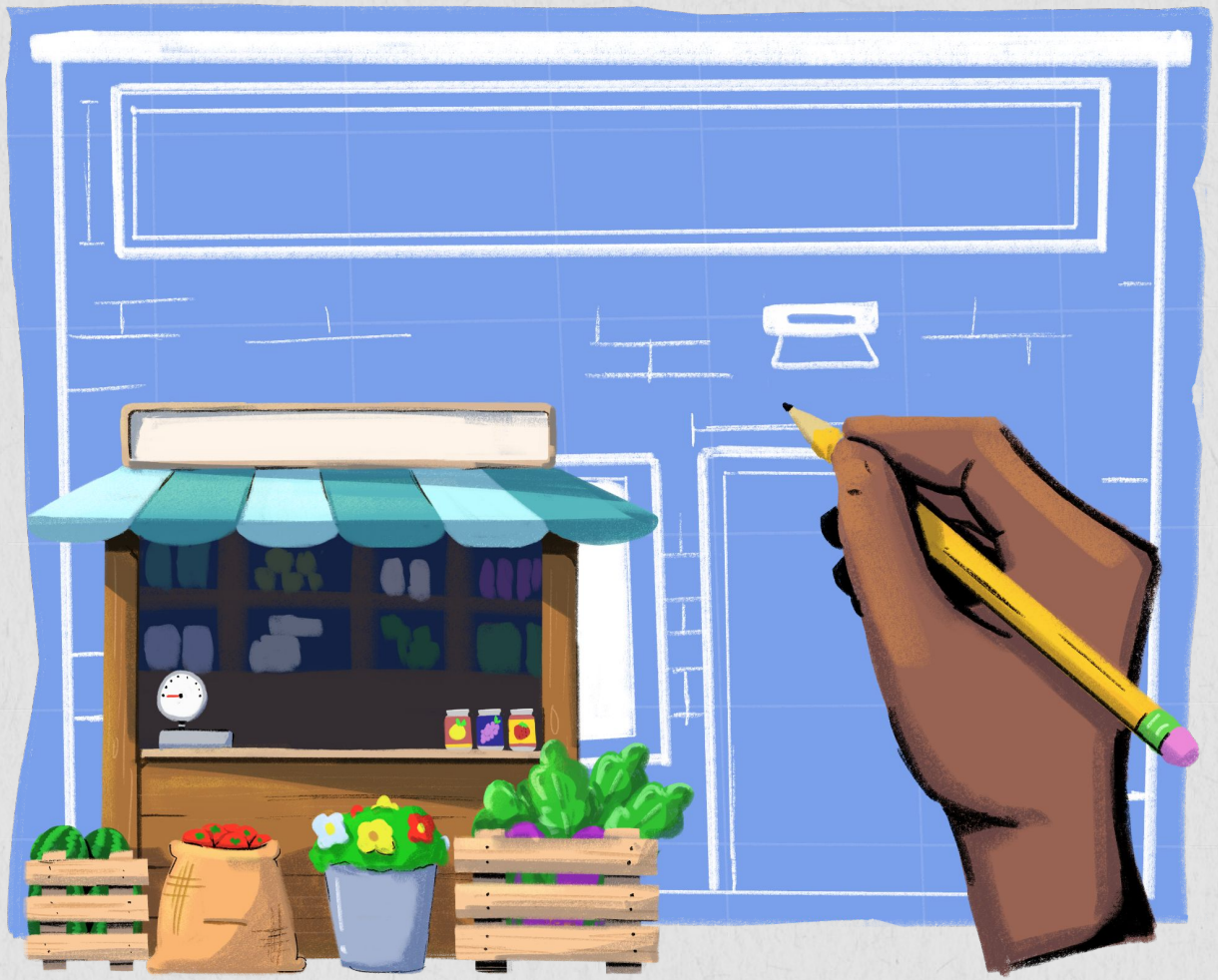
What does your store look like now?



- How many customers come to your store each day?
- Do you sell a variety of products?
- What payment systems do you use?
- Have you ever used credit? Do you allow customers to pay on credit?
- What bookkeeping methods do you use?
- Is your store registered with the government?

Where do you want your store to be in five years?

How will you run the business?



What is your vision for your store?

What is your vision for your role in running the store?



What Influences Your Role In The Business?

- Are you involved in the decision-making in your business? Would you like to be more involved?
- Do you feel limited as a woman in what you can do for the business? What would need to happen to change those limits?
- Does your gender impact how customers perceive your store? How?



Do you see a gendered division of decision-making in your business and home life?



Let's look at decisions men and women make to see if they are different.

Here are some decisions made by women and men at the household level and in business:

- What food is cooked in the home
- How or if the children should go to school
- Whether to sell or buy land, houses, and property
- What brands are stocked at the shop
- How to decorate or arrange the shop
- Who manages the shop's accounts
- How or when to use the phone
- Who manages the household finances and financial transactions
- Whether to make investments and save

- Does this list reflect your own behaviors in your family and in running the shop?
- How does it feel to look at this list of decisions as a man or woman? Is it fair? Why? Why not?
- Do you wish your role in your family and business was different? Why?
- How can we work to bring about change?



PART 3:
UNDERSTANDING FORMAL VS. INFORMAL BUSINESS



Objectives:

1. To identify the steps needed to create a formal business.
2. To understand what taxes apply to your business.
3. To learn about government support offered to small businesses.

Do You Want To Register Or Get A License For Your Business?

Business can be classified as informal or formal. Let's explore what that means, and which type of business is best for you.

FORMAL BUSINESS	INFORMAL BUSINESS
• Established as a legal entity – separate from your household • Registered and licensed by the government • Eligible to get a business loan for the shop • Establishes a clear separation between you and the business • Eligibility for government programs and support for small businesses, such as grants • Ability to insure your business • Must pay taxes and fees	• Run by you or your family without a separate legal organization • Not registered or licensed by the government • Business loans or credit need to be taken out by you personally • No separation between you and the business • May not be eligible for government programs that offer taxpayer benefits

What Do You Need To Do To Register Or License Your Business?

Business License

Register your shop by submitting an application along with the required fee to the responsible authority. Documents required might include:

- information about yourself, such as ID, passport, proof of address, and tax certificates.
- information about your planned business activities, such as statements of purpose, company name, rental agreements, or ownership certificates.

Be sure to keep track of the requirements to keep your business license active. These requirements may include:

- annual filings.
- paying taxes.

Trade License

Your type of business may require a trade license to ensure that your store abides by all standards, regulations, and ethical and safety norms. Documents required might include:

- information about yourself, such as ID, passport, tax certificate, and residence certificate.
- information about your business, such as a registration certificate, tax receipts, rental agreements, and proof of a business address.

Paying Taxes

Businesses are required to pay and file taxes. This may include paying income taxes on the revenue from your business and collecting sales tax from your customers.

Filing taxes can benefit your business, and paying sales taxes will keep you compliant with government rules.



BENEFITS OF TAX FILINGS:

- ➔ Provides your business with a tax ID
- ➔ Provides proof of income and address
- ➔ Provides a summarized record of finances without much paperwork
- ➔ Qualifies you for tax savings
- ➔ Allows you to set off or carry forward losses
- ➔ Provides documents for loan approval
- ➔ Helps you qualify for credit card processing
- ➔ Helps you avoid penalties

Financial Subsidies Available To Women Business Owners



There are many examples of financial subsidies available to women business owners, such as:

- lower interest rates on loans.
- property tax rebates.

PART 4:
CONDUCTING A GAP ASSESSMENT ON YOUR STORE



Objectives:

1. To understand the necessary skills needed to run a store.
2. To learn how women and men can both develop the skills needed to run a store.

Gap Assessment





By taking this training, you can build your skills to make and participate in decisions for your store.

Both women and men are capable of making decisions for their business. Good decision-making skills are not a biological trait. They can be developed with information and practice.

If you want to change your role in your business, what needs to happen?

Where are the gaps in your skills?

What Skills Do You Want To Build In This Training?




Let's get started!

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