

## BUSINESS TRAINING MANUAL

## ANNEX



## NRC

NORWEGIAN
REFUGEE COUNCIL


## CONTENTS

ANNEX 1 TEMPLATES / SAMPLES ..... A1
SCOPE AND SEQUENCE OF THE MANUAL ..... A-1-1
BUSINESS GLOSSARY LIST ..... A-1-2
ENERGIZERS ..... A-1-3
SAMPLE OF BUSINESS LOCATION MAPS ..... A-1-4
GEOMETRICAL PATTERN ..... A-1-5
SAMPLE OF BUSINESS PLAN ..... A-1-6
ANNEX 2 SIMULATION MATERIALS ..... A2
MONEY BOXES ..... A-2-1
MARKERS ..... A-2-2
LEARNERS BOARD GAME - A4 SIZE ..... A-2-3
BUYING SHOP CARDS ..... A-2-4
VOCATIONAL SKILLS ..... A-2-5
YEP MONEY ..... A-2-6
LOCAL MARKET EXPERT OFFICE ..... A-2-7
SURPRISE CARDS ..... A-2-8
FACILITATORS RECORD KEEPING TEMPLATE ..... A-2-9
LEARNERS RECORD KEEPING TEMPLATE ..... A-2-10
LEARNERS BOARD GAME - A3 SIZE ..... A-2-11
BUYING SHOP POSTER - A3 SIZE ..... A-2-12
CREDIT SHOP POSTER - A3 SIZE ..... A-2-13
LOCAL MARKET POSTER - A3 SIZE ..... A-2-14
SELLING SHOP POSTER - A3 SIZE ..... A-2-15

## SCOPE AND SEQUENCE OF THE MANUAL

## MODULE 1:

## INTRODUCTION TO BUSINESS: THE QUALITIES OF A SUCCESSFUL BUSINESS OWNER

## OBJECTIVES OF MODULE 1:

At the end of this module the learners will:

1. Understand the different types of businesses and activities that define a business.
2. Demonstrate teamwork skills.
3. Demonstrate negotiation skills.
4. Understand the importance of networking and linkages and how to engage with the community.
5. Understand how community values and attitudes can affect a business.
6. Problem solve on how to deal with the demands and pressures that may be faced when starting a new business.

| TITLE |  | SPECIFIC LEARNING <br> OUTCOMES | ACTIVITIES |
| :--- | :--- | :--- | :--- |
| UNIT ONE: SIMULATION 1 | Facilitator's <br> practical <br> preparations | At the end of simulation one, the <br> learners will: <br> 1. Demonstrate teamwork skills. <br> 2. Demonstrate negotiation skills. <br> 3. Understand how ethical <br> behaviour affects the business. <br> 4. Understand how to make profit. <br> 5. Understand how to allocate <br> money between personal and | 1. Buy, sell and manufacture/ <br> produce. <br> 2. Allocate resources for personal <br> and business use. <br> 3. Distribute roles to work in a <br> team efficiently. <br> 4. Respond to business ethics. |
| Activity Two | Explain the <br> running of the <br> simulation | Play the <br> Simulation | Diness expenses. |
| Activity Three |  |  |  |


|  | How can I <br> improve my <br> negotiation skills <br> and why should <br> I do it? | At the end of this activity the <br> learners will: <br> 1. Know the qualities of a good <br> negotiator. <br> 2. Demonstrate negotiation skills. <br> 3. Understand how to make a good <br> deal. | 1. Role-play: Selling and buying <br> a cow. |
| :--- | :--- | :--- | :--- |
| Activity Three | How can I work <br> successfully in <br> a team and why <br> should I do it? | At the end of this activity the <br> learners will: <br> 1. Know the qualities of a good <br> team player. | 1. Group work. The circle of trust. |
| Activity Four | How can I <br> work with my <br> community and <br> why should I do <br> it? | At the end of this activity the <br> learners will: <br> 1. Understand the role that ethics <br> play in business. <br> 2. Understand the business <br> relationships in their communities. | 1. Draw the business network in |
| your community. |  |  |  |

## MODULE 2:

## HOW TO PLAN FOR A SUCCESSFUL BUSINESS

## OBJECTIVES OF MODULE 2:

At the end of this module the learners will:

1. Be able to set up their own YEP cooperative or business group.
2. Understand how to conduct a market survey.
3. Be able to map their local markets.
4. Be able to plan for their business.
5. Be able calculate the costs of their business.
6. Understand how to account for personal expenses.
7. Understand how to set the prices for their products or services.

| TITLE |  | SPECIFIC LEARNING <br> OUTCOMES | ACTIVITIES |
| :--- | :--- | :--- | :--- |
| UNIT ONE: SIMULATION 2 | Facilitator's <br> practical <br> preparations | At the end of simulation two, the <br> learners will: <br> 1. Understand how to deal with the <br> demands of the market. <br> 2. Understand the relation between <br> the quality of raw material and the <br> price of the final product or service. <br> 3. Understand team dynamics. | 1. Buy, sell and manufacture <br> products and services that <br> respond to the market demand. <br> 2. Allocate resources for personal <br> and business use. <br> 3. Distribute roles to work in a <br> team efficiently. <br> 4. Conduct a market survey. <br> 5. Set the prices of your products <br> and services. |
| Activity Two | Explain the <br> running of the <br> simulation | Play the <br> Simulation |  |

## UNIT TWO: IDENTIFY YOUR BUSINESS IN YOUR LOCAL MARKET

|  | How can I <br> identify a | At the end of this activity the <br> learners will: <br> 1. Be able to locate their business |
| :--- | :--- | :--- |
| Activity One | suitable location <br> for my business <br> and why should | ineir community. <br> 2. Be able to set up their own YEP <br> cooperative or business group. <br> I do it? |
|  | 3. Understand the concept of |  |
| market saturation. |  |  |

1. Locate YEP businesses in the community.
2. Set-up YEP cooperatives or businesses with the support of the NRC team.

## UNIT THREE: UNDERSTANDING HOW TO PLAN FOR MY BUSINESS

| Activity One | How can I plan <br> for my business <br> and why should <br> I do it? | At the end of this activity the <br> learners will: <br> 1. Know the main steps of planning <br> for their business. <br> 2. Demonstrate how to set goals, <br> develop a strategy, create a time <br> frame to reach their goals and <br> evaluate their business. |
| :--- | :--- | :--- |
| Activity Two | Where can <br> I find the <br> resources for <br> my business? | At the end of this activity the <br> learners will: <br> 1. Identify the different types <br> of resources needed for their <br> business. |

1. Case study: the story of Nura
2. First draft of the YEP business plan.
3. Real life story from Timor Leste about Antonio's business.
4. The inspirational story of

William Kamkwamba from Malawi.
3. The visit of a guest speaker.

## UNIT FOUR: UNDERSTAND HOW MY MARKET WORKS

| Activity One | How does my <br> market work <br> and why should <br> I know it? | At the end of this activity the <br> learners will: <br> 1. Know the concepts of market, <br> demand, customers and <br> competitors. | 1. Case study. Munene's Story. |
| :--- | :--- | :--- | :--- |
|  | How can I <br> assess my local <br> market and why <br> should I do it? | At the end of this activity the <br> learners will: <br> 1. Be able to compile a market <br> survey. | 1. Develop a market survey. |
|  | How can I carry <br> out the market <br> survey in my <br> local market? | At the end of this activity the <br> learners will: <br> 1. Know what products or services <br> are in demand in their local <br> markets. <br> 2. Know who are their competitors. <br> 3. Know which are the acceptable <br> prices for their products. <br> 4. Know their customers. | 1. Strategies to carry-out the <br> market survey outdoors and <br> indoors. <br> 2. Role play: the local market <br> expert. |
|  | At the end of this activity the <br> learners will: | How can I <br> market my <br> product or <br> service and why <br> should I do it? | developing a product or a service. <br> 2. Know the different concepts of <br> value; quality value, cultural value <br> and environmental value. <br> 3. Be able to think at innovative <br> ideas. | | 1. Develop products and services |
| :--- |
| that respond to the market and |
| that are innovative. |

UNIT FIVE: UNDERSTANDING THE COSTS OF MY BUSINESS

| Activity One | How much <br> does it cost to <br> set-up and run <br> a business and <br> why should I <br> know it? | At the end of this activity the <br> learners will: <br> 1. be able to distinguish between <br> direct costs and indirect costs of <br> their business. <br> 2. Understand when to pay for the <br> different costs of their business. | 1. Group work: list the costs of <br> your business. |
| :--- | :--- | :--- | :--- |
| Activity Two | How can I set <br> the prices of my <br> products and <br> services and <br> why should I do <br> it? | At the end of this activity the <br> learners will: <br> 1. Know the concepts of cost, price <br> and profit. <br> 2. Be able to set a realistic price on <br> their products or services. <br> 3. Know the different ways of <br> making prices more attractive. | 1. Group work. Setting the right <br> price for products and services. |
| Activity Three | How can I <br> calculate my <br> personal income <br> and why should <br> I do it? | At the end of this activity the <br> learners will: <br> 1. Be able to calculate their weekly <br> income. <br> 2. Know how to account for <br> personal expenses. | 1. Group work. Calculate YEP <br> members weekly income <br> 2. Group work. Discuss about <br> when your business is not <br> making a profit. |

## MODULE 3:

## HOW MANAGE A SUCCESSFUL BUSINESS

## OBJECTIVES OF MODULE 3:

At the end of this module the learners will:

1. Demonstrate marketing skills.
2. Demonstrate customer management skills.
3. Understand how to keep records.
4. Demonstrate time management skills.
5. Identify where to find resources for their businesses.
6. Understand how to create a safe and healthy working environment
7. Know how to manage the rules and regulations of business in their communities.

| TITLE |  | SPECIFIC LEARNING OUTCOMES | ACTIVITIES |
| :---: | :---: | :---: | :---: |
| UNIT ONE: SIMULATION 3 |  |  |  |
| Activity One | Facilitator's practical preparations | At the end of simulation three, the learners will: <br> 1. Understand how to keep records of personal and business expenses. <br> 2. Be able to manage a business loan. <br> 3. Understand the risks of selling on credit. <br> 4. Demonstrate time management skills. | 1. Buy, sell and manufacture products and services that respond to the market demand and are of high quality. <br> 2. Record resources for personal and business use. <br> 3. Distribute roles to work in a team efficiently. <br> 4. Take out a loan from the Orange Development Cooperation. <br> 5. Take the risk of selling good on credits. |
| Activity Two | Explain the running of the simulation |  |  |
| Activity Three | Play the Simulation |  |  |
| Activity Four | Discussion |  |  |


| UNIT TWO: UNDERSTANDING HOW TO MARKET YOUR BUSINESS |  |  |  |
| :---: | :---: | :---: | :---: |
| Activity One | How can I market my products and services and why should I do it? | At the end of this activity the learners will: <br> 1. Understand the relationships between the product, price, place and promotion in marketing. 2. Demonstrate business promotion skills. | 1. Group work: design a marketing campaign for your products and services. <br> 2. Picture gallery: promote your own products. |
| Activity Two | How should I manage my customers and why should I do it? | At the end of this activity the learners will: <br> 1. Demonstrate good customercare skills. | 1. Role-play. Costumer care at the Delicious Food Restaurant. |
| Activity Three | How can I improve my sale skills and why should I do it? | At the end of this activity the learners will: <br> 1. Demonstrate good sale skills. | 1. Role-play. Sale skills at the Stitching Fast tailoring business. |
| UNIT THREE: UNDERSTANDING HOW TO MANAGE MONEY |  |  |  |
| Activity One | How can I keep record of my money and why should I do it? | At the end of this activity the learners will: <br> 1. Know how and why record books are used. <br> 2. Understand the importance of keeping separate records of personal and business expenses. | 1. Understand and develop your own cashbook. |
| UNIT FOUR: UNDERSTANDING HOW TO MANAGE TIME |  |  |  |
| Activity One | How can I manage my time and why should I do it? | At the end of this activity the learners will: <br> 1. Perform efficient time management skills. | 1. Role-play. One busy day at the Perfect Hair Salon. |
| UNIT FIVE: UNDERSTANDING HOW TO MANAGE THE WORKPLACE |  |  |  |
| Activity One | How can I implement health and safety measures and good practices in my workplace and why should I do it? | At the end of this activity the learners will: <br> 1. Understand how to create a safe and healthy working environment. | 1. Group work. Draw your workplace. <br> 2. Case-study: the Comfort Carpentry workplace. |
| UNIT SIX: UNDERSTANDING HOW TO MANAGE RULES AND REGULATIONS OF BUSINESS |  |  |  |
| Activity One | How can I deal with rules and regulations of business and why should I do it? | At the end of this activity the learners will: <br> 1. Know how to manage rules and regulations of business in their communities. | 1. Role-play. Raju, Rama and Mr. Bid. |

## BUSINESS GLOSSARY LIST

$\left.\begin{array}{|c|l|}\hline \text { Advertising } & \begin{array}{l}\text { Giving information to your customers to make people more interested in } \\ \text { buying your goods and services. }\end{array} \\ \hline \text { Analyse } & \begin{array}{l}\text { Study something carefully to find out if there was a change. For example, by } \\ \text { analysing your records you can find out if your sales are falling. }\end{array} \\ \hline \text { Asset } & \begin{array}{l}\text { Something that your business owns that has value for the business, such as } \\ \text { cash or equipment. }\end{array} \\ \hline \text { Cash } & \text { Payment immediately, not on credit. } \\ \hline \text { Cash flow } & \text { The movement of money into and out of a business during a period of time. } \\ \hline \text { Costing } & \begin{array}{l}\text { The way you calculate the total costs of making and selling a product, or } \\ \text { providing a service. }\end{array} \\ \hline \text { Costs } & \begin{array}{l}\text { All the money your business spends to make and sell your products or } \\ \text { services. Costs can be divided into direct costs and indirect costs. }\end{array} \\ \hline \text { Credit } & \begin{array}{l}\text { The seller's agreement to be paid later. You are given goods or services by } \\ \text { the seller but you do not have to pay immediately. For example, if you have } \\ 30 \text { days credit, you must pay within 30 days. }\end{array} \\ \hline \text { Invoice } & \begin{array}{l}\text { All costs that can be directly related to the products or services you make or } \\ \text { sell or the production of those products or services. There are two different } \\ \text { types of direct costs: direct material costs and direct labour costs. }\end{array} \\ \hline \text { Direct costs } & \begin{array}{c}\text { Indirect material } \\ \text { costs }\end{array} \\ \hline \text { Indirect labour costs } & \begin{array}{l}\text { All the money your business spends on salaries and benefits for the } \\ \text { The money that your business spends on salaries and benefits for owners } \\ \text { and employees who do not work directly in the production of goods or } \\ \text { services. For retailers, all salaries are indirect labour costs. }\end{array} \\ \hline \text { Indirect material costs are all material costs a business needs for running, } \\ \text { except the materials for the production. } \\ \text { received. An invoice lists details of what you have bought and tells you how } \\ \text { much you must pay, when you must pay, who you must pay and how you } \\ \text { must pay. }\end{array}\right\}$

| Labour | All human，physical and mental efforts used in creation of products or services． |
| :---: | :---: |
| Loss | The amount of money a business loses．A loss occurs when the amount of money that went out of the business for costs is higher than the amount that came into the business from sales． |
| Market | The number of customers in the community represents the market of the business．A market can be when people meet for selling and buying． |
| Market Saturation | When the amount of product provided in a market has been maximized in the current state of the marketplace．At the point of saturation，further growth can only be achieved through product improvements，market share gains or a rise in overall consumer demand． |
| Market survey | Getting information about your customers，competitors，products／services and prices． |
| Marketing | Marketing of one＇s goods and services is a way to keep customers informed and further attract customers to buy one＇s products and services． |
| Order | A request to a seller to supply certain goods．You can make your order by visiting，phoning or writing to the suppliers． |
| Outputs | What is produced／sold by a business． |
| Planning | Thinking about and working out what to do about something that is likely to happen in the future． |
| Price | The amount asked for a product or service．It is connected to the value or worth of the product or service，customers willingness to pay，and it reflect the cost of production making sure the price gives high enough profit． |
| Productivity | Indicates the degree to which your resources are put to good use． |
| Profit | The amount of money a business earns．You make a profit when the amount of money that comes into the business from sales is higher than the amount of money that goes out of the business for costs． |
| Publicity | What newspapers and others say about your business．You do not pay for publicity．It is free promotion． |
| Receipt | Written proof that you have paid for the goods or services you bought．The seller signs the receipt he or she gives you． |
| Record book | A book where you write down all the money that came into the business and all the money that went out of the business． |
| Salary | Salary is a fixed amount of money paid to a worker in return for work performed． |
| Stock | All the products your business has for sale，and all raw materials or parts your business keeps and uses to make into products． |
| Total costs | All the money that your business spends on direct costs and indirect costs in order to make or sell a product，or provide a service． |
| Transaction | An exchange of money for goods，services or other money． |
| Voucher | Receipt or other written proof of a transaction to be written down in a record book． |
| Debt | Any money owed to an individual，company，or other organization．One acquires debt when one borrows money． |

## ENERGIZERS



## FRUIT SALAD

Ask learners to sit in a circle. Give each learner the name of a fruit. If you use the energizer to divide learners into teams, use the same number of fruits as the needed teams (for example, if you need three teams, label the learners; orange, banana and grape). Say the name of one fruit, for example orange, and tell learners who were labelled as oranges to stand up and move to the place of another orange. Continue saying the names of the different fruits until this command is understood well. Introduce the command 'fruit salad'! This means that all fruits must stand up, including yourself, and move to another place. The person left without a seat becomes the new 'caller'.

Upon completion of sequence, the different fruits can sit down together and continue working in their new teams.

## JUNGLE WAKE UP

Each learner takes turn at picking notes with animals out of a bag. If you use the energizer to divide learners into teams, use the same number of animals as teams needed. The learners will keep the note to themselves until the facilitator says: "Jungle wake up". At this point, the learners start making the noise of the animal and try to locate the other learners with similar sound. Upon completion of sequence the animal groups can sit down together and continue working in their new teams.

## HUMAN SALAD

Stick labelled note card (with salad ingredients, for example tomato, cucumber, lettuce) on the back of learners shirt. If you use the energizer to divide learners into teams, use the same number of ingredients as number of teams needed (e.g. if you need three teams and have 15 learners, write five note cards with tomatoes, five note cards with lettuce and five note cards with maize). Explain the correct order of ingredients in a Human Salad by listing the ingredients you have written on the note cards, and then give the start command, "I'm hungry! Let's eat! Run for the Border!" Each learner must find out which ingredient they have attached to the back of their shirt by asking yes/no questions to other learners. When they have managed to find out which ingredient they are they must find the other correct ingredients to form a Human Salad.Upon completion of sequence, the different ingredients can sit down together and continue working in their new teams.

## MUMBLE JUMBLE

Cut out pictures into puzzle pieces and place them in a bag. If you use the energizer to divide the learners into teams, use the same number of pictures as teams needed. Each learner will pick a piece of a puzzle from the bag and keep the puzzle piece to themselves until you say "GO!". At this point the learners will try to locate the other learners of the team with the pieces to form the appropriate pictures.

Upon completion of sequence, the different puzzle picture teams can sit down together and continue working in their new teams.

## HUM THAT TUNE

Each learner is given a small piece of paper with the name of a song written on the paper (use common songs in your context). If you use the energizer to divide learners into teams, use the same number of songs as teams needed. All of the learners who are given the song must hum that tune and find everyone else singing the song.

Upon completion of sequence, the different song teams can sit down together and continue working in their new teams.

## COMIC STRIP CHAOS

Cut out comic frames and place them in a bag. Ask each learner to pick a comic frame from the bag. If you use the energizer to divide learners into teams, use the same number of comic frames as teams needed. After the entire group has each chosen one, the learners begin to search for others with the same comic strip sequence. After the learners have found everyone in their team, they must arrange themselves so that the sequence of frames are in chronological order to form the comic strip correctly.

Upon completion of sequence, the newly formed team can sit down together and continue working in their new teams.

## SAMPLE OF BUSINESS LOCATION MAPS



## GEOMETRICAL PATTERN



## SAMPLE OF BUSINESS PLAN

GOAL: Distribute a dozen of fresh eggs weekly to the ten kiosks of my own village for six months

| STRATEGY: | TIMEFRAME: | EVALUATION: |
| :---: | :---: | :---: |
| 1. Ask aunt Maria for a small loan. | Next Friday. |  |
| 2. Buy 120 fresh eggs from the farm near the YEP centre. | Every Saturday morning. |  |
| 3. Sell 12 fresh eggs to the 10 kiosks of the village. | Every Saturday evening. |  |
| 4. Assess whether the business is making profit. | After six months. | Use the cash book. Count all the cash-in of the business and subtract the cash-out (costs). |
| 5. If there is a profit, scale up the business and manufacture buns, bread, cakes. | One week after the evaluation/assessment of the business. |  |
| 6. If the profit is good, buy a motor bike to facilitate the distribution of the products. | As soon as possible after the assessment of the business. |  |
| 7. Buy 120 fresh eggs from the farm near YEP centre and buy an extra 50 fresh eggs and other ingredients for the production of new products. | Every Saturday morning after the assessment of the business. |  |
| 8. Manufacture 100 buns, 100 cakes, 100 pieces of bread. | Every Friday, Tuesday and Thursday evening after the assessment of the business. |  |
| 9. Sell 12 fresh eggs, 10 buns, 10 cakes, 10 pieces of bread to the 10 kiosks. | Every Saturdays, Wednesdays and Fridays evening after the assessment of the business. |  |
| 10. Assess the quantities and quality of the products. | One week after the first sale to the kiosks. | Ask each kiosk owner which products sold out, which products did not sell well and why. |
| 11. Readjust the production and the products according to the feedback received from the kiosk owners. | The day after the assessment |  |

## MONEY BOXES






## MARKERS


cut out these markers
for the board game





Onions - pay 5


Pineapple - pay 5

会


Carrots - pay 5

会


Potatoes - pay 5



## 到



Cold drink - pay 8

## (



Football - pay 10


## 初



Apple juice - pay 5


Cheese - pay 20

## 远



Broom - pay 30



Bottled water - pay 10



会


Nails - pay 20


Plastic table - pay 40



Toilet paper - pay 5
俞


Meat - pay 35


## 会



Wedding cake - pay 75



Bag - pay 65








[^0]











You are required to pay a business tax. Pay 5 per item sold this month.

There is a new owner of the market place, and for her to ensure your safety she requires you to pay 15.



Your cow just died. Pay 50 to buy a new one.


You have been
dishonest with your customers. All orange high quality materials will not be eligible for sale this cycle.



There is a shortage Only for simulation three:
Orange Development Corporation wish to reward its members. All teams who took up a loan receive 40 in bonus.


## FACILITATORS RECORD KEEPING TEMPLATE

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| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | GROUP ONE | Group Two | GROUP THREE | GROUP FOUR | GROUP FIVE |
|  | MONEY SPENT ON PROUCTS: |  |  |  |  |  |
|  | MATERALS BOUGHT |  |  |  |  |  |
|  | MATERALLS SOLD: |  |  |  |  |  |
|  | balance: |  |  |  |  |  |

## LEARNERS RECORD KEEPING TEMPLATE



| Date | Details | Cash <br> In | Cash <br> Out | Balance |
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| Total <br> Income | Total <br> Cost | Profit |


| Date | Details | Cash <br> In | Cash <br> Out | Balance |
| :--- | :--- | :--- | :--- | :--- |
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|  |  |  |  |  |
|  |  | Total <br> Income | Total <br> Cost | Balance |


BUYING SHOP


# CREDTT STHOP 




# SELLING SHOP 



YEP


Norwegian Refugee Council POB 6758 St. Olavs Plass
N-0130 Oslo
Norway
www.nrc.no


[^0]:    NRC MANUFACTURING: TAlLORING AND GARMENT CUTTING

