



Reaching the Poor communities



Marketplace Literacy Communities, India

Marketplace Literacy Training slides - Training of trainers presentation -



***"Investing in Maasai women
for improving rural community well-being"***

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PART ONE

Understanding Marketing



Introduction

- Welcomes
- Introduction
- Expectations
- Map – Training Road (Understanding of marketing/entrepreneurship)

Introduction

- Principles of training (Phone, time, Respect the opinion of others, mutual, love one another, transparent, criticism, etc.)
- Elect leaders
- Team building on training
- Goal: training will focus on people with low income

TRAINING PHILOSOPHY

“MOTTO”

“Business is Life”

Training Results

After training, participants will be able to...

- Explain in emphasis (as customers or entrepreneurs) the importance of understanding the dynamics of markets and entrepreneurship, instead of emphasizing awareness of buying and asking products or service itself
- make entrepreneurship with great power and accuracy to comply with the right balance of the customer (buyer) and the rights of the seller
- be confident in business due to the understanding of the dynamics of marketing and entrepreneurship

Description of the philosophy “motto”

The word “LIFE” means the process of improving the human soul that is, with the soul,...

- spiritually
- emotions
- mentally
- physically
- socially
- environmentally

Definition of a philosophy (motto) of the training

- The purpose of improving people's mentality is living "A GOOD LIFE" with the meaning of living a happy life
- The word "BUSINESS" in general means exchange of things/goods or services for the purpose of improving peoples' mentality (spiritually, feelings, physically, socially and environmentally) it's all about satisfying entrepreneurial needs of the society so that they can live a happier life.
- It means that business must be conducted in a way that respects peoples' rights i.e. women rights, elders rights, children rights and disability rights in a family and societal levels.

Marketing

Introduction

- Lesson: Conceptual understanding of marketing (elaboration)
- Importance of knowing how the market operates before producing products/goods
 - ✓ to customers
 - ✓ to entrepreneurs



Marketing - continues

- The relationship between the subject and the motto of the training (to study the aims, to improve the lives of people, not only for acquiring knowledge and skills related to the subject)
- Translate words: market, to market

Which is the most important thing?



It is the “Customer”

- Customer: Translation of the word “customer”.
- A customer is a king: The customer is the most important thing in business exercise (Participants select the image they see is the most important thing in business and explain the reason for their choice).
- It means we must spend enough time than now to fully understanding and caring for the client/customer.

Characteristics of client/customer

- Wondered WHY, question to clarify the behavior of the customer, the dealer and the behavior of market dynamics during the sale and purchase (Why many are impressed with this store or that? Why the customer did not compare prices before buying?)
- Message:
 - ✓ There is more beneficial to the entrepreneur to understand the client's behavior in buying than to know how to buy and sell products or services alone

Characteristics of client/customer

ACTIVITY/EXERCISE

Rights and responsibilities of a customer

- Rules for purchase and its importance in business
- Examples of rules for purchasing goods and services
 - ✓ Prepare a list of products to be purchased before going to the market.
 - ✓ To avoid purchasing expired products
 - ✓ To purchase products based on quality: should have a recognized logo from a government bureau of standards
 - ✓ To check quantity, weight etc. before purchasing

Rights and responsibilities of a customer

- To request for a government recognized receipt
- To count the remained amount of money before receiving from a seller
- Take environment into consideration
- To research on value of products to be informed hence pay right price for products
- To compare prices in various shops before purchasing

Rights and responsibilities of a customer

- To purchase in consideration of current and future value instead of purchasing for the sake of purchasing.
- To avoid type of businesses that affects the community feelings and activities.
- Take into consideration that a customer have the same right of a seller (you can use the scale to emphasize the importance of balancing both sides of the scale)

Message:

Customer and a business person should build confidence in business by following up regulations on how to purchase products and services.

Value

- Explanation of the word value
- Relationship of words value, products and services

Examples of value (Goods and Services)

- ✓ Education (Service)
- ✓ Livestock (Goods)
- ✓ Fertilizer (Raw material for energy)
- ✓ Soap (Product)
- ✓ Sugar (Product)
- ✓ Advertisement (Service)

Value

Examples of Value

- ✓ Preacher (Service)
- ✓ Prayer (Service)
- ✓ Song (Service)
- ✓ Honesty (Service)
- ✓ Openness (Service)
- ✓ Talents (Service/products)
- ✓ Relationship full of love with neighbors
- ✓ Trees
- ✓ Honey

Value

- Use of word value in explaining business and entrepreneurship
- To realize values available in our areas (Participants to give testimonies of value available in their area)
- To make value
- To add value
- Value chain
- Examples of value (products or services) which can be manufactured without waiting for money.

Value chain and value added



Exchange of value



Value

- Costs of goods in relation to
 - ✓ Value Added
 - ✓ Value chain
- Price of goods in relation to
 - ✓ Value added
 - ✓ Value chain

Value

Message

- ✓ Every grown up person has the ability to identify value (Product or service) in his/her environment or build value
- ✓ It is possible to identify or build value without having funds
- ✓ The best capital in entrepreneurship is mind and knowledge mixing with creativity
- ✓ It shows that each grown up person has the ability to exchange value with others after identifying and building those values before it turned to money.

Value

Message

- ✓ So, each grown up person has the ability to start business/ entrepreneurship without waiting for capital in terms of money because the translation of business and entrepreneurship is exchanging value between a buyer and a seller
- ✓ The most important thing is to first get assurance of getting customers
- ✓ The position of capital is to improve, strengthen or expand business

Research

- Definition of the word "research"
- The purpose of research in business
- Research should emphasize on asking and answering the question " WHY" related to various aspects of marketing
- The question " WHY" instead of the other as "WHERE, WHEN, WHO , etc. provides an opportunity to understand the characteristics and dynamics of the markets in depth and breadth. Other questions also have their importance in research
- Examples of the question " WHY"

Research - continues

- Examples of issues to study in business
 - ✓ Compare prices before you buy a product or service
 - ✓ Observe good business to do
 - ✓ Observe competition in a business
 - ✓ Explore the willingness of consumers and their ability to purchase goods or services
 - ✓ Verify the readiness of customers and their ability to purchase goods or services

Research - continues

- **Message:** Client or entrepreneur does research for the purpose of getting the right information to make informed decisions
- Refer to the manual training

Marketing continuity

Entrepreneur considers continuity of Marketing

- **financially**

- ✓ Marketing activities to add to the quantity
Financial trading income

- **administratively**

- ✓ Marketing activities have a complete system of a
running itself

- **environmentally**

- ✓ Marketing activities should not destroy
environment or environment should not affect the
marketing activities.

Continuity of business

Socially

- ✓ Marketing activities focus on social justice and the rights of women, the elderly, children, the disabled, etc.

Message:

- ✓ Entrepreneur prepare and implement a plan of continuity of business marketing when he/she begins/starts a business

Refer to (Manual training)

Summary of what has been taught

ELABORATION

PART TWO

Perceptions of entrepreneurship



Awareness of entrepreneurship

Scope of training

- Business is a SYSTEM and not the activity of selling and buying goods or services only
- Business SYSTEM has many aspects

Awareness of entrepreneurship

- Many aspects of business enables the goods or services to exist
- It means that the business aspects that enables provision of product components exist is more important than the product or service in the business

Awareness of entrepreneurship - continues

- It follows that it is reasonable for an entrepreneur to put more emphasis on the business aspects of the provision of goods or services exist instead of putting the emphasis on the product or service alone
- to inform participants that sustainable business is about building relationships between the seller and the buyer and not the selling and buying goods or services only

Elements of entrepreneurial/business

(A) Market research and evaluation of the entrepreneur

Definitions, examples and testimonials

- Research
- Needs/concerns of people
- Evaluation of business opportunities
- Business priorities
- Local business environment
- Competition in business

Market research and evaluation of the entrepreneur....continues

Definitions, examples and testimonials

- Environmental external trade (government/natural)
- Characteristics of consumers to a broader and deeper level (personal customers)
- Verify the presence of the customer assurance
- Find customers
- Keep clients

Market research and evaluation of the entrepreneur.....continues

Definitions, examples and testimonials

- Faith / trust possible
- Confidence in business (reprimand shared, get accurate information)
- People model
- Beams in business
- Advise caregivers in business
- Examples of established business without venture capital funds

(B) The business plan

Definitions, examples and testimonials

- The proposal value
- Business idea
- System resource consumption for making entrepreneurship: successful business using fewer resources
- Strategy to implement a business idea
- Resources available for entrepreneurship
- Registration and stock ownership
- Place of business

The business plan

Definitions, examples and testimonials

- The emphasis in business
- Create content
- Producing goods
- Packaging products
- Storage products
- Product available

The business plan

Definitions, examples and testimonials

- Pricing of products or services
- Advertise or introduce a product or service
- Supplying products or services
- Open a bank account
- Selling goods

The business plan

Definitions, examples and testimonials

- To record the product per year
- Financial Records
- Cost (types of costs)
- Capital / Loans in the business
- Debt in the business (good debt and bad debt)
- Income / profit (type of revenue / profit)

The business plan

Definitions, examples and testimonials

- Cash flow
- Decisions of the sources and use of funds following the analysis of the records and cash flow
- Developing / expanding business

Definitions, examples and testimonials

Control of the Business

- ✓ Standards
- ✓ Calculation in the Business
- ✓ Rules

Contracts / Agreements

- ✓ Business Mission
- ✓ Leading the Business
- ✓ Business Team

List of experts in every aspect of business.

Business continuity

Entrepreneur must focus on business continuity

- Financially
 - ✓ Business financially independent
 - ✓ Administratively
- Environmental
 - ✓ Business not destroyed by the environment
 - ✓ Environment not destroyed by the business

Business continuity

Entrepreneur must focus on business continuity also...

- *Socially*
 - ✓ The Business must consider the right of the community together with the right of the women, elders, children and disabled etc.

Message

- Entrepreneur prepare and implement a business continuity plan begins trading.
- Refer to the guide training.

A Summary of the training...

