

# WEE-NORTH

●●● Network

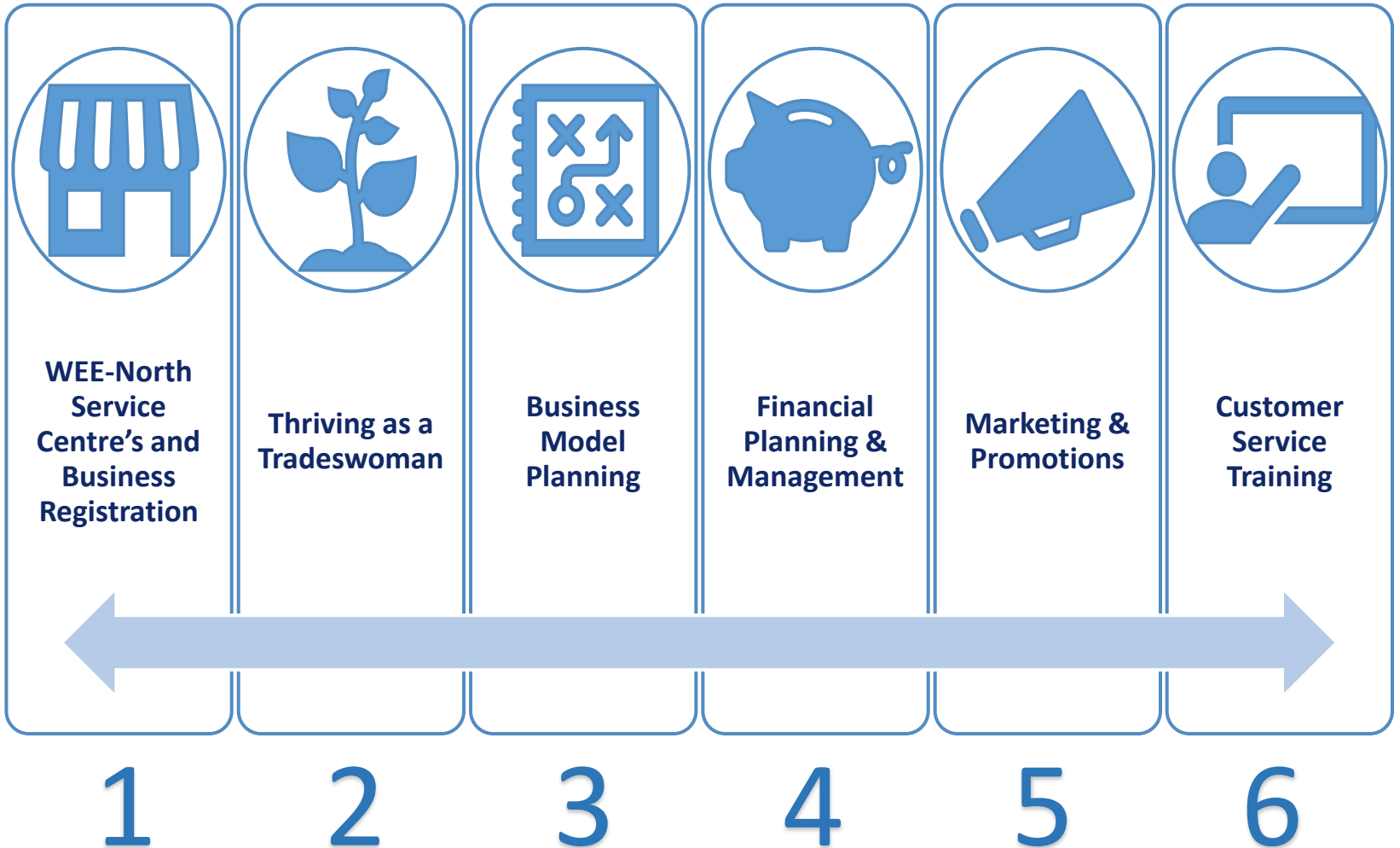
## BUSINESS INCUBATION TRAINING FOR SERVICE CENTRES AND TRADESWOMEN

GILLBT Guesthouse  
Tamale, Ghana

July 3-4, 2024



# INCUBATOR TRAINING MODULES



# MODULE #1

## WEE-NORTH SERVICE CENTRES AND BUSINESS REGISTRATION



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In partnership with  
**Canada**

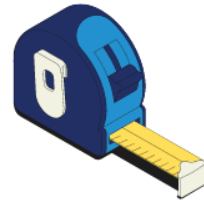
# WEE-NORTH

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In partnership with

# Canada



# Service Centre

Hire a tradeswoman today!

Call: \_\_\_\_\_

# THE PURPOSE OF WEE-NORTH NETWORK SERVICE CENTRE'S



Common place to have meetings and hold (in)formal trainings



Show room to display products



Place to advertise and order products and services



Store equipment/tools for shared access and safe keeping



Serve as a trades workshop



Safe space for WEE-North graduates, community members and children

# ADVICE FOR THE LEADERSHIP OF WEE-NORTH NETWORK SERVICE CENTRE'S

1

Follow WEE-North Constitution

2

Use WEE Group structure as a model

3

Involve Zonal Coordinators

4

Involve as many WEE North graduates as possible

5

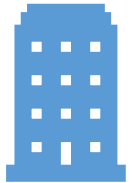
Nominate members who are fit to manage

6

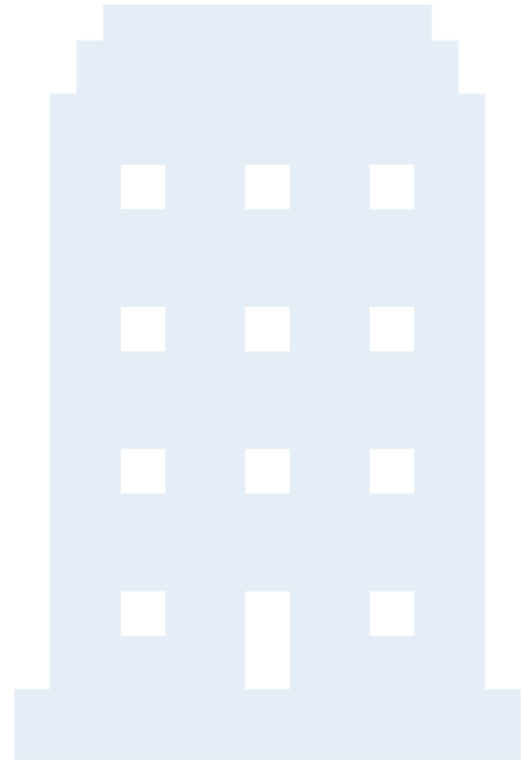
Identify members with entrepreneurial spirit and other talents (e.g. admin, marketing, etc.)

# HOW COULD MEMBERS UTILIZE WEE-NORTH NETWORK SERVICE CENTERS

- 1 Place to find tradeswomen and labour
- 2 (In)formal training and apprenticeships
- 3 Preferred rental agreements and discounted materials
- 4 Make sure that tools are used safely make money for the group
- 5 Avenue for recruitment
- 6 Find belonging and sense of community
- 7 Child care support and safe space for those in need



# REGISTERING A BUSINESS IN GHANA



# IMPORTANCE OF BUSINESS REGISTRATION

- **Business registration** is the **formal certification** of your business **by the government of Ghana**. This is important because it:
  - Gives and protects the **separate legal identity** of your business
  - Improves the **brand, reputation and prestige** of your business
  - Gives you opportunities to bid for **institutional and governmental contracts**
  - Gives you a competitive advantage in **accessing business support** like investments, loans, grants, training, etc.
  - Strengthens your **customers' and investors' confidence** in you



# POSSIBLE FORMS / TYPES OF BUSINESS

- You can choose the type of business you want to have:
  - Sole proprietorship
  - Partnership
  - Cooperative societies
  - Limited liability company
  - Company limited by guarantee



# SOLE PROPRIETORSHIP

- A **sole proprietorship** is owned and operated by one person.
- What are the **ADVANTAGES?**
  - **Easiest** and **least expensive** to organize
  - Owner has **full authority and responsibility** for all decisions
  - Owner **receives all the income** generated by the business
  - **All profits** flow directly to the owner's personal tax return
  - The business **can easily be dissolved**, if desired



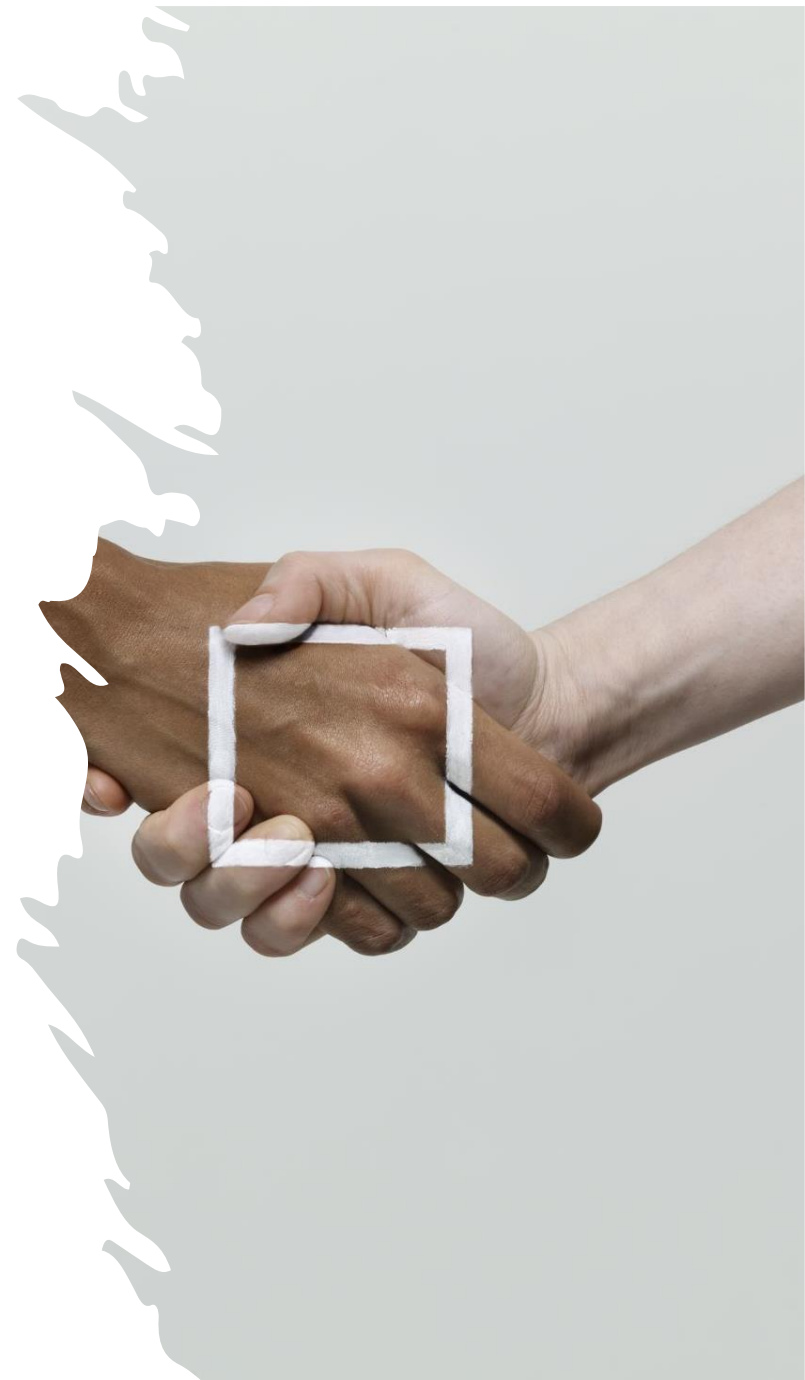
# SOLE PROPRIETORSHIP



- A **sole proprietorship** is owned and operated by one person.
- What are the **DISADVANTAGES?**
  - Owner has unlimited liability and is legally responsible, hence the business and **owner's personal assets are at risk**
  - Owner may **not easily be able to raise funds** except through personal savings and consumer loans
  - Business may **not attract high-quality employees or investors**
  - Business **can easily collapse** when the owner is not available, gets sick, dies

# PARTNERSHIP

- A **partnership** is a **relationship** between two or more **people who carry out a business together as owners**. The partners invest in different ways (e.g. skills, resources, etc.) and share the profit.
- What are the **ADVANTAGES?**
  - Relatively **easy to establish** (ensure there is a partnership agreement)
  - Increased **ability to raise funds** because there is more than one owner
  - **Employees may be attracted to join**, especially if they can become a partner one day
  - Profits flow directly through partners' personal tax returns
  - The business **benefits from partners with complimentary skills** and contributions



# PARTNERSHIP

- A **partnership** is a **relationship** between two or more **people who carry out a business together as owners**. The partners invest in different ways (e.g. skills, resources, etc.) and share the profit.
- What are the **DISADVANTAGES?**
  - Partners are **jointly and individually liable for the actions of other partners**
  - **Profits must be shared** with others
  - Since decisions are shared, **disagreements can occur**
  - Partnership **may end when one or more partners withdraw or die**
  - Some employee benefits are not deductible from business income for **tax** returns



# COOPERATIVE SOCIETY

- A **cooperative society** is a business venture which runs on the voluntary **co-operation and co-ownership** by its customers, **who re-invest** in the community it serves
- A **WEE-Group** could be a cooperative society.

# 7 Cooperative Principles



**1 VOLUNTARY AND OPEN MEMBERSHIP**

**DEMOCRATIC MEMBER CONTROL**



**2**



**3 MEMBERS' ECONOMIC PARTICIPATION**

**AUTONOMY AND INDEPENDENCE**



**4**



**5 EDUCATION, TRAINING AND INFORMATION**

**COOPERATION AMONG COOPERATIVES**

**6**



**7 CONCERN FOR COMMUNITY**

## COOPERATIVE SOCIETY

# COOPERATIVE SOCIETY

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**1) Voluntary, open membership:** Anyone who wants to become a member of a cooperative and use its services is welcome to do so, no matter their gender identity, race, religion or social status. The only requirement for membership is that a person is willing to accept the responsibility of membership.

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**2) Democratic member control:** Members of a co-op organize and control the group and decide who can lead the co-op. Members can also vote to determine the policies and practices of the co-op.

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**3) Member economic participation:** Every member contributes to the capital of the co-op. Members also benefit from any profits earned by the co-op.

---

**4) Independence and autonomy:** If a cooperative and another organization enter into an agreement, they do so under the presumption that the cooperative will maintain its democratic member control and autonomy.

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**5) Information, education and training:** Cooperatives educate their members so that their members can best help the co-op develop. Co-ops also work to educate the public, government officials and others about the nature and advantages of cooperatives.

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**6) Cooperation between cooperatives:** Co-ops strive to work together for the good of their members and the community around them.

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**7) Concern for community:** All policies put forward by a coop should reflect a concern for the community around it.

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# BUSINESS FORMALIZATION

- Business Name
- Type of Business
- Registration Process:
  - Ghana card;
    - Permanent address;
    - Business location (physical vs virtual)
- Bank account details
- Documentation: invoice, receipt

A stylized illustration on the left side of the slide. At the top is a large black pencil pointing to the right. Below the pencil is a vertical black line that branches out to the left and right, forming a central spine. On either side of this spine are several horizontal bars of varying colors: black, red, and yellow. Some of these bars have a white checkmark at their right end, suggesting a checklist or a list of items to be completed.

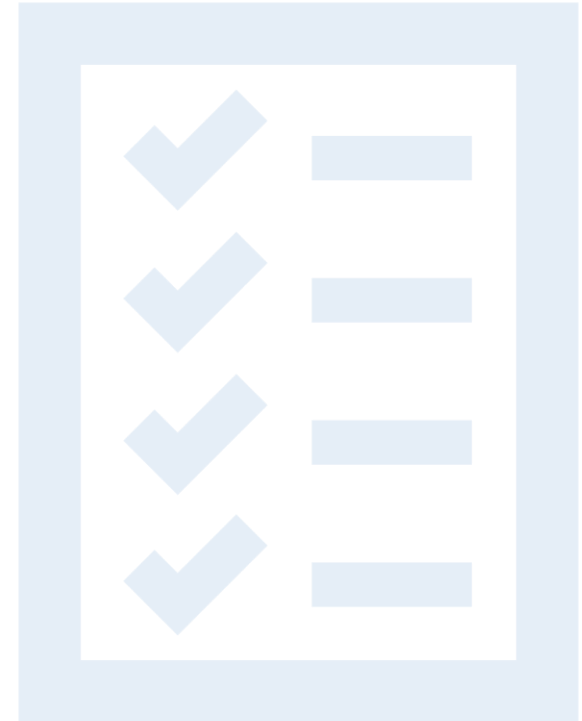
# REGISTRATION PROCESS WITH GRA

- Download a **Tax Identification Number (TIN) form** from the GRA website ([www.gra.gov.gh](http://www.gra.gov.gh)) and print it, or get the hard copy from a GRA office
- **Complete** the form
- Attach a **clear photocopy of an accepted ID** and submit to the GRA office for a TIN Certificate (Ghana card, Driver's License, Passport)
- **Use the TIN Certificate to register your business** with the RGD



# BUSINESS REGISTRATION PROCESS

- Obtain a personal **Tax Identification Number** from the GRA
- Download **Registration Form** from the **RGD** website ([www.rgd.gov.gh](http://www.rgd.gov.gh))
- **Complete** the form (*You can get help from the Ghana Enterprises Agency, or any MSME-support Institution for assistance*)
- **Submit the completed form** at any RGD office for processing
- Register with **other appropriate regulators** (e.g. VRA, etc.)



# END OF MODULE #1

Please make sure you are thinking about your role in establishing WEE-North Service Centre's across all Districts in Northern Ghana.

# MODULE #2

## THRIVING AS A TRADESWOMAN



I'm Fit for Growth



I Drive for Development



I Build for Change



I Spark for Innovation



I Glow for the Future



I Shine for Progress

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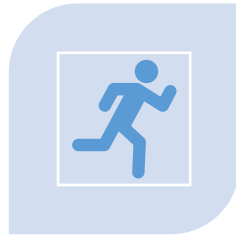


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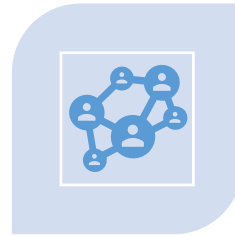
# WHAT DOES IT MEAN TO THRIVE?



TO THRIVE IN LIFE MEANS YOU HAVE A HEALTHY BODY, MIND AND SPIRIT.



ENSURING A HEALTHY BODY, MIND AND SPIRIT IS CRUCIAL TO BEING ABLE TO ACHIEVE YOUR GOALS.



EACH IS IMPORTANT AND INTERCONNECTED TO THE OTHER.

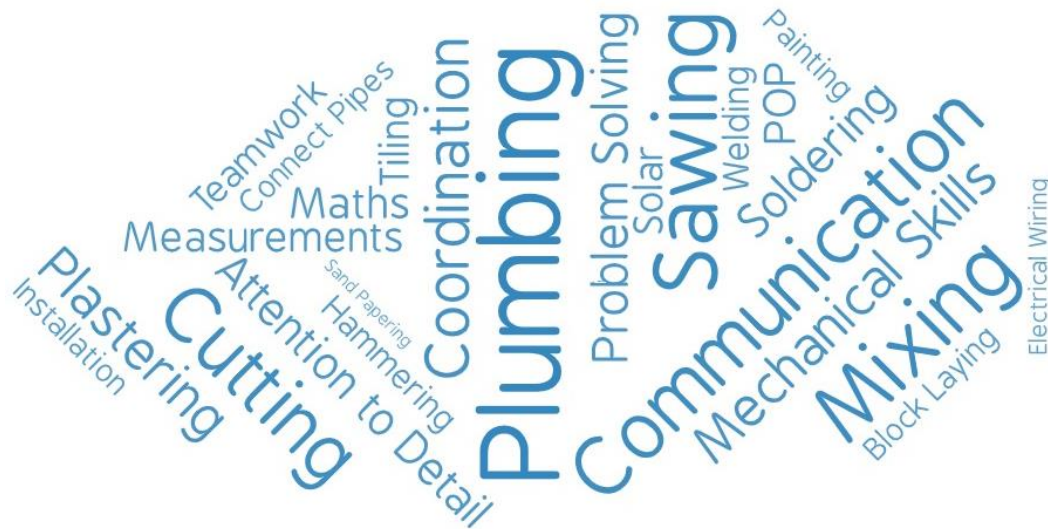


THE BODY, MIND AND SPIRIT ARE LIKE A THREE-LEGGED STOOL. IF ONE LEG IS BROKEN, THE STOOL WILL NOT FUNCTION AS IT SHOULD.



# WHAT SKILLS DO YOU HAVE?

Take a few moments to think about some of the skills you have learned through WEE-North.



A **skill** requires learning, often acquired through specialized training and knowledge. It can be loosely defined as the **‘what’** we can do well, or our **‘hard skills’**.

# WHAT ATTRIBUTES DO YOU HAVE?

To develop an attribute takes personal self-motivation and commitment to develop your desired characteristics within yourself.

An attribute is about “who” you are as a person. You may also hear attributes being called “Soft Skills”.



What words do you see here that describe you?



# LIST YOUR SKILLS & ATTRIBUTES EXERCISE

Skills	Attributes

# YOUR SKILLS & ATTRIBUTES SET YOU APART

Within your different specializations, you're all learning exactly the same skills. Some of you might be better at certain tasks than others, but overall, at the end of your training, you all should be able to do the same work in your trade.

How you develop and blend your **skills & attributes** will **set you apart** and **help you thrive!**



# IN THIS MODULE YOU WILL LEARN HOW TO:

Set personal and professional goals

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graph TD; A[Set personal and professional goals] --> B[Develop an action plan to achieve your goals]; B --> C[Identify strategies to help you balance work & the other aspects of your life]; C --> D[Communicate about your work to friends and family];
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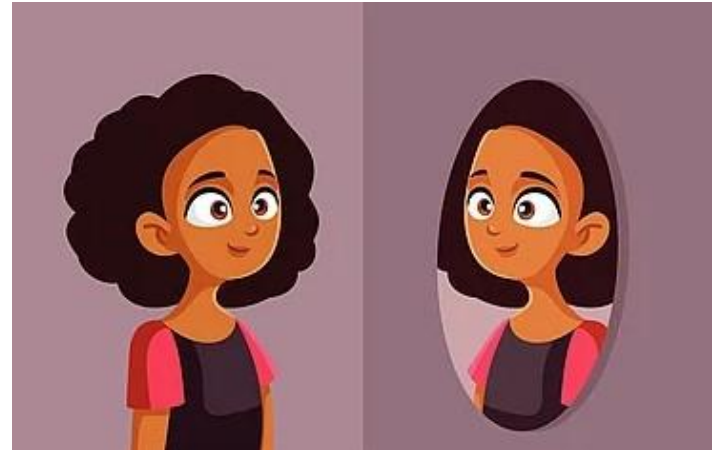
Develop an action plan to achieve your goals

Identify strategies to help you balance work & the other aspects of your life

Communicate about your work to friends and family

# WHAT ARE YOUR LIFE GOALS & DREAMS?

- What is **most** important to you?
- **Where** are you going and **what** do you want to do?
- Goals can help to **guide your decision making** as you are faced with various options. Knowing what you want in your life can then determine what you need to develop within yourself and your environment in order to get there.



Take a look in  
the mirror

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***"You can only become truly successful at something you love. Don't make money your goal. Instead pursue the things you love doing, and then do them so well that people can't take their eyes off of you."***

***- Maya Angelou***



# VISION CASTING & GOAL SETTING

**What** do you want to accomplish?

**When** will you achieve your goal?

**Discover** your reasons for wanting to accomplish your goal

**Prioritize** and break down your broader goal into mini-goals

**Celebrate** your success

# WHAT ARE THE 6 CATEGORIES THAT GO INTO A VISION BOARD?

## 1. Daily Priorities

The small habits you commit to every day are what turn into big impacts in the long term

## 2. Business & Career

Know what you want to achieve in your professional life

## 3. Health & Wellness

A healthy body, mind and spirit enables you to be strong and resilient

## 4. Personal Family

You must be intentional to invest in keeping strong relationships with your family and friends

## 5. Financial

The ability to provide for your family and accomplish your goals

## 6. Life Bucket List

Gives you hope for the future and keeps you motivated towards your long-term goals

# SETTING SMART GOALS



**1**



**2**



**3**



**4**



**5**

Which photo here describes how you currently get around town?

# SETTING REALISTIC GOALS

Lardi was born in Bolgatanga to a local family. She always dreamed of driving her own car one day. She joined the WEE-North training programme and became an electrician. She worked hard and started to earn a decent income for herself and her family. After thinking about her dream to drive her own car, she realized that if that is what she set her mind to, she would never be satisfied until she had it. She decided that while that was still her ultimate goal, that she would first save her money with the aim to buy a bicycle.

Then maybe one day, she'll save more money and be able to trade her bicycle in for a motorbike. And then later, trade her motorbike for a motor-king. Then finally, maybe she would save enough for a car.

**Discussion Question: What seems more achievable, to go from walking one day to driving a car the next, or first starting with a bicycle?**

# EXAMPLE OF SOMEONE'S VISION BOARD

## 1. Daily Priorities

- Eat healthy breakfast
- Sleep 8 hours
- Spend 30 minutes/day for spiritual practice

## 2. Business & Career

- Attract 2 new clients
- Learn new plumbing skills
- Volunteer for WEE-Give projects

## 3. Health & Wellness

- Eat healthy meals
- Sleep 8 hours
- Seek medical care if needed

## 4. Personal Family

- Spend 30 minutes playing with children per day
- Spend time talking with partner

## 5. Financial

- Buy new tile cutter
- Pay school fees
- Start backyard garden & animal rearing

## 6. Life Bucket List

- Send children to university
- Feed family at least 80% with backyard garden & animal rearing

# DEVELOP YOUR OWN VISION BOARD

1. Daily Priorities

2. Business & Career

3. Health & Wellness

4. Personal Family

5. Financial

6. Life Bucket List

# WHAT IS AN ACTION PLAN?

Where  
you are  
now



Where  
you  
want  
to be

A roadmap that leads you from A to B

# 5 STEPS FOR YOUR ACTION PLAN



1: GET CLEAR ON YOUR GOALS, MILESTONES, AND PRIORITIES



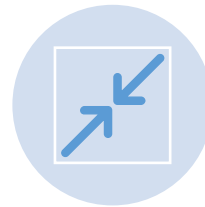
2: BREAK DOWN YOUR GOALS INTO ACTIONABLE STEPS



3: HAVE SPECIFIC DEADLINES



4: ALLOCATE KEY RESOURCES AND RESPONSIBILITIES



5: STAY FLEXIBLE, REEVALUATE, AND ADAPT

# ACTION PLAN WORKSHEET

Vision Board Category	Description	Action Step(s)	Start Date	Due Date	Key Resources	Desired Outcome
Daily Non-Negotiable						
Business & Career						
Health & Wellness						
Personal Family						
Financial						
Life Bucket List						

# WORK-LIFE BALANCE



WHAT MAKES YOU SUCCESSFUL?

WHAT ARE THE CHARACTERISTICS OF  
A SUCCESSFUL TRADESWOMAN?

# 7 CHARACTERISTICS OF A SUCCESSFUL TRADESWOMAN

- 1 Determined and Future-Focused
- 2 Open-Minded and Humble
- 3 Adaptable and Resourceful
- 4 Opportunistic and Smart with Risk
- 5 Leadership Mentality
- 6 Personable & Empathetic
- 7 Good with Organization

“Choose  
your  
business  
partners  
wisely”



“Also,  
choose  
your  
spouse  
wisely”



“Your success in business is determined by how well you can plan and organize your life”



# 10 TIPS FOR WORKING SMARTER, NOT HARDER!

1

•Make a weekly plan of things to do

2

•Cook in big batches– buy a fridge and/or freezer

3

•Turn off or mute your phone while working

4

•Make your work a priority

5

•Be organized

6

•Measure results, not time

7

•Follow a routine

8

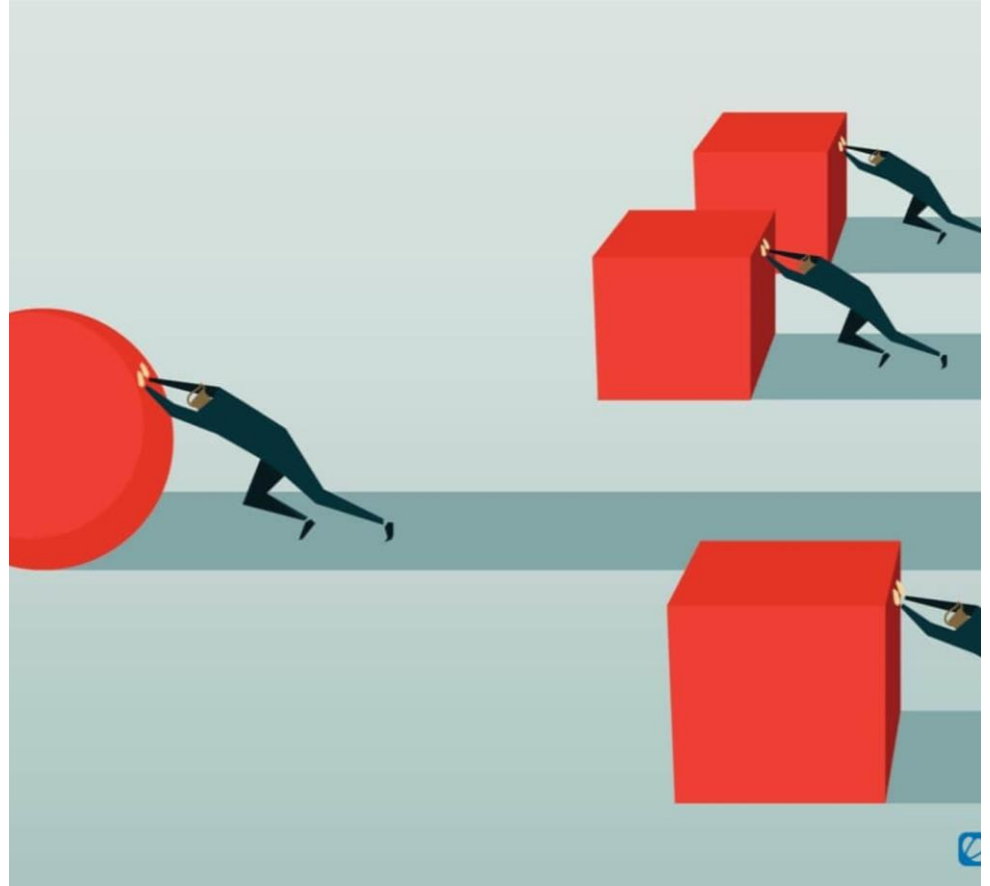
•Take regular breaks

9

•Finish what you start

10

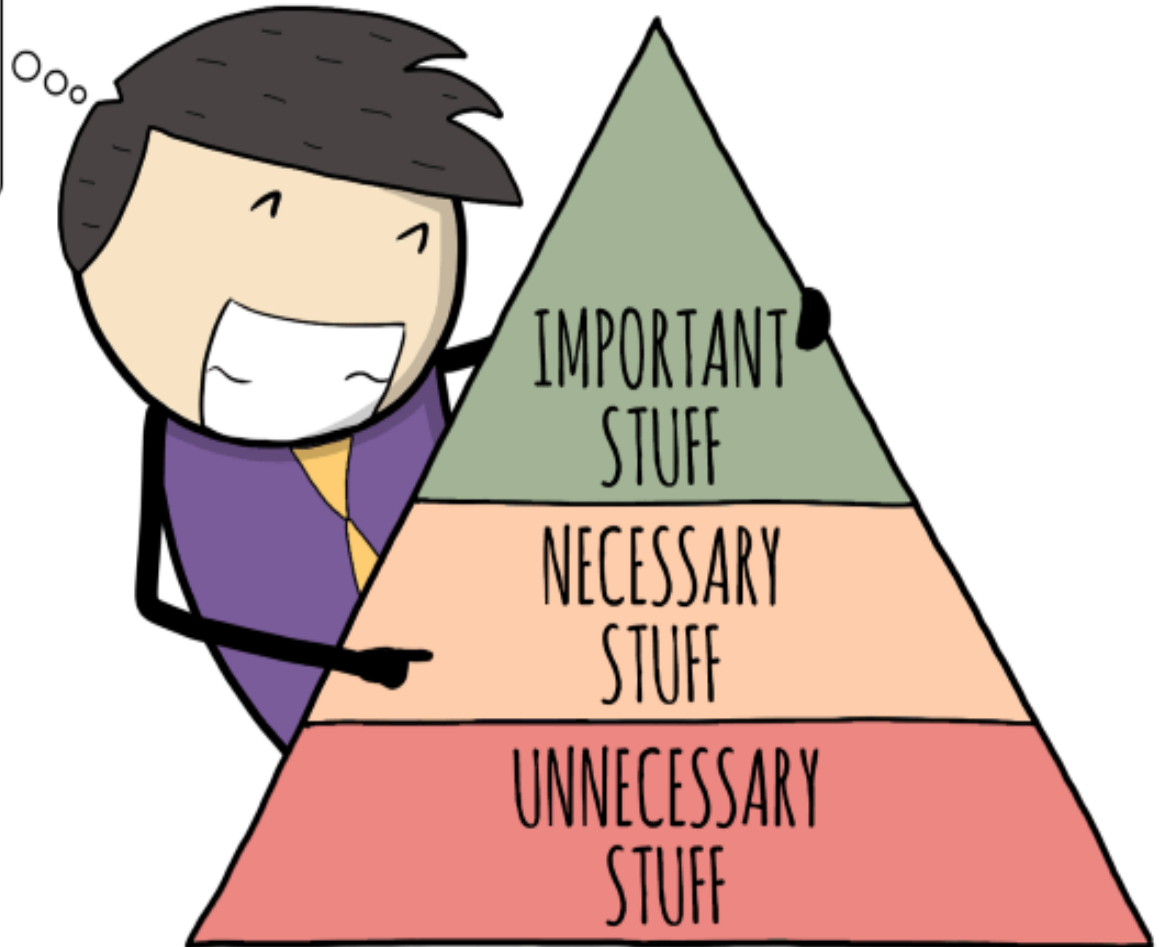
•Get help with your children



# THE PRIORITY PYRAMID

WHAT MUST I DO TODAY?  
WHAT SHOULD I DO TODAY?  
WHAT COULD I DO TODAY?

THE PRIORITY  
PYRAMID



Urgent

Not Urgent

Important

**Urgent and Important**

**Not Urgent but Important**

Not Important

**Urgent but Not Important**

**Not Urgent and Not Important**

# BALANCING WORK AND FAMILY LIFE



Be careful of what information you share with family members regarding your business, how much you earn, etc.



If you ever work with family members, make sure you are very clear about what everyone's roles and responsibilities and pay them as if they are an employee.



Run your business professionally, maintain control of your passwords and bank account information, or other sensitive information that someone could use to harm your business.

# DAY PLANNER ACTIVITY

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
4-6 am							
6-8 am							
8-10 am							
10-12 pm							
12 – 2 pm							
2-4 pm							
4-6 pm							
6-8 pm							
8-10 pm							

# COMMUNICATING WITH OTHERS ABOUT YOUR WORK

Once you start working, you will probably have a lot of people in your community talking about you. Some will be praising you and be very supportive, and others may try to discourage you because they are jealous or afraid of what your success might mean to them.

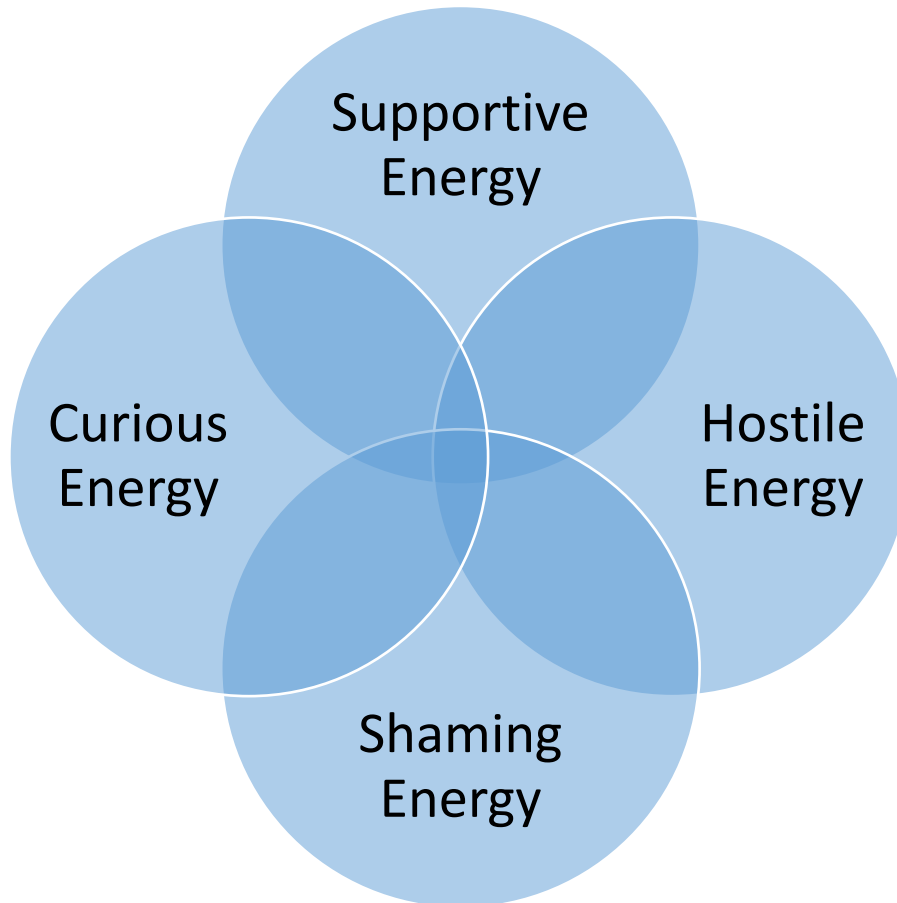
It is important that you stay positive and remain focused on your goals.

Spend time with people who are encouraging and supportive.

As you begin working, you may have less time to spend with your friends and family, or doing things you used to do.

You need to have conversations with the people in your life and explain to them that you are serious about your work and you may have less time to spend with them as you did before. Clear and open communication can help them understand your new situation better.

# ROLE PLAY: COMMUNICATING WITH OTHERS ABOUT YOUR WORK



# END OF MODULE #2

Please take your Vision Board home and put it on the wall for continuous inspiration and refinement.

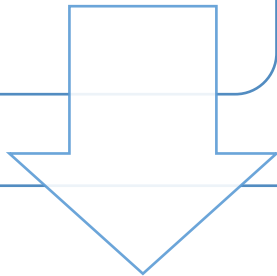
# MODULE #3

## BUSINESS MODEL PLANNING



# IN THIS MODULE YOU WILL LEARN HOW TO:

Identify business  
opportunities and  
conduct market surveys



Research, plan and  
design a business  
model that suits you

# STEPS TO STARTING A BUSINESS



Brainstorm potential business ideas



Conduct a market survey based upon business ideas to understand your target market(s)



Develop Business Model Canvas



Create pitch video



Seek funding and support



Launch business

# SOME QUESTIONS TO ASK...

---

Who is your product or service for?

---

What problem does your product or service fix?

---

Who is most likely to buy your product or service?

---

What demographics are you targeting?

---

What psychographics are you targeting?



WHAT KIND OF  
BUSINESS WILL YOU  
HAVE?  
WILL IT MEET  
PEOPLE'S NEEDS?  
HOW DO YOU  
KNOW?

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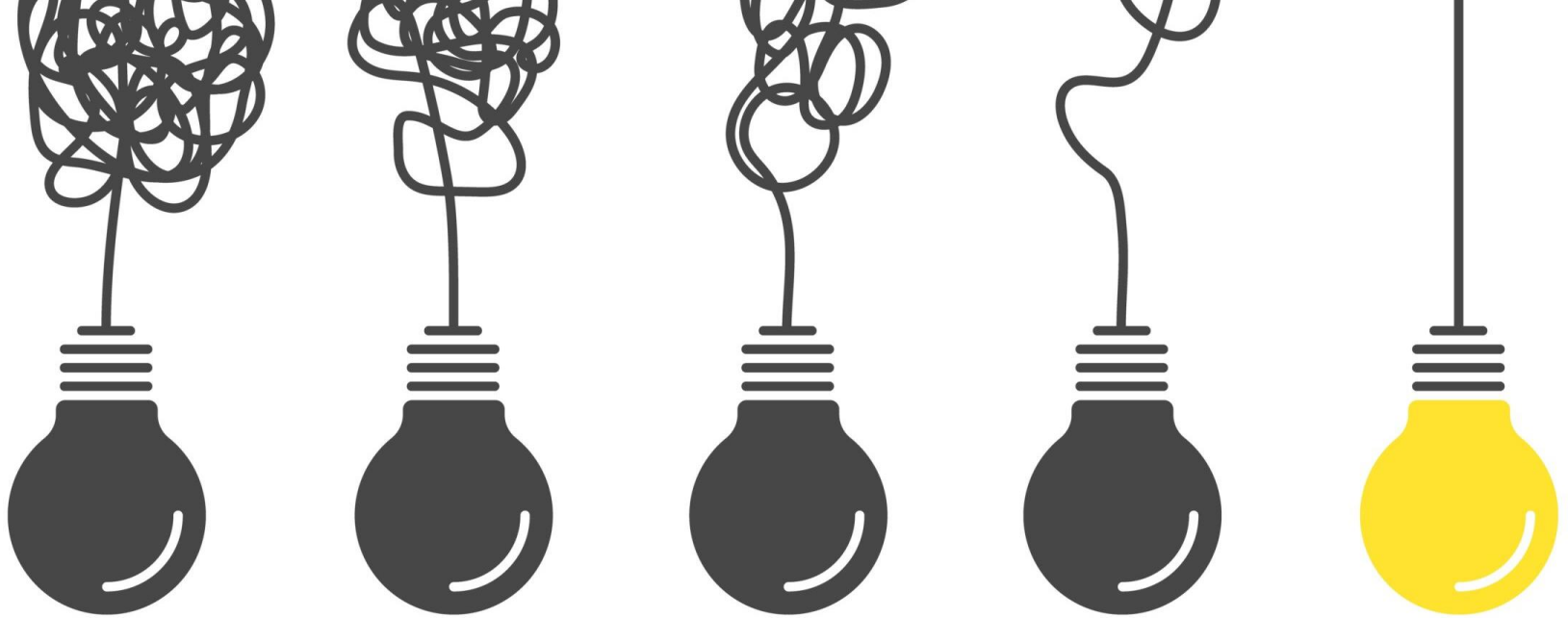
- To attract and retain customers, you must understand their needs and challenges, and offer them solutions.
- Can you think of any business ideas related to your trade that could meet the needs and challenges of the people in your community?

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# WHAT IS YOUR UNIQUE SELLING POINT (USP)

- What makes your business better than your competitors and why customers should buy from you—what do they care about the most?
- A USP could be:
  - You (your story)!
  - Lowest price
  - Highest quality
  - Fastest delivery
  - A unique location
  - The most innovative products or services
  - The most long-term aftersales services (warranty or guarantee)
  - Any other factor that influences customers' buying behaviour





“INNOVATION IN BUSINESS IS ABOUT SOLVING PROBLEMS”

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# BUSSINESS INNOVATION EXAMPLE: HIPPO ROLLERS



[Video Link Here](#)

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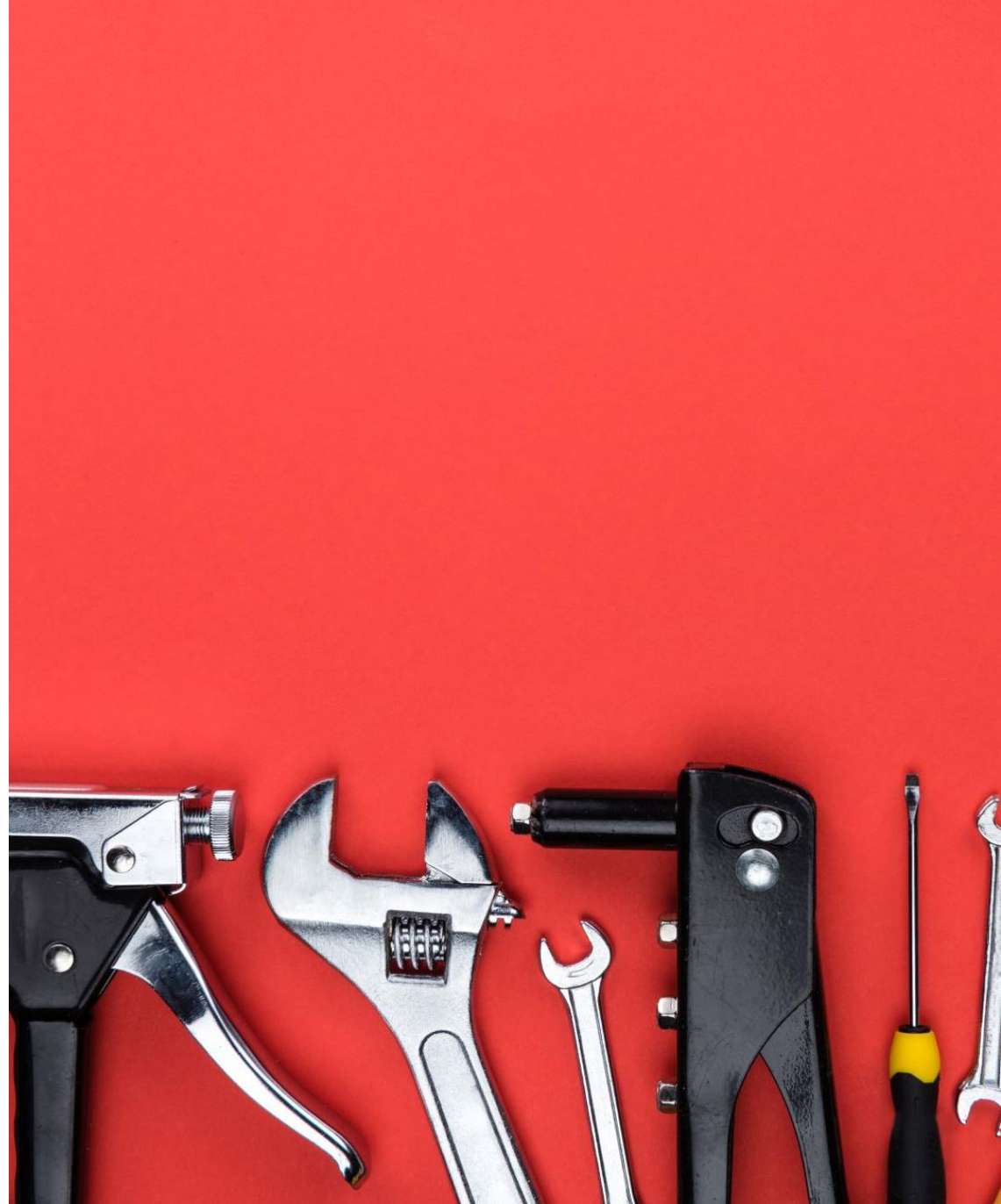
# INNOVATION IN BUSINESS

- What does it mean to be innovative?
- Offer a product or service that isn't readily available in your community
- You create new value within an already established business concept or product
- We can do this through adding value, creating efficiencies, proving that your product or service is better than the competition.
- Taxis have existed for a long time, but by adding an electronic 'ordering' system, Bolt and Uber is bringing convenience and efficiency to customers.



# THREE BASIC TYPES OF BUSINESSES

1. Sale of products
2. Provision of services
  - Call Centre
  - Mobile maintenance teams (individuals, hotels, businesses, etc.)
  - Tool rentals
  - Wholesale materials shop
  - Energy audits
3. A combination of both product sales and service provision



# EXAMPLES OF WEE-MAKE BUSINESS MODELS



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Sell products  
you make

Sell materials  
and tools  
related to  
your trade

**WEE-  
Make  
Products**

# WEE-MAKE BUSINESS MODELS

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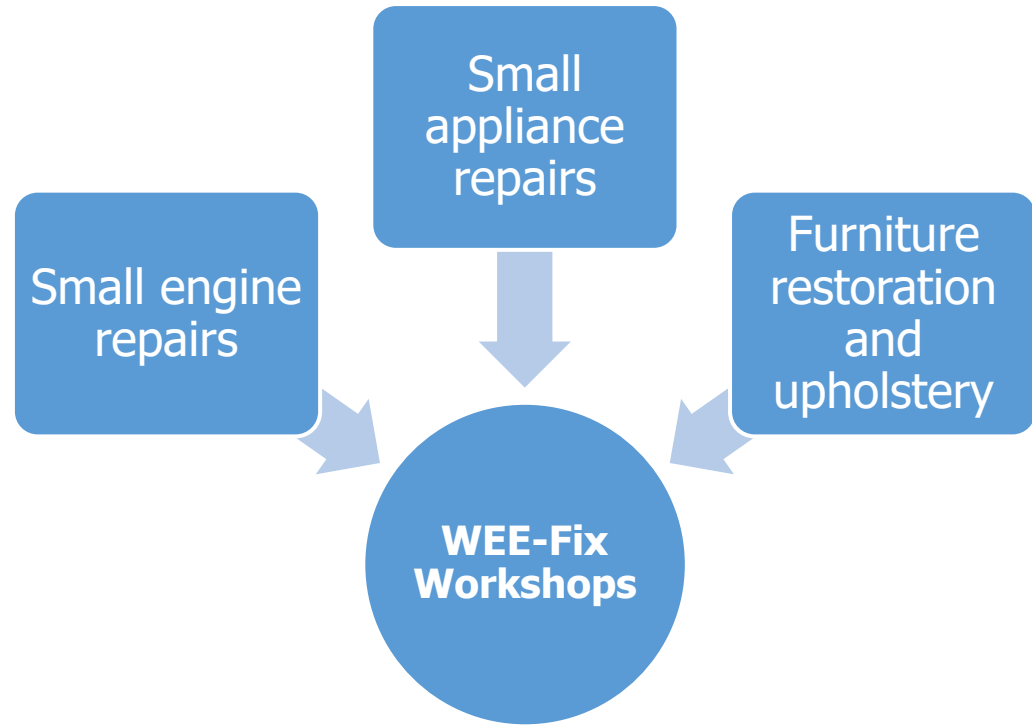
Dispatch services  
- you are  
accessible by  
phone

“On the Go”  
Roaming services  
– people look or  
listen for you



**WEE-MAKE  
BUSINESS MODELS**

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## WEE-MAKE BUSINESS MODELS

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# COMPARING PRODUCT & SERVICE BUSINESSES

<b>Criteria</b>	<b>Product (product Manufacturer)</b>	<b>Service (service provider)</b>
<b>Durability</b>	A physical, durable product	Intangible, perishable product
<b>Inventory</b>	Output can be inventoried	Output cannot be inventoried
<b>Customer involvement</b>	Low contact with customers	High contact with clients
<b>Operation facility</b>	Large production facility	Small service facility
<b>Resource intensity</b>	Capital intensive	Labour intensive
<b>Quality</b>	The quality of the product is easily measured	The quality of service is not easily measured
<b>Re-usability</b>	The product can be resold	The service cannot be resold

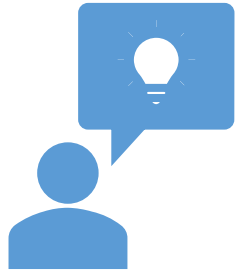
# OVERVIEW OF PRODUCT IDEAS

## TIME AND LABOR SAVING HOUSEHOLD PRODUCTS

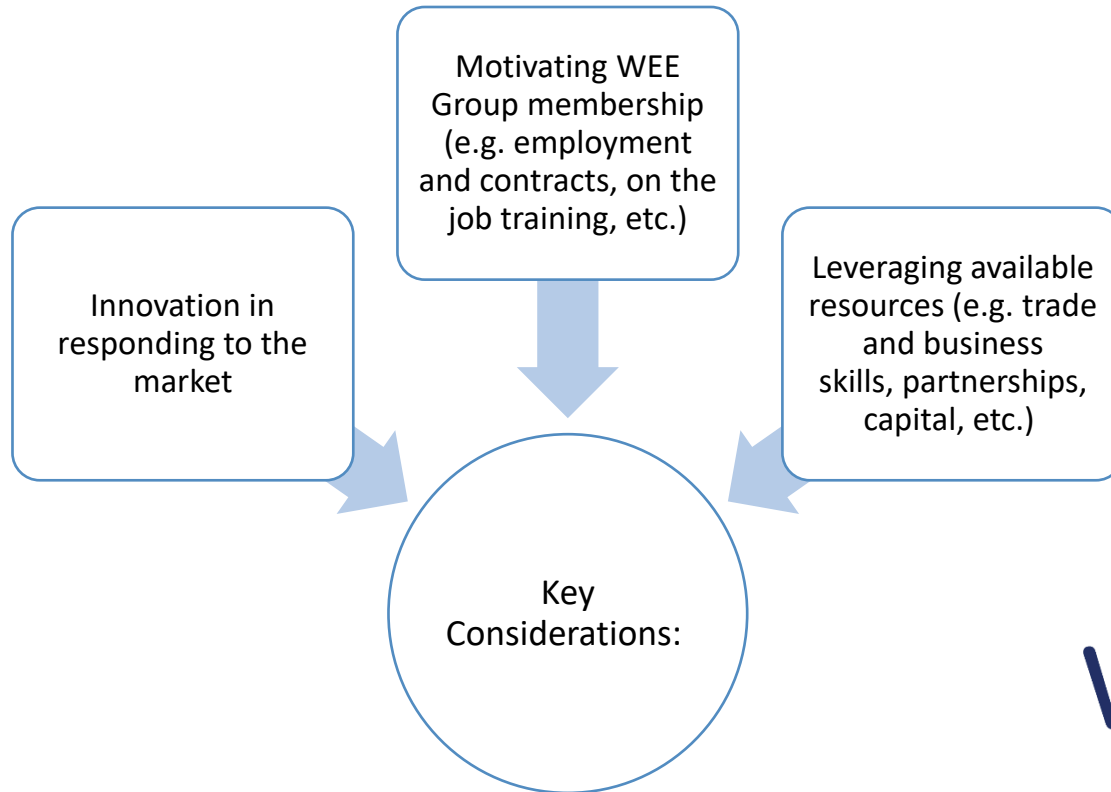
- Handwashing stations
- Solar lights for household use
- Farming tools
- Farming irrigation systems
- Baby fowl light boxes
- Food processing machines
- Flower pots
- Furniture (Tables and chairs, Bookshelves, Stools, Desks, etc.)
- Car shade canopies
- Summer huts
- Animal sheds
- Dustbins/Garbage Cans

## PROMOTING CHILD DEVELOPMENT

- Toys
- Kitchen helper
- School chairs, stools, benches & tables
- Ring swing
- Climbing dome
- Tennis stand and net
- Football goalposts



# Challenge Statement: How might you and your fellow WEE North members design and establish a group business model in your district?



# BUSINESS MODEL MILESTONE #1:

# SWOT ANALYSIS OF WEE GROUP BUSINESS ACTIVITIES

## How to Do a SWOT Analysis



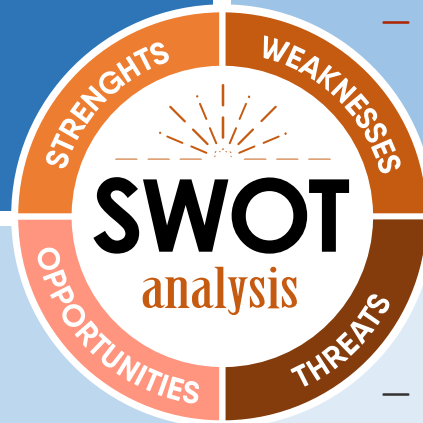
# SWOT ANALYSIS GROUP ACTIVITY



- + Strength One
- + Two
- + Three
- + Four



- Weakness One
- Two
- Three



- + Opportunity One
- + Two
- + Three

- Threat One
- Two



# BUSINESS BRAINSTORMING EXERCISE

Think about	Think about	Consider	Consider
<p>Think about your own problems</p> <ul style="list-style-type: none"><li>• Some of the best business ideas are born when a person solves their own problem because chances are, someone else has the same problem too!</li></ul>	<p>Think about other people's problems</p> <ul style="list-style-type: none"><li>• Talk to people you know.</li><li>• What are people looking for help with in their every day lives?</li><li>• What causes your friends or family members the most amount of stress in their life?</li><li>• What products or services do you hear people talking about that they wish was more available/accessible?</li><li>• The world is full of problems that need to be solved</li></ul>	<p>Consider your skills or area of expertise</p> <ul style="list-style-type: none"><li>• What are you really good at? Do you have a unique area of knowledge or skill?</li><li>• When you understand why something is a problem, you can develop a solution for it.</li></ul>	<p>Consider what you are passionate about</p> <ul style="list-style-type: none"><li>• Whether it's a hobby, a personal value, or an altruistic mission, your passions are a great resource for business ideas. You will spend long hours starting and building your business. You'll find it much easier to put in those long hours if you really care about what you're doing.</li></ul>

# SWOT ANALYSIS ACTIVITY

➤ WEE Group District:

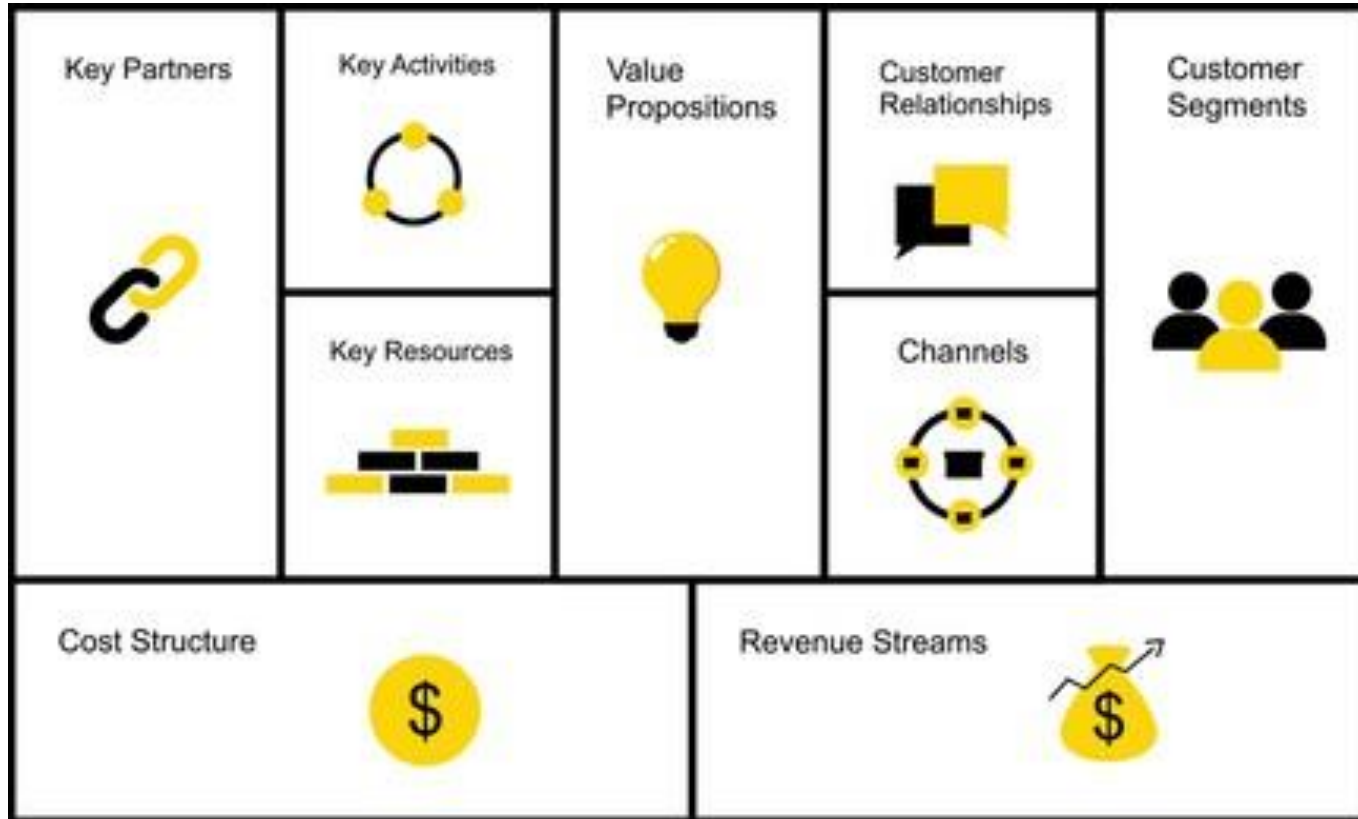
➤ Participant Name(s):

➤ Date:

<b>Strengths</b>	<b>Weakness</b>
<b>Opportunities</b>	<b>Threats</b>

ONWARDS TO BUSINESS MODEL  
MILESTONE #2:  
THE BUSINESS MODEL CANVAS

# BUSINESS MODEL CANVAS



# BUSINESS MODEL CANVAS EXPLAINED



# PILLAR 1: CUSTOMER SEGMENTS

## QUESTIONS TO ASK...

---

Who are the people you want to create value for?

---

What do your customers want?

---

Who are your most important customers?

---

# WHAT IS YOUR TARGET MARKET? WHO IS YOUR TARGET CUSTOMER?

## Demographics

- Age
- Gender
- Location
- Employment Status

## Psychographics

- Personality
- Values
- Lifestyle
- Interests



# PILLAR 2: CUSTOMER RELATIONSHIPS

## QUESTIONS TO ASK...

---

What type of relationship does each of your customer segments expect to establish and maintain with them?

---

Customer Segment #1

---

Customer Segment #2

---

# PILLAR 3: CHANNELS

## QUESTIONS TO ASK...

---

What are your channels to sell your products and or services?

---

How will you deliver products and services?

# PILLAR 4: VALUE PROPOSITION

## QUESTIONS TO ASK...

---

What Products & Services are you offering?

---

What value do you deliver to the customer?

---

What problems are you solving for your customers?

---

What benefits will your products and or services offer to customer?

---

# PILLAR 5: KEY ACTIVITIES

## QUESTIONS TO ASK...

---

What key activities does your value proposition require you do?

---

What are your distribution channels, revenue streams and customer relationships?

# PILLAR 6: KEY RESOURCES

## QUESTIONS TO ASK...

---

What key resources are important in your business model?

---

What resources are needed for your distribution channels, revenue streams and customer relationships?

# PILLAR 7: KEY PARTNERS

## QUESTIONS TO ASK...

---

Who are your key partners?

---

Who are your key suppliers?

---

What key activities do your partners perform?

---

What resources are coming from partners?

---

# PILLAR 8: COST STRUCTURE

## QUESTIONS TO ASK...

---

What are the most important costs in your business model?

---

What key activities and resources are most expensive?

# PILLAR 9: REVENUE STREAMS

## QUESTIONS TO ASK...

---

What will your customers pay for your products and or services?

---

What do they currently pay for a similar product and or service?

---

How will customers prefer to pay?  
(Momo, Cash, Installments, etc.)

---

# LET'S HAVE SOME FUN AND DESIGN YOUR OWN BUSINESS MODEL CANVAS

Each participant is given a blank handout and is requested to move through the business model canvas from right to left and then end with cost structure and revenue streams.

If required, facilitators will help participants by asking probing questions, not by providing answers.

Each participant presents back to the group their business model canvas.

# The Business Model Canvas

Business Name: \_\_\_\_\_

Names of Business Partners: \_\_\_\_\_

Key Partnerships



Key Activities



Value Propositions



Customer Relationships



Customer Segments



Key Resources



Channels



Cost Structure



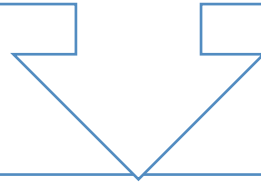
Revenue Streams



# ONWARDS TO BUSINESS MODEL MILESTONE #3: THE PITCH

# SLIDE 1: VISION AND VALUE PROPOSITION

This is a quick one sentence overview of your WEE North group business model and the value that you provide to your customers. Keep it short and simple. A great way to think about this slide is to use the e.g. sentence below:



***My (insert district) WEE North group business model...is developing...(a defined product/service offering) to help...(a defined audience)...(solve a problem) with...(secret sauce).***

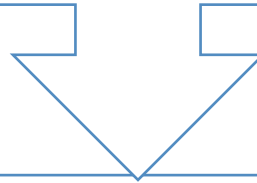
# SLIDE 2: THE PROBLEM

Use this slide to talk about the problem your group business model is solving and who has the problem. Ideally, try and tell a relatable story when you are defining the problem. The more you can make the problem as real as possible, the more your audience will understand your business model and its goals.

*Our WEE-North Service Centre will help solve (insert problems) in our community.*

# SLIDE 3: TARGET MARKET AND OPPORTUNITY

Use this slide to expand on who your ideal customer is and how many of them there are. What is the total market size and how do you position your company within the market?



***Our WEE-North Service Centre will target (insert market segments) in our community.***

# SLIDE 4: THE SOLUTION

Finally, you get to dive into describing your product and or service. Describe how customers use your product/service and how it addresses the problems that you outlined on slide two. This is classic storytelling where you build up the problem and describe how bad it is for lots of people. Now your product or service is coming to the rescue to help solve that problem.

*Our WEE-North Service Centre will solve (insert solutions) in our community.*

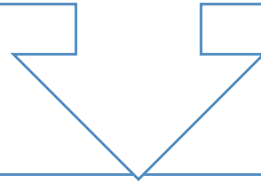
## SLIDE 5: REVENUE MODEL

Now that you've described your product and or service, you need to talk about how it makes money. What do you charge and who pays the bills?

***Our WEE-North Service Centre will make money by charging XX to YY in our community.***

## SLIDE 6: KEY MILESTONES

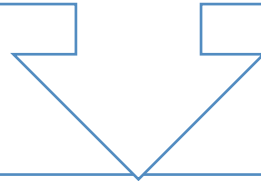
You can use this slide to talk about your milestones. What major goals have you achieved so far and what are the major next steps you plan on taking?



***Our WEE-North Service Centre has/will achieve XX by YY and we will soon take the next steps towards ZZ.***

# SLIDE 7: MARKETING AND SALES STRATEGY

How are you planning on getting customers' attention and what will your sales process look like? Use this slide to outline your marketing and sales plan. You'll want to detail the key tactics that you intend to use to get your product/service in front of prospective customers.



***Our WEE-North Service Centre will focus on XX marketing to YY customers and will also do ZZ.***

# SLIDE 8: THE TEAM

Why are you and your WEE Group the right people to build and grow this business? What experience do you have that others don't? Highlight the key team members, their successes, and the key expertise that they bring to the table.

Even if you don't have a complete team yet, identify the key positions that you still need to fill and why those positions are critical to your business growth.

***Our WEE-North Service Centre will require a team of XX people to perform YY and ZZ.***

# SLIDE 9: THE COMPETITION

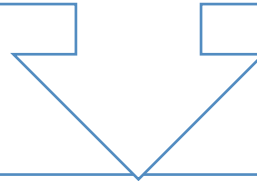
Every business has competition in one form or another. Even if your group business is opening in an entirely new market, your potential customers are using alternative solutions to solve their problems today.

Describe how you fit into the competitive landscape and how your group's business is different than the competitors and alternatives that are on the market today. What key advantages do you have over the competition or is there some “secret sauce” that you have?

***The key here is explaining how you are different than the other players in the market and why customers will choose you instead of one of the other players in the market.***

# SLIDE 10: SUMMARY AND THE 'ASK'

Typically as you finish your pitch you want to reemphasize the 3 to 5 most important points from your pitch. What do you want your audience or others in the room to remember after you leave? Use the strongest points in your slide which can include market size, solution, traction, team, and the ask.



***My (insert district) WEE North group business model...is developing...(a defined product/service offering) to help...(a defined audience)...(solve a problem) with...(secret sauce). We are asking for start-up support...(a defined resource which could be capital, training, land/shop, etc.)...in order to empower women and their families in Northern Ghana.***

# END OF MODULE #3

Please take your SWOT analysis, business model canvas and pitch home and put them on your wall for continuous inspiration and refinement.

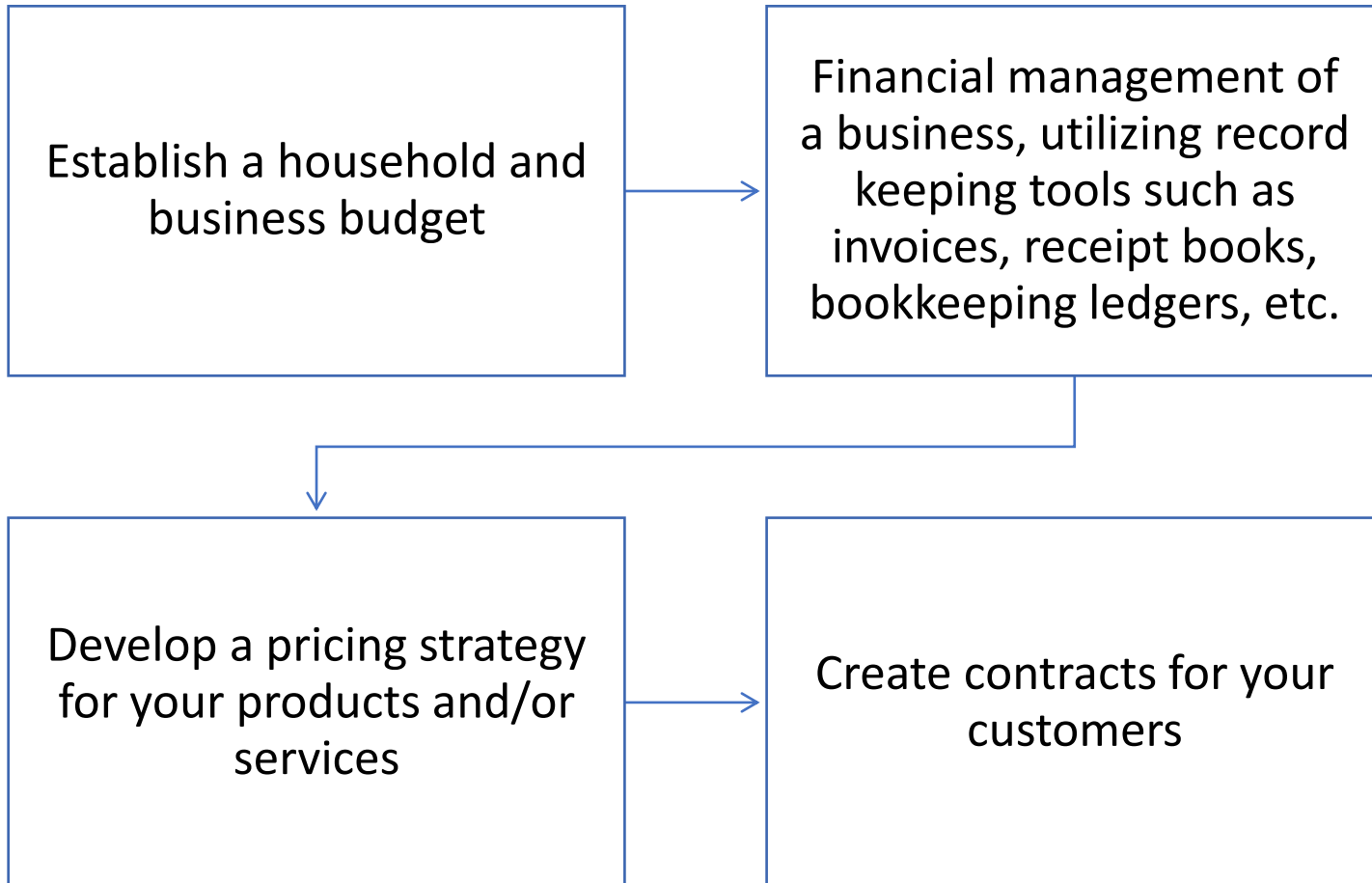
# MODULE #4

## FINANCIAL PLANNING AND MANAGEMENT



“ If you fail to plan,  
you are planning to  
fail ”

# BY THE END OF THIS MODULE, YOU WILL BE ABLE TO:





# SUB-MODULE #1: HOUSEHOLD BUDGETING



# IN THIS SUB-MODULE YOU WILL LEARN:

What a budget is and why it's important.



```
graph TD; A[What a budget is and why it's important.] --> B[The difference between needs and wants.]; B --> C[The seven steps to building a household budget.]; C --> D[The 50/30/20 rule for managing money.]; D --> E[How to use simple technology to build and maintain a household budget];
```

The difference between needs and wants.

The seven steps to building a household budget.

The 50/30/20 rule for managing money.

How to use simple technology to build and maintain a household budget

What is a household budget?

Does anyone keep a budget?

If yes, how do you track your budget?



# HOUSEHOLD BUDGETING HELPS YOU...

1

Make decisions about what to spend money on and what to avoid to help you meet your financial goals.

2

Support you to make purchases that are essential and beneficial to you and your family. Rather than purchases that may put you and your family at risk.

3

Be prepared for the future, particularly when the unexpected happens. E.g. Are you prepared if there was a medical emergency, natural disaster, or a sudden death of an income-earner.

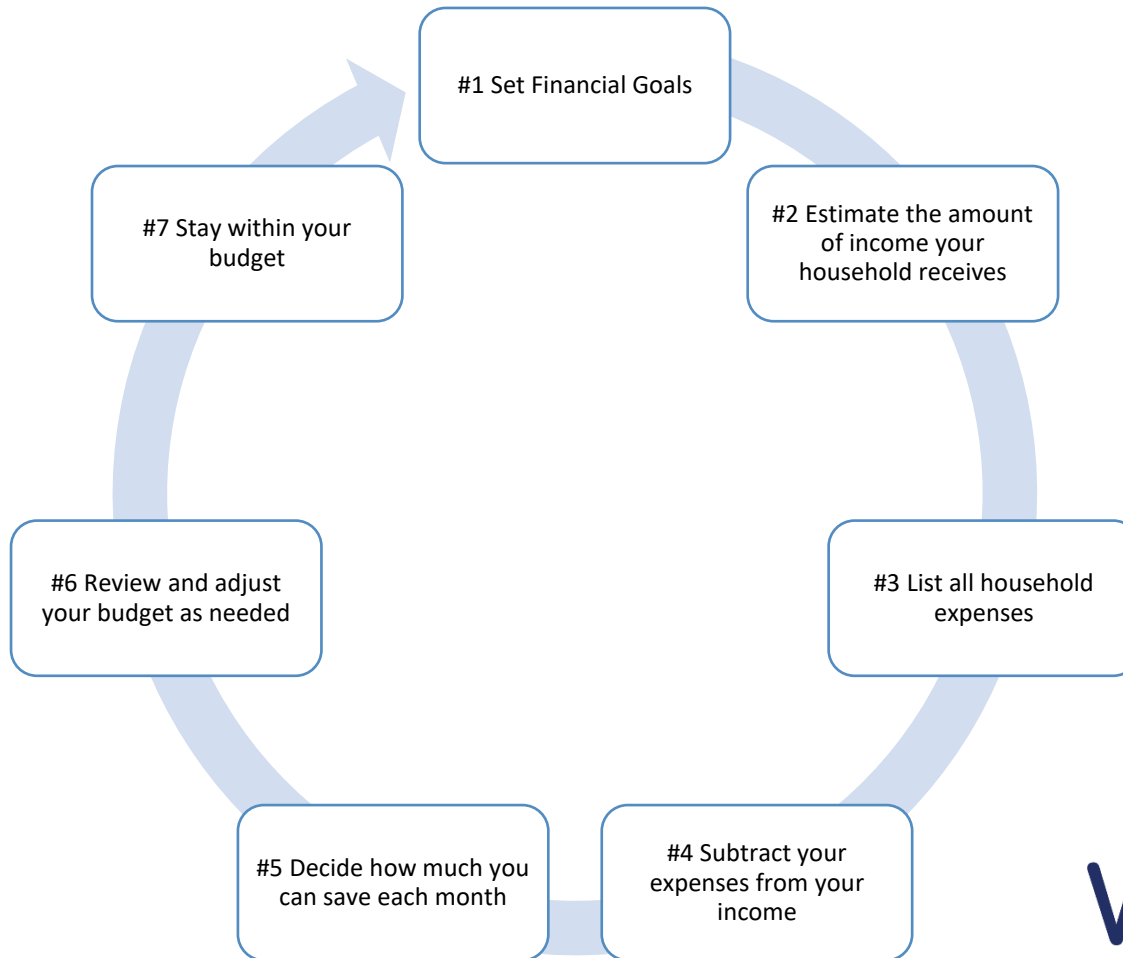
# HOUSEHOLD BUDGETING STORY

- Ayisha and Alhassan are both workers in Tamale and have a five-year-old daughter.
- They made their monthly budget including the money set aside for the unexpected. After creating their budget, they went to market to buy food stuff.
- While in town, Alhassan spotted a beautiful dress that would fit their daughter at a deep discount. The price was so low that Alhassan was excited, and Ayisha thought that they may be able to afford it.
- However, after consideration Ayisha realized that buying the dress would chop their money set aside for the unexpected and they would not stay within budget.
- Ayisha explained this to Alhassan. Alhassan agreed with Ayisha that it was not a 'need' right now, so they decided not to buy the dress.
- Later that week their daughter lost her only pair of school shoes. Since they had not spent the money on the dress, they were able to replace the shoes from the unexpected category of their budget.

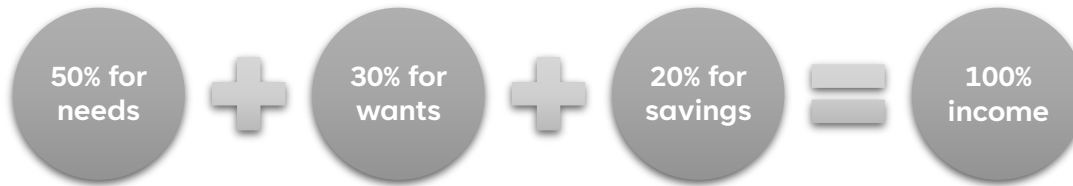


WHAT ARE THE  
DIFFERENCES  
BETWEEN NEEDS  
AND WANTS?

# 7 STEPS IN BUDGETING



# LET'S BUILD A HOUSEHOLD BUDGET USING THE 50/30/20 RULE AND TECHNOLOGY!



	A	B	C	D
1	<b>WEE-NORTH</b> Empowering Women in Industrial Trades in Northern Ghana	Instructions: Fill in your income and expenses in the relevant boxes. Use the "amount" column to record your monthly spending or set goal amounts. Scroll down to see how your totals compare to the 50/30/20 budget guidelines.		
2				
3	<b>Monthly income</b>	<b>Amount</b>		
4	After-tax salary or wages	GHS1,000.00		
5	Self-employment income	GHS1,000.00		
6	Any additional income (rental, financial aid, child support, pension, etc.)	GHS2,000.00		
7				
8	<b>Total</b>	<b>GHS4,000.00</b>		
9				
10	<b>Expenses</b>			
11	<b>Needs (monthly)</b>	<b>Amount</b>		

[Link to Google Sheets Tool](#)

**WEE-NORTH**  
Network

# END OF SUB-MODULE

Please review and update the personal/family budget you have created frequently.




# SUB-MODULE #2: BUDGETING FOR BUSINESS




# WHAT YOU WILL LEARN:


The difference between a personal/household budget and a business budget.



The seven steps to building a business budget.



The 50/30/20 rule for managing business profits.



How to use simple technology to build and maintain a business budget

# BUSINESS BUDGETING CONSIDERATIONS

A business budget is a tool for financial planning that helps manage revenues and expenses associated with your business.

Creating a budget can help your business meet its financial goals and investment targets.

Business budgeting is not difficult. It is similar to household budgeting by tracking income and expenses.

Accurate business budgets are essential, as they help you ensure your business has enough revenue to remain viable while also giving you an in-depth window into how your enterprise is performing.

When creating a business budget, it is important to think about your short-term and long-term financial goals, and what you would like to save money for in the future to invest back in your business.

Keeping your business monies in a separate bank savings account or a mobile money account can help you avoid unnecessary spending and track your business budget.

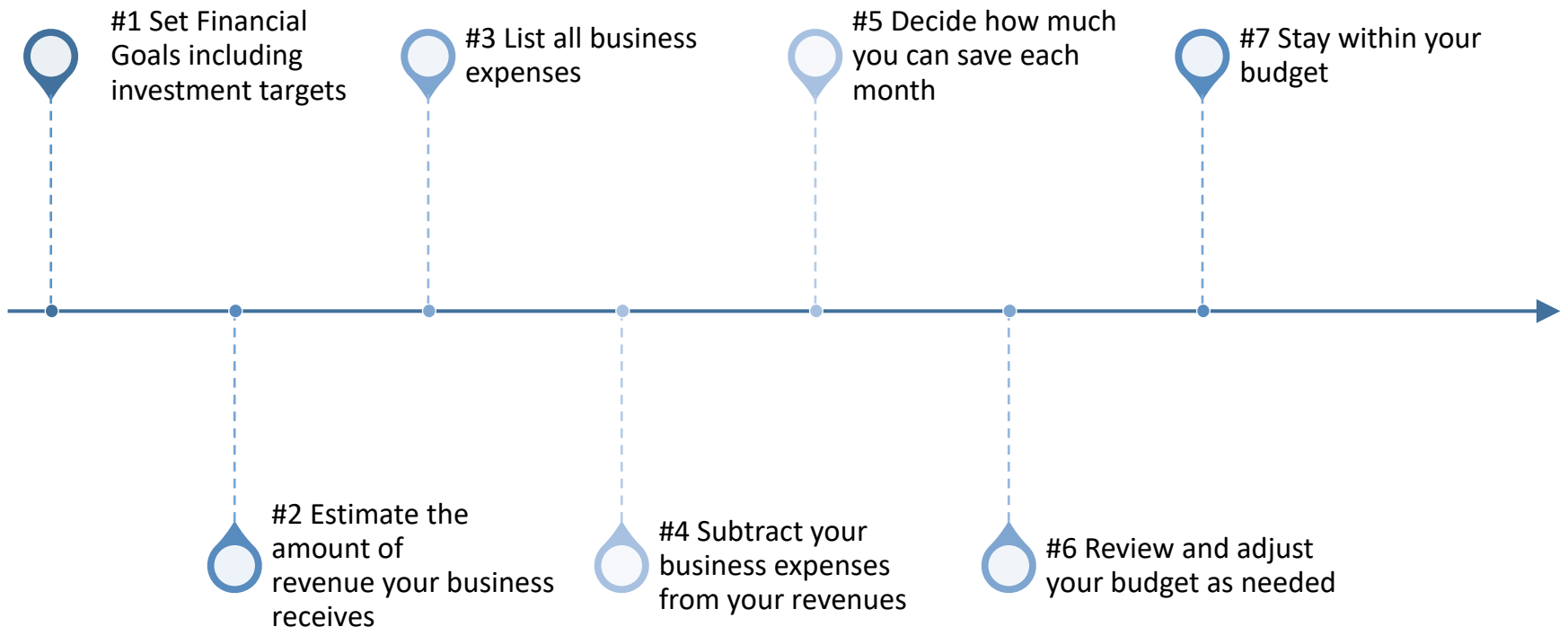
Consider using helpful business budgeting tech.

# BUSINESS BUDGETING STORY

- Ruth and Fuseina are two friends who are working in the carpentry industry.
- Ruth is happy and produces and sells her goods regularly on the roadside. Fuseina sells her products on the same road and looks very sad all of the time. Fuseina doesn't get along very well with others.
- One day, Ruth asks Fuseina what is going on with her. She adds that Fuseina seems stressed most of the time. Fuseina replies that she is stressed because she cannot seem to save her earnings. She explains that all of her earnings each month seem to disappear and she often needs to take out loans from others to cover her expenses.
- Ruth asks Fuseina if she records her expenses and her sales income. Fuseina replies that she never records her financial information. Ruth explains that one reason why Fuseina may be having difficulty is because she is not tracking her income and expenses. Ruth warns her friend that if she continues to face these issues, she might have serious trouble in the future.
- To help her friend, Ruth shares that she budgets her money every month so she can track her expenses and save small amounts for her future. She tells her friend that she should start planning too, which will help her to lead a more comfortable life.



# 7 STEPS IN BUDGETING FOR BUSINESS



# WHAT TO INCLUDE IN YOUR BUSINESS BUDGET



Sales and Revenue



Fixed Costs



Variable Costs

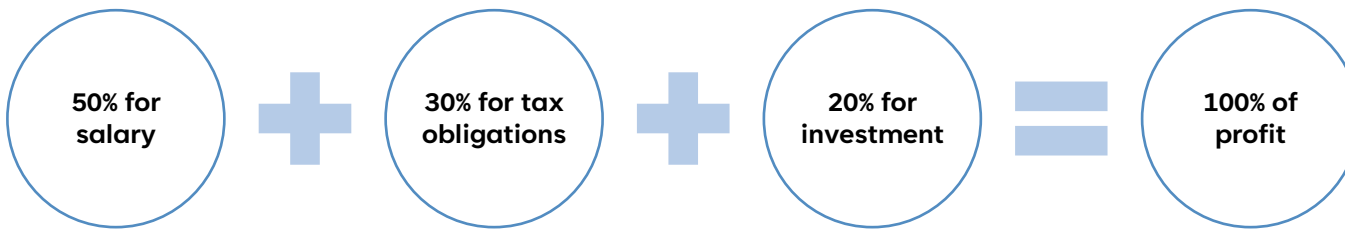


Debt Servicing



One Time Events

# LET'S BUILD A BUSINESS BUDGET AND USE THE 50/30/20 PROFIT RULE AND TECHNOLOGY!



	A	B	C	D
1	<b>WEE-NORTH</b> Empowering Women in Industrial Trades in Northern Ghana	Instructions: Fill in your income and expenses in the relevant boxes. Use the "amount" column to record your monthly spending or set goal amounts. Scroll down to see how your totals compare to the 50/30/20 budget guidelines.		
2				
3	<b>Monthly income</b>	<b>Amount</b>		
4	After-tax salary or wages	GHS1,000.00		
5	Self-employment income	GHS1,000.00		
6	Any additional income (rental, financial aid, child support, pension, etc.)	GHS2,000.00		
7				
8	<b>Total</b>	<b>GHS4,000.00</b>		
9				
10	<b>Expenses</b>			
11	<b>Needs (monthly)</b>	<b>Amount</b>		

[Link to Google Sheets Tool](#)

**WEE-NORTH**  
●●● Network

# END OF SUB-MODULE

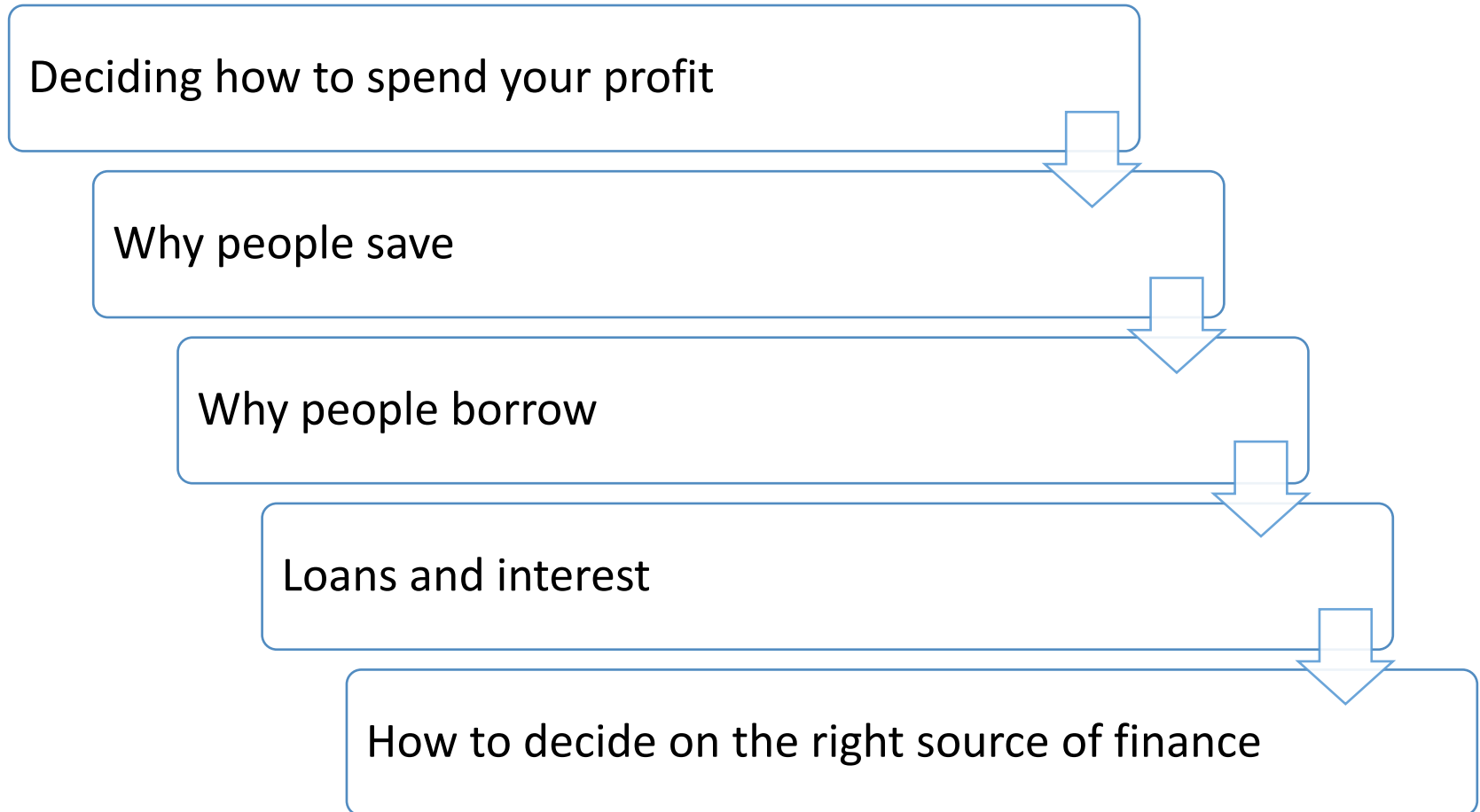
Please review and update the business budget you have created frequently.



**SUB-MODULE #3:  
SAVING,  
BORROWING AND  
LOCAL FINANCE  
OPTIONS**



# WHAT YOU WILL LEARN:



# DECIDING HOW TO SPEND PROFIT

- Invest back into the business – trying to improve your productivity or efficiency
  - Buying new tools, equipment, motorbike or MotorKing, etc....
  - Hiring an employee (to reduce your workload and or increase production capabilities)
  - Buying raw materials
  - Training or education for yourself
- Savings
  - Targeted to something in particular
  - Emergency fund **\*for the business\***
- Spend it on things for yourself, family and/or friends
  - Funerals, weddings, etc....

# WHY PEOPLE SAVE?

- Saving helps you:
  - Manage risk
  - Deal with emergencies
  - Build assets
  - Meet financial goals.
- Saving small amounts of money when you are able helps you with your long-term goals.



# WHY PEOPLE BORROW?



To invest: Investments usually generate additional income or increase in value over time. Examples of investments include buying a house or building a business.



To respond to an unexpected emergency: Emergencies can include natural disasters, a death in the family, or a sick family member.



For consumption: In other words, to purchase an item that you don't currently have enough money to purchase.

# LOANS AND INTEREST



**Loan:** A loan is something lent for the borrower's temporary use. Commonly, a loan refers to a sum of money that a lender gives to a borrower for a certain period of time. The borrower makes a commitment to repay the money with interest.



**Interest:** Interest is the cost of borrowing from a lender. The amount of interest a borrower has to pay will vary depending on the type of lender as well as how long it takes for them to pay back the loan. Typically, the longer it takes to pay back the loan, the more you will pay in interest expenses.

# WHAT FINANCIAL SERVICES DO YOU CURRENTLY USE?

- What financial services do you use?
- What financial services have you heard of?
- Who has used a microfinance institution?
- Who is part of a savings and loan association?
- Who has a mobile money account?
- What experiences have you had either with a bank or mobile financial service provider?



# ADVANTAGES AND DISADVANTAGES

Financial Service	Advantages	Disadvantages
Bank		
Mobile Financial Service Providers		
Microfinance Institutions		
Village and Savings Loan Associations		
Moneylender		

# ADVANTAGES AND DISADVANTAGES

Financial Service	Advantages	Disadvantages
<b>Bank</b>	<ul style="list-style-type: none"> <li>» Security, as money is safe</li> <li>» Saving money and earning interest</li> <li>» Reliability</li> <li>» Privacy</li> <li>» Allows you to build a credit history</li> <li>» Operates within banking laws</li> <li>» Access to financial advice</li> </ul>	<ul style="list-style-type: none"> <li>» Can be far for rural residents</li> <li>» Restricted hours</li> <li>» Formalities and documents needed to open accounts</li> <li>» Bank charges</li> <li>» Long lines (time consuming)</li> </ul>
<b>Mobile Financial Service Providers</b>	<ul style="list-style-type: none"> <li>» Security, as money is safe</li> <li>» Easy to access monies</li> <li>» Convenient and fast</li> <li>» Reliability</li> <li>» Privacy</li> <li>» Easy to operate</li> <li>» Operates within banking laws</li> </ul>	<ul style="list-style-type: none"> <li>» Fraudulent calls may happen</li> <li>» Cost of cashing out is high</li> <li>» Location of agent may be far from village.</li> <li>» Poor network availability</li> </ul>
<b>Microfinance Institutions</b>	<ul style="list-style-type: none"> <li>» Local access</li> <li>» Speed</li> <li>» If registered, operates within laws</li> <li>» Access to informal financial advice</li> </ul>	<ul style="list-style-type: none"> <li>» Loan size is typically small</li> <li>» Cost of borrowing can be high</li> <li>» Limited or no savings services</li> </ul>
<b>Village and Savings Loan Associations</b>	<ul style="list-style-type: none"> <li>» Local access</li> <li>» Social aspect/group support</li> <li>» Lump sum money at a specified time</li> </ul>	<ul style="list-style-type: none"> <li>» Limited funds to meet borrowing needs</li> <li>» Lack of financial knowledge</li> </ul>
<b>Moneylender</b>	<ul style="list-style-type: none"> <li>» Money available immediately</li> <li>» Available at your doorstep</li> </ul>	<ul style="list-style-type: none"> <li>» Very expensive</li> <li>» Risky—operates by intimidation</li> <li>» Prone to get into debt trap</li> </ul>

# SAVING AND BORROWING

If you save your money in a savings account at a rural bank or savings and loans company or you use a mobile money account, you will earn a small amount of interest over time.

Saving money with a savings account at a rural bank, savings and loans company, a microfinance institution or via mobile money is safer than keeping cash on hand.

Women should have access to and control over their savings.

Only borrow for productive purposes—things that increase in value or generate income—such as your business, a house, or education.

Pay loans on time. The longer you take to repay, the more interest will accrue, and the total loan will cost more.

Reduce high-cost loans by borrowing from cheaper sources.

Always keep in mind that you should not spend more than you earn and debts are difficult to get rid of.

Interest is the cost of borrowing money. When you borrow money, you must pay interest on the amount that you have borrowed.

Learning how to calculate interest is important, and always be aware of the hidden costs of loans.

# END OF SUB-MODULE

Please review and update the materials we have covered frequently.



SUB-MODULE #4:  
COSTING &  
PRICING  
PRODUCTS AND  
SERVICES



# WHAT YOU WILL LEARN:


The difference between direct costs and indirect costs



How to calculate total costs



The difference between cost and price



How to keep costs low and calculate price

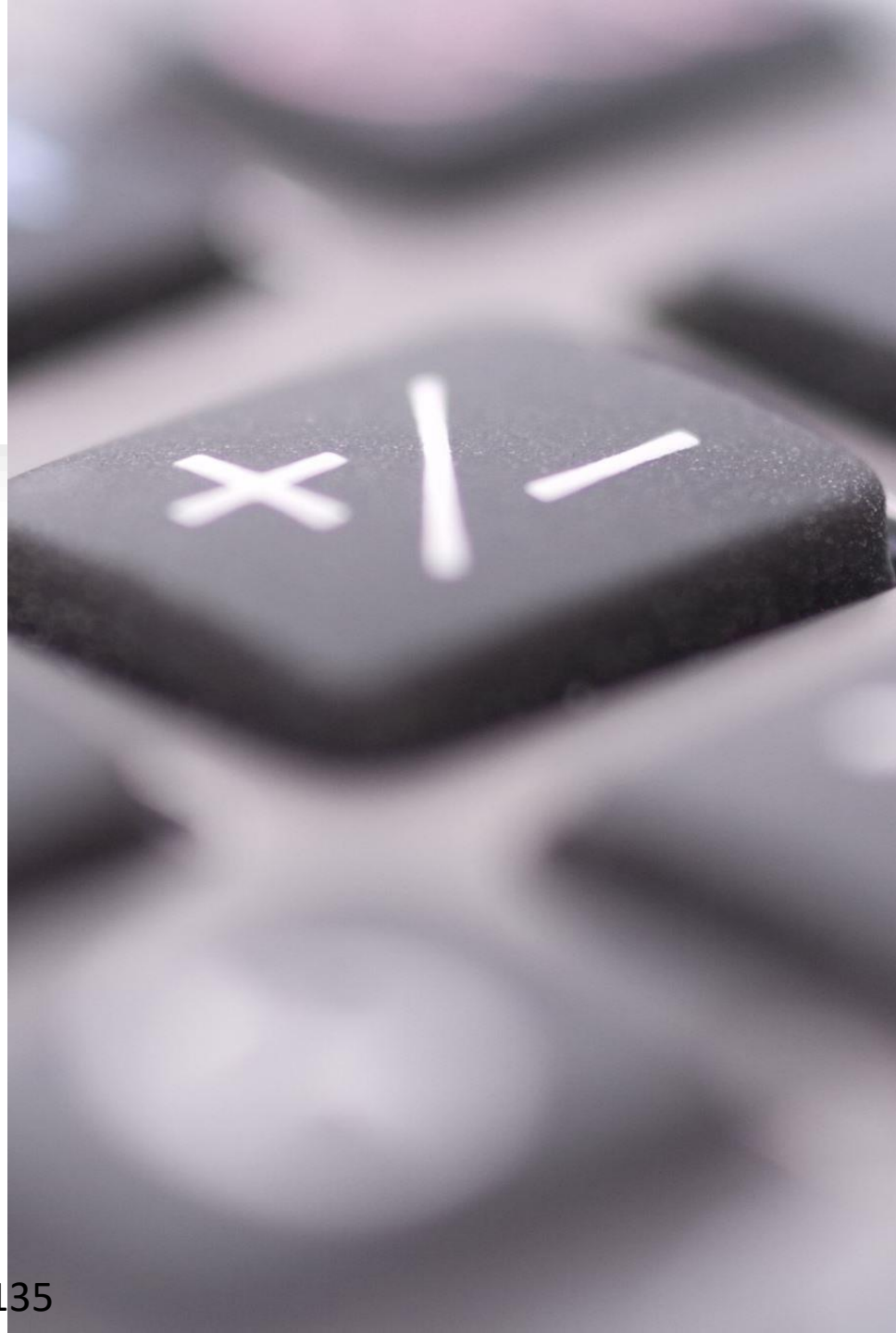


# CALCULATING & MANAGING YOUR COSTS

- Costs are all the expenses incurred in making and selling a product or service. Costing is the process of calculating all your costs. Knowing your business costs helps you to:
  - Set the prices of your products / services to achieve business goals
  - Identify the costliest items to make and sell
  - Know the effect of decisions like raising prices, giving discounts, etc.
  - Make strategic decisions to start / stop selling a particular product/service

# DIRECT COSTS

- There are two main types of direct costs you will come across:
- Direct Costs (DC)
  - Costs which are specifically related to the product / service provided
  - Direct Material Cost (DMC): the cost of materials used in producing and providing a good / service
  - Direct Labour Cost (DLC): the cost of labour (employees) used in producing and providing a good / service
- $\text{DIRECT COSTS (DC)} = \text{DMC} + \text{DLC}$

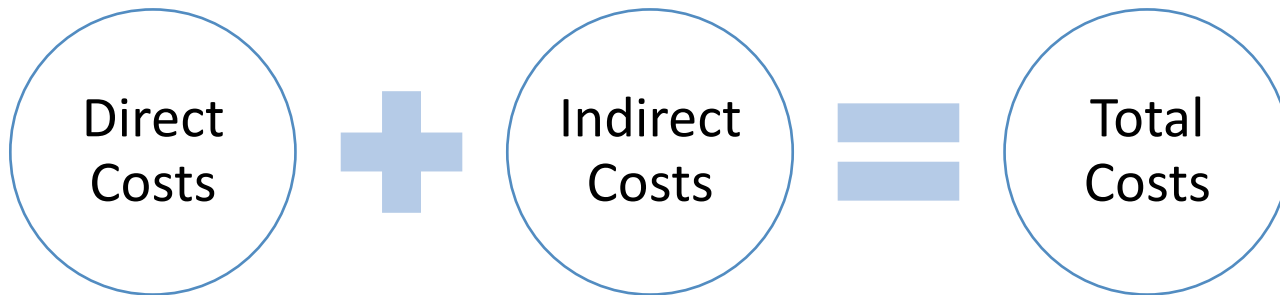




# INDIRECT COSTS

- **Indirect Costs (IC)**
  - Costs which are **not directly tied** only to the product / service, but which are **necessary in the production / provision** of the good / service
  - What is included?
    - Workshop rental & utility fees (light, water, waste disposal)
    - Staff salaries

# CALCULATING TOTAL COSTS



Remember: Direct Costs (DC) = Direct Material Cost (DMC) + (Direct Labour Cost (DLC)

# COSTING EXERCISE - KITCHEN STOOL

<b>Direct Material Cost (DMC)</b>	
Wood	
Nails	
Glue	
<b>Direct Labour Cost (DLC)</b>	
Time spent working	
Costs to go to work	
<b>Indirect Costs (IC)</b>	
Workshop rental	
Tool rental	
<b>TOTAL COST</b>	

# COSTING EXERCISE – FAN INSTALLATION

<b>Direct Material Cost (DMC)</b>	
Fan	
Oil	
<b>Direct Labour Cost (DLC)</b>	
Time spent working	
Costs to go to work & get to the job site	
<b>Indirect Costs (IC)</b>	
Fixed Expenses (workshop rental, tool rental, etc.)	
<b>TOTAL COST</b>	

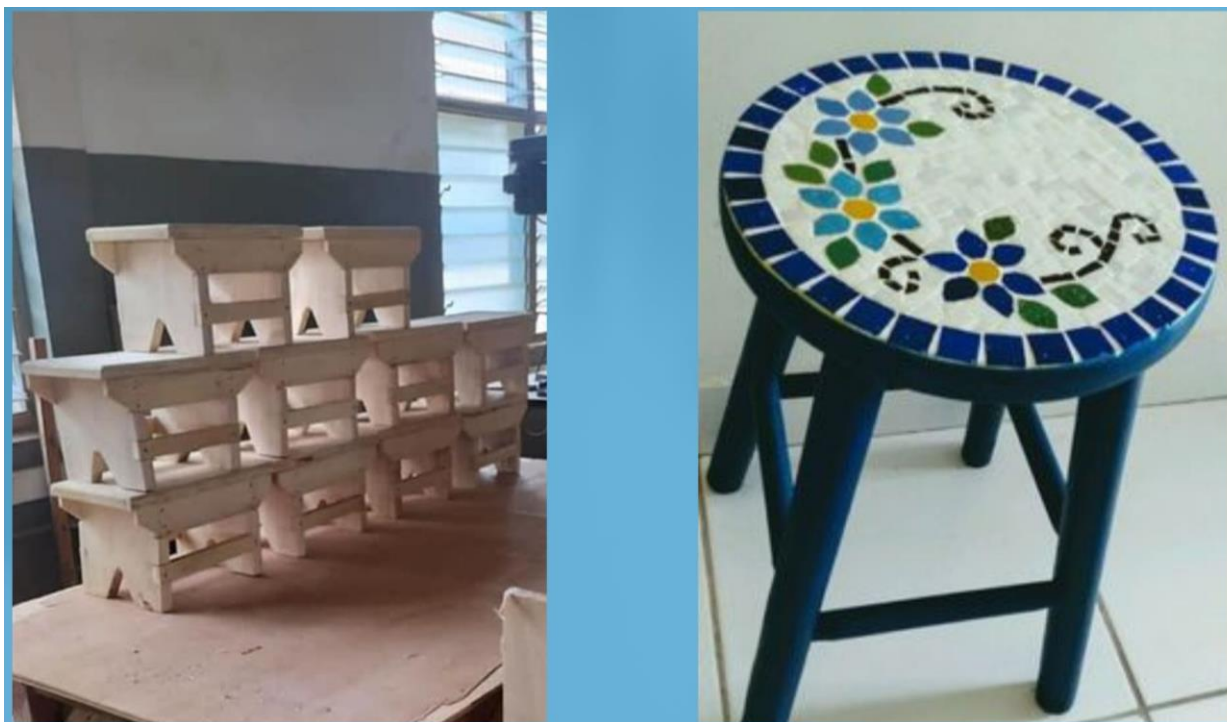
# PRICING AND PROFIT MARGINS

- The **Cost** is the **amount of money** it takes to **make a product and or deliver a service**
- The **price** is the **amount of money a customer pays** for a product / service
- **Pricing** is the process of **deciding how much profit to add to the total cost** of making and providing a product / service
- So, **PRICE = TOTAL COST + PROFIT MARGIN**
  - **PRICE = DC + IC + PROFIT MARGIN**

# TIPS FOR KEEPING COSTS LOW

- Buy in **bulk when possible** (e.g. WEE Group buying)
- **Reduce wastage** of your materials (including utilities)
- **Reduce the idle time** of yourself and your workers
- Be an **effective supervisor** of your workers and materials
- Ensure **good workshop** and **equipment layout**
- Learn and use **technology** when possible

# A PRICING COMPARISON EXERCISE: DIFFERENT STOOLS = DIFFERENT PRICING



# THINGS TO CONSIDER WHEN PRICING

- The **total cost** of the product / service
- The **profit** you intend to make from each sale
- The **price(s) of your competitors**
- The **demand** of your product / service (higher demand = higher price)
- The **location** of your shop (richer neighbourhood = higher price)
- The **quality** of your product / service (better quality = higher price)
- Your **target market** / customers (richer customers = higher price)

# MARKET ANALYSIS ACTIVITY



- Products / Services factor one
- Two
- Three
- Four



- Target Market factor one
- Two
- Three



- Market Analysis factor one
- Two
- Three

- Competition factor one
- Two



# END OF SUB-MODULE

Please review your costing and pricing methods frequently.



# SUB-MODULE #5: CONTRACTS AND RECORDKEEPING



# WHAT YOU WILL LEARN:

The main features and elements of a contract

```
graph TD; A[The main features and elements of a contract] --> B[A buyer and sellers journey in contracting]; B --> C[Estimating and calculating payment terms]; C --> D[Record keeping tools such as bill of quantities, invoices, receipt, cash books and payment vouchers];
```

A buyer and sellers journey in contracting

Estimating and calculating payment terms

Record keeping tools such as bill of quantities, invoices, receipt, cash books and payment vouchers

# MAIN FEATURES OF A CONTRACT

- A contract is any written or spoken agreement to buy or sell products and or services.
- Both the buyer and the seller have important rights and responsibilities.
- Each person knows the other individual or business involved in the contract will perform their part of the agreement.
- For example, when a seller hands over a good the seller is responsible for ensuring the good is of reasonable quality.



# SIX REQUIREMENTS OF A CONTRACT

---

**Legal object:** The purpose of the contract must be legal.

---

**Possible to perform:** It must be possible for both parties to carry out the contract.

---

**Consideration:** Both parties must benefit in some way from the contract.

---

**Legal right:** People have the legal right to enter into a contract unless they are under 18 or are mentally unfit at the time of signing.

---

**Intention:** Both parties must have intended to enter a legally binding contract.

---

**Offer and acceptance:** There must be an offer by one party that is unconditionally accepted by the other party.

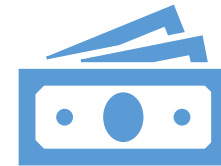
# THREE MAIN ELEMENTS OF A CONTRACT



1) Offer: This may be made when you decide to buy something and offer to pay a price.

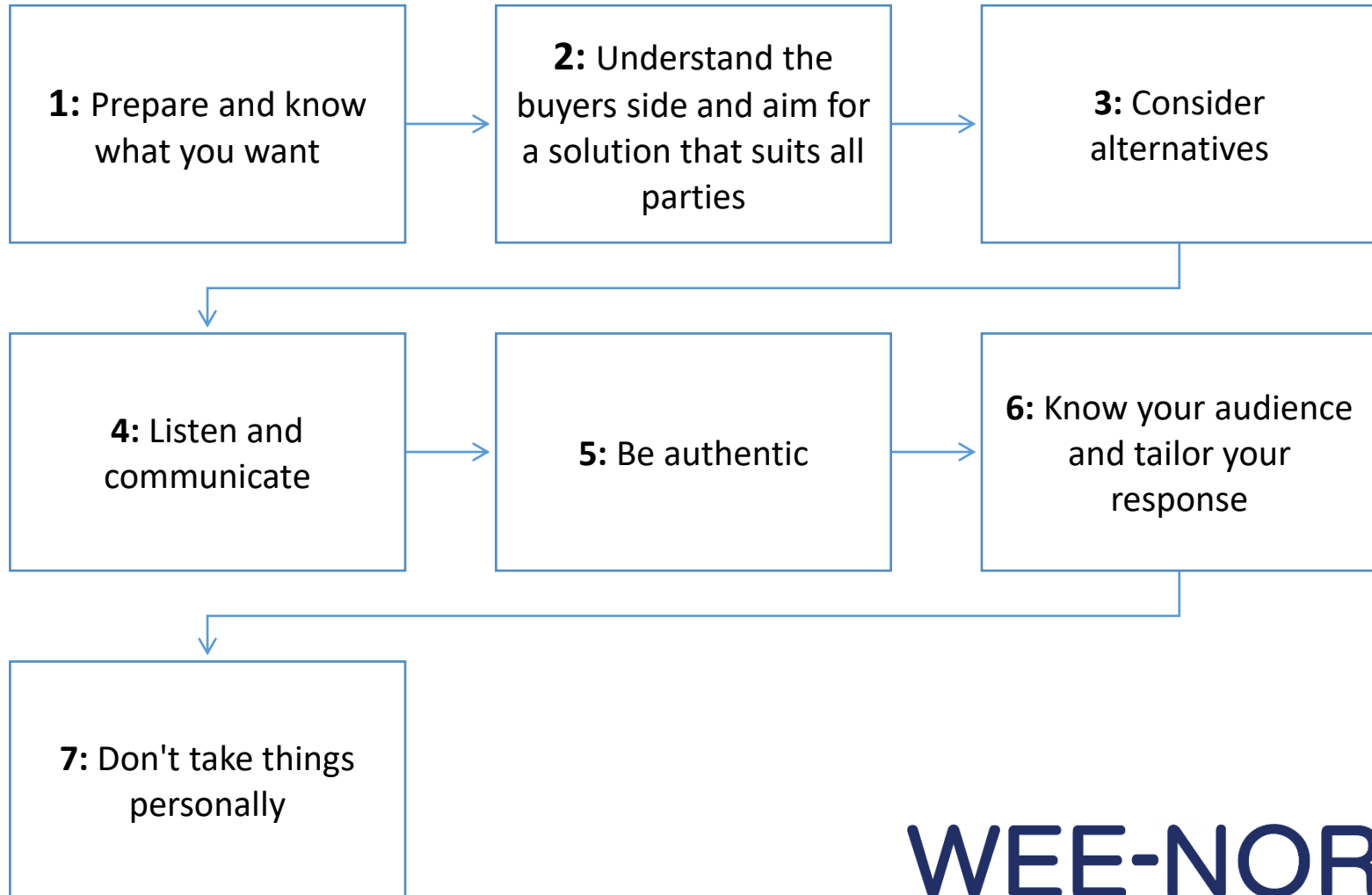


2) Acceptance: This may be done by the seller agreeing to supply the goods and or services. The acceptance may be in words or an action.

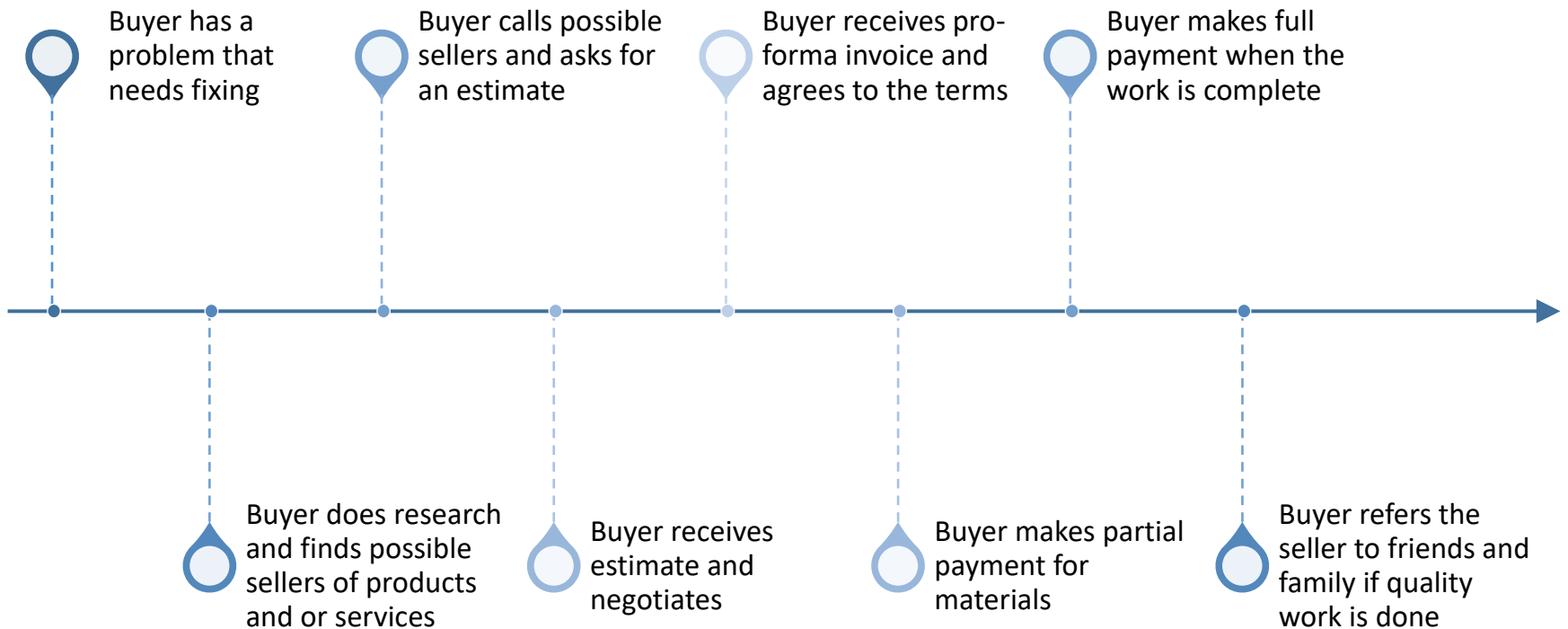


3) Consideration: this is the value (usually money) that is given in return for the goods or services offered to be supplied or performed. It may also promise to pay at a later date.

# 7 STEPS IN CONTRACT NEGOTIATION

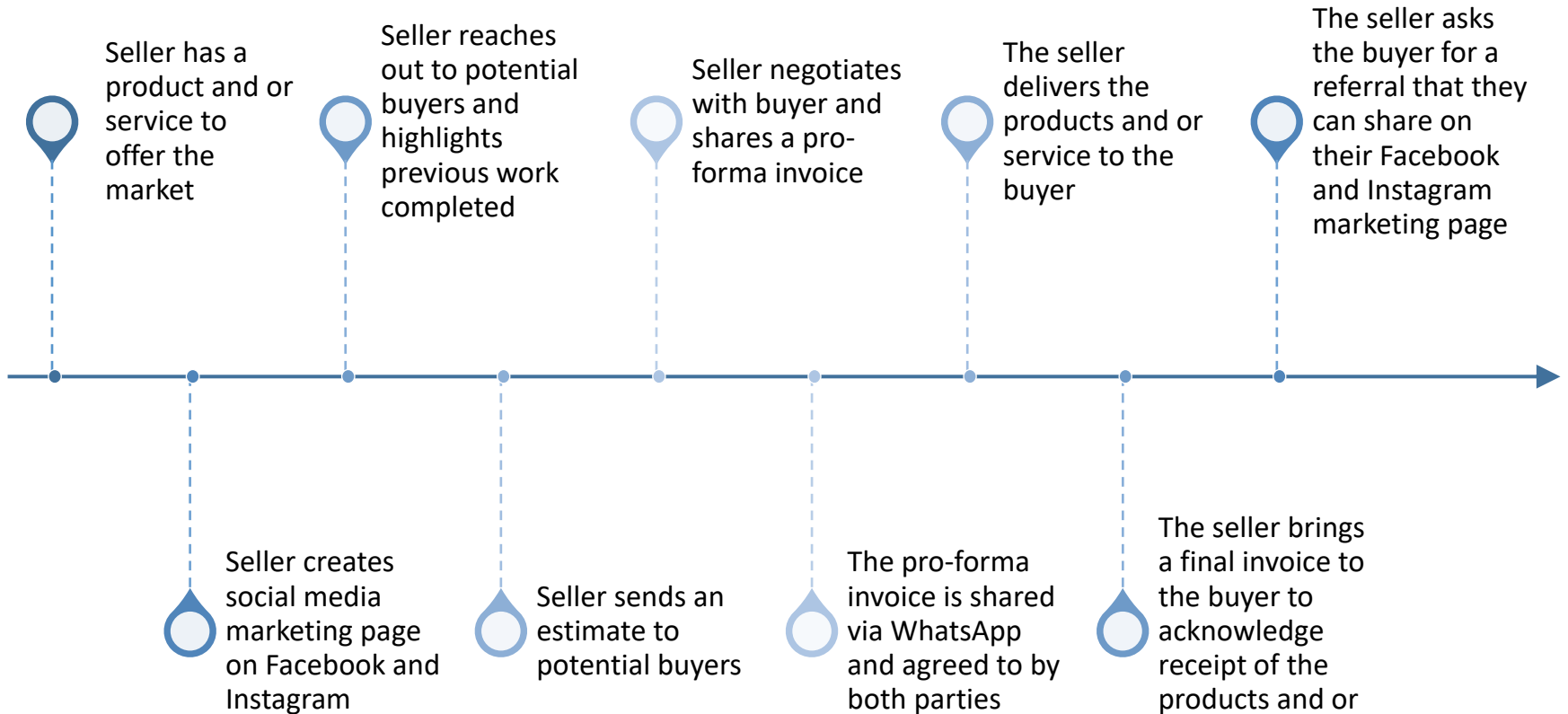


# CONTRACTS IN GHANA: A BUYERS JOURNEY EXAMPLE



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# CONTRACTS IN GHANA: A SELLERS JOURNEY EXAMPLE



# ESTIMATING AND BILL OF QUANTITIES

- A bill of quantities is essentially an estimated list of all the materials and labor that will be required for your desired build. It's often put together before a construction contractor has been hired and is a guiding document for those companies that are bidding for the work.
- A bill of quantities can be used for many purposes, but its main goal is to act as an estimated list of all the materials and labor that'll be used over the course of a construction project. This means it must capture the relevant details for these items to be useful. There are, of course, different bills of quantities, but the following is usually the common denominator among all of them.

# ESTIMATING AND BILL OF QUANTITIES

---

<b>Item Number:</b>	First, you'll want to number your list. Each item, whether material or labor, should have a corresponding number to make it easier to find as the list grows long.
<b>Item List:</b>	Now you'll want to differentiate between the two types of items on your bill of quantities. Here's where you'll note if it's a material or labor.
<b>Item Description:</b>	Next is the item description, for example, "paint" would describe an item. But you'll want to add some context, especially since there's likely to be paint used for a number of different things in the construction project. Consider adding paint with a short description, such as for the exterior of the building.
<b>Measurement Unit:</b>	Whether the item is material or labor, you need to define how it's measured. For instance, the material would be by the gallon if it's paint, while the painter would be measured by the hour because they're a laborer.
<b>Quantity:</b>	Another important piece of information that's critical to a thorough bill of quantities is the quantity of each item. How many gallons of paint will you need to paint the exterior of the building, and how many hours will it take for the painters to do this job? The answer to these questions is detailed here.
<b>Cost Per Unit:</b>	Also important is the price of the materials or the labor which is listed here. For example, a gallon of paint might cost GHS 100 while the painters are contracted at GHS 25 per hour.
<b>Total Item Cost:</b>	Finally, you'll want to address the total cost for each line item. Multiply the paint's price per gallon by the amount of paint you need to do the job. The same is done for labor. At the bottom of your bill of quantities, you'll add all these totals together to get a grand total for all the materials and labor that'll be used in the construction project.

---



## CALCULATING PAYMENT TERMS

- Deposit/part payment should be based upon the materials needed to do the work, and/or a percentage of the total price on your invoice.
- Question: does it make sense to have the buyer purchase the materials required to do a job?
- What are the advantages?
- What are the disadvantages?

## INVOICES AND BILLS

- An invoice is used to request payment from the committed buyer for goods or services before they are supplied. An invoice includes a description of the goods, the total payable amount and other details about the transaction.
- An invoice is a list of goods sent or services provided, with a statement of the sum due for these.
- It is also generally called a bill.



## RECEIPTS

- A receipt is a document acknowledging that a person has received money or property in payment following a sale or other transfer of goods or provision of a service. All receipts must have the date of purchase on them.

# RECEIPTS



## CASH PAYMENT RECEIPT

Company Name: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
Town/Region: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_  
Website: \_\_\_\_\_

Date: \_\_\_\_\_

Receipt #: \_\_\_\_\_

### Payment Information

Paid By: \_\_\_\_\_

Amount Paid: \_\_\_\_\_ Ghana Cedi (GHS \_\_\_\_\_)

For Payment Of: \_\_\_\_\_

Total Amount: GHS \_\_\_\_\_

Received By: \_\_\_\_\_

Authorized Signature \_\_\_\_\_

## CASH BOOK

- A ledger is a book or collection of accounts in which accounting transactions are recorded. Each account has: an opening or brought-forward balance; a list of transactions, each recorded as either a debit or credit in separate columns and an ending or closing, or carry-forward, balance.

# PAYMENT VOUCHER

<b>WEE-NORTH</b>		<b>PAYMENT VOUCHER</b>	
<b>●●● Network</b>		Voucher No: _____	
Name of Payee: _____		Date: _____	
		Cheque No.....	
No.	Description	Amount GHS	
		Total:	-
Amount in Words: _____			
Prepared by: _____	Reviewed by: _____	Approved by: _____	
Name:.....		Name:.....	
Signature:.....		Signature:.....	
Date:.....		Date:.....	
Received by: _____			
Name:.....			
Date:.....			
Signature:.....			

# WEE-NORTH NETWORK CASH BOOK

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## CASH BOOK

DATE	DESCRIPTION OF TRANSACTION	REF NO	AMOUNT RECEIVED GHS	AMOUNT PAID GHS	BALANCE GHS
	Balance Brought Forward				-

## TRANSACTION ANALYSIS

REVENUE				EXPENSES					
SALES	MONTHLY DUES	EQUIPMENT RENTAL FEES	DONATIONS RECEIVED	PURCHASES	OFFICE SUPPLIES AND EQUIPT	ADVOCACY EXPENSES	FURNITURE & FITTINGS	DONATION	ADVANCE

# END OF MODULE

Please review and utilize the contracts and recordkeeping tools on a regular basis.

# MODULE #5

## MARKETING AND PROMOTIONS



# AT THE END OF THIS MODULE, YOU WILL BE ABLE TO:

Create social media handles for your business

A blue outline arrow pointing downwards, connecting the first box to the second.

Design flyers and business cards

A blue outline arrow pointing downwards, connecting the second box to the third.

Utilize signage and uniforms

# MARKETING – THE BASICS

- Finalize Your Business Name
  - Make sure your name is easy to remember, pronounce and spell
  - Choose a unique name to avoid confusion with your competitors or other WEE-Group members
  
- All your marketing materials should include the following statement after your business name:

**"Member of the WEE-North Network"**



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# MARKETING - CONTACT INFO

- Phone Number  
\*Get a dedicated work number,  
NOT YOUR PERSONAL LINE\*
- Location  
\*How will people locate you?



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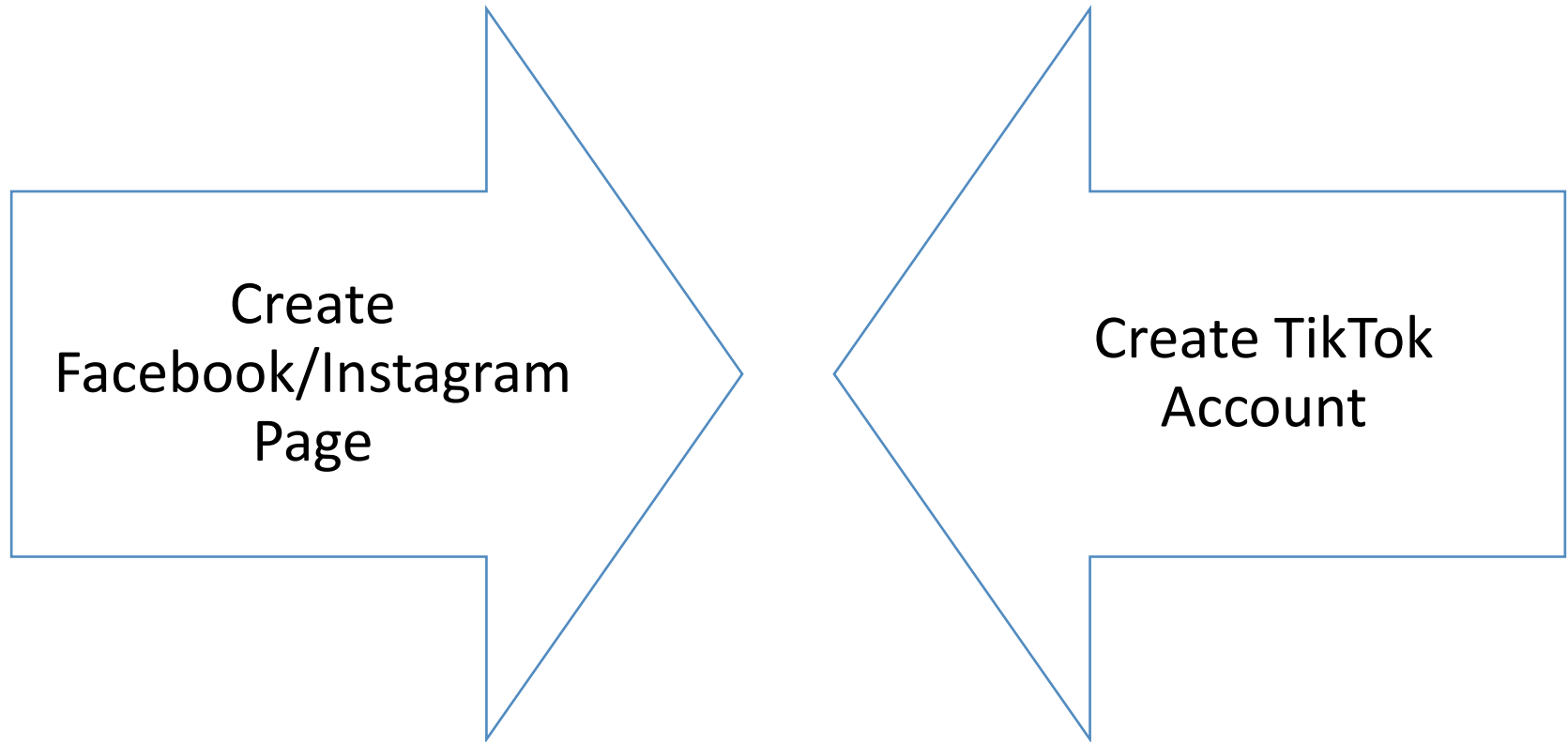
# MARKETING - TELLING WHAT CAN YOU DO

- Your Unique Value Proposition
- Photos of your work or what you are capable of doing
- **BE REALISTIC! Don't use foreign photos or images of things you can't do**



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# SOCIAL MEDIA MARKETING HANDLES



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# SOCIAL MEDIA MARKETING

- Key information to include:
  - Business name - ensure your handle name is the same  
Business Name: Martha's Electrical Service  
Social Media  
Handle: Marthaselectricalservice
  - Profile photo
  - Thumbnail photo
  - Logo
  - "A member of the WEE-North Network"
  - Phone Number
  - Description of what you specialize in
    - Your Unique Value Proposition
  - Photos

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# CHANGING THE FACE OF INDUSTRIAL TRADES IN NORTHERN GHANA



I'm Fit for Growth



I Drive for Development



I Build for Change



I Spark for Innovation



I Glow for the Future



I Shine for Progress

## WEE-NORTH



Empowering Women in Industrial  
Trades in Northern Ghana



+233 (0) 550 605 011

info@weenorth.org facebook.com/WeeNorth.Project



## DIGITAL FLYERS

- Key information to include:
  - Business Name or Your Name
  - "A member of the WEE-North Network" with Logo
  - Phone Number
  - Description of what you specialize in
    - Your Unique Value Proposition
  - Photos of your work or what you are capable of doing (BE REALISTIC! Don't use foreign photos or images you can't do)

## WEE-NORTH ●●● Network

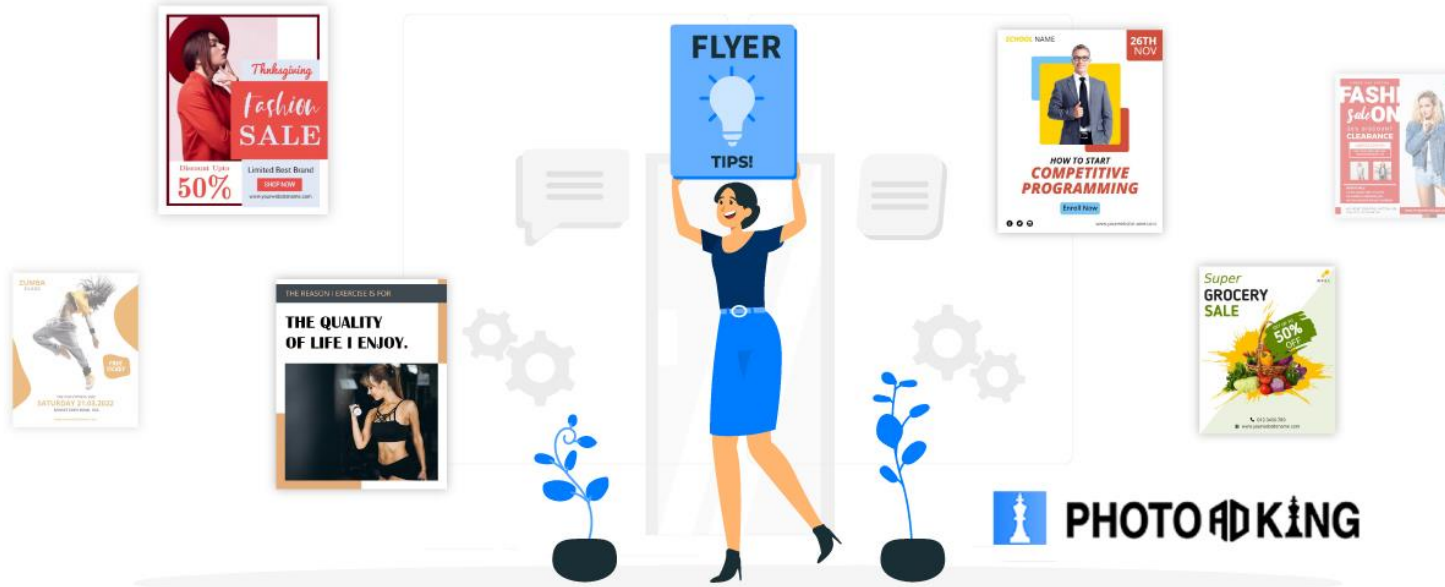
# DIGITAL FLYERS – \*BAD EXAMPLE\*

## BAD FLYER DESIGN EXAMPLES & COMMON MISTAKES TO AVOID IN 2023



# DIGITAL FLYERS – \*GOOD EXAMPLE\*

## Flyer Design Tips For Every Business.



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# BUSINESS CARDS

- **Key information to include:**
  - Business Name or Your Name
  - "A member of the WEE-North Network" with Logo
  - Phone Number
  - Brief description of what you specialize in
    - Your Unique Value Proposition
    - Slogan



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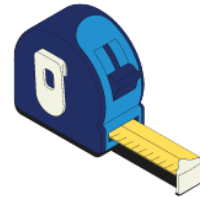
# WEE-NORTH NETWORK SIGNAGE

**WEE-NORTH**  
●●● **Network**



In partnership with

**Canada**



**Service Centre**

Hire a tradeswoman today!

Call: \_\_\_\_\_



# IMPORTANCE OF WEARING A UNIFORM

## Why do we wear a uniform?

- To look professional and build your brand
- To foster a sense of belonging amongst other WEE-North Network members
- To protect yourself and adhere to health and safety measures, especially boots, helmet, gloves, etc.

## Protocol Around Uniforms

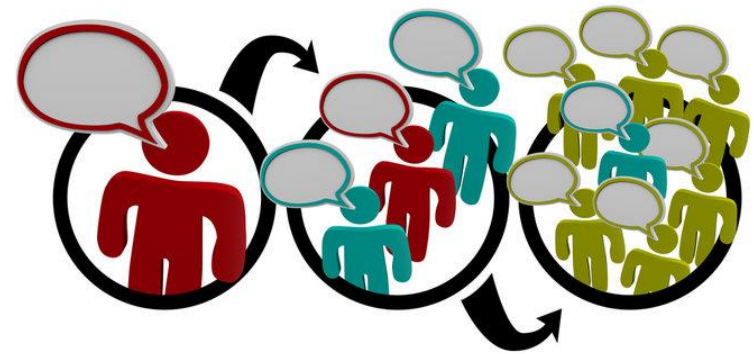
- Always keep your uniform clean and in good condition
- Replace it when it gets worn out
- Only wear it for work, not for social activities

# WORD OF MOUTH MARKETING

**88%** of consumers placed the highest level of trust in word-of-mouth recommendations from people they know



**88%**



# END OF MODULE #5

Please review and utilize the marketing insights you have gained.

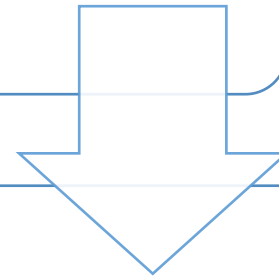
# MODULE #6

## CUSTOMER SERVICE



# AT THE END OF THIS MODULE, YOU WILL BE ABLE TO:

Build trust and  
understanding with  
your customers



Practice good  
phone etiquette

# CUSTOMER SERVICE = SHOW YOU CARE

Providing good customer service means you work together with your customers to help them achieve the results they want.

Supporting your customers from the moment they first contact your business and building a long-term relationship with them if possible.

Your ultimate goal is to develop a positive reputation for yourself in your community and build your brand.

Customer service



# COMMUNICATION ETIQUETTE

# WHY IS IT COMMUNICATION ETIQUETTE IMPORTANT?

- • Creating a positive and lasting first impression.
  - Helping to develop respect and trust in your company.
  - Providing clear and concise communication assists with customer satisfaction.
  - Collecting customer data helps you to anticipate future customer trends.
- **When a customer calls your company, it is essential that you give that customer a positive experience.**





# SUMMARY OF TELEPHONE ETIQUETTE

- Answer the phone quickly and greet the caller politely. Listen without interrupting.
- Remain calm and speak clearly.
- Do take notes and summarize your customer's request to double-check the facts. Carry a notebook and calendar to make notes and schedule bookings.
- Do not be distracted. Always give the caller your full attention.
- Do not become frustrated, no matter how angry or rude the customer is.
- Do not eat, drink or chew gum while talking on the phone.
- If you have to put someone on hold, try not to do it for too long. A customer can easily think they have been forgotten and hang up, which can have a negative impact on the quality of your service and company's reputation.
- Never forget to return missed calls. "Good evening, this is **Martha**", I saw a missed call from you this morning at **8am**." The person may have called multiple people that day, so mention the time they called.



# PRACTICE CALLS



UNKNOWN CALLER



"Good morning, this is "**Martha**", how can I help you?"



MISSED CALL

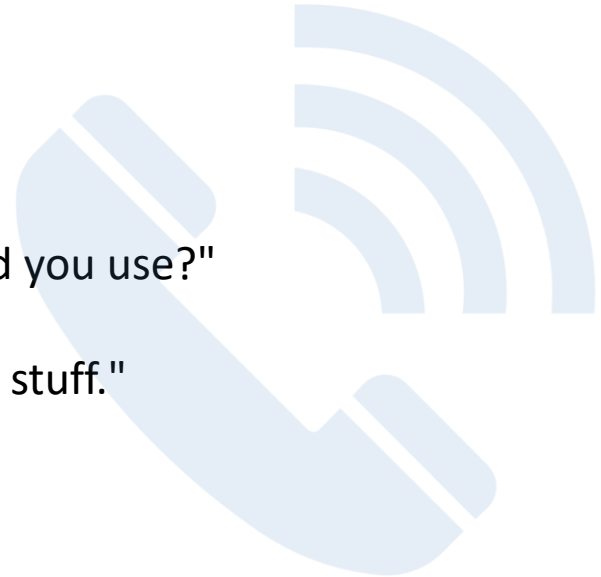


"Good evening, this is "**Martha**", I saw a missed call from you this morning at **8am**."  
The person may have called multiple people that day, so mention the time they called.



# SCENARIO 1 - ANSWERING AN INQUIRY

- Customer: "Hello, I was wondering if you could help me with some information about your carpentry services."
- Trainee : "Uh, yeah, what do you want to know?"
- Customer: "Can you tell me about the types of wood you use?"
- Trainee : "Just the regular ones. You know, the usual stuff."
- Customer: "Can you be more specific?"
- Trainee : "Look, I'm not sure right now. Maybe call back later?"



**WHAT COULD YOU DO DIFFERENTLY IN THIS SITUATION?**



## SCENARIO 2 - HANDLING A COMPLAINT

- Customer: "Hi, I'm calling because the electrical work done in my house isn't working properly."
- Trainee : "What's wrong with it?"
- Customer: "The lights keep flickering and the power outlets aren't working."
- Trainee : "That's strange. It was fine when we left."
- Customer: "Well, it's not fine now. Can someone come fix it?"
- Trainee : "I guess. I'll see if we can send someone."

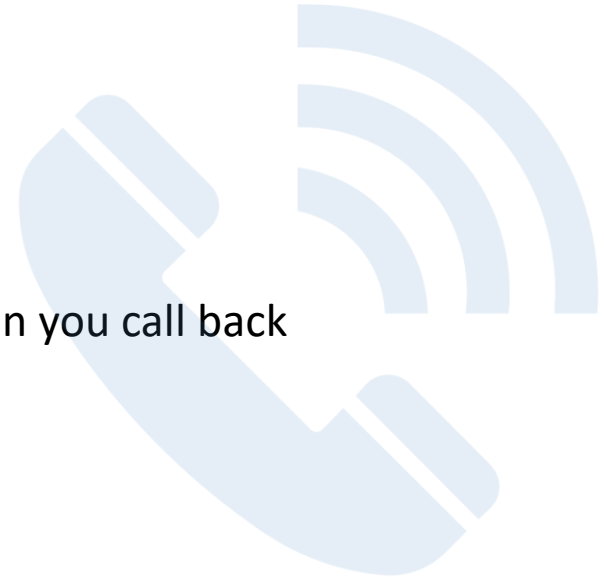


**WHAT COULD YOU DO DIFFERENTLY IN THIS SITUATION?**



# SCENARIO 3 - SCHEDULING AN APPOINTMENT

- Customer: "Hi, I'd like to schedule a plumbing service."
- Trainee : "When do you want it?"
- Customer: "Next Tuesday if possible."
- Trainee : "I don't know if we have openings then. Can you call back later?"
- Customer: "Can you check now?"
- Trainee : "I'm kind of busy. Maybe just try again later."

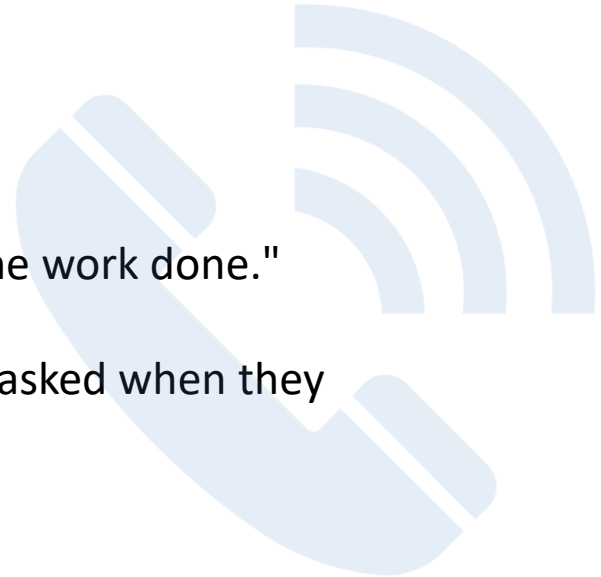


**WHAT COULD YOU DO DIFFERENTLY IN THIS SITUATION?**



# SCENARIO 4 - FOLLOW-UP CALL

- Customer: "Hello, this is Sarah. I had some electrical work done last week."
- Trainee : "Oh, okay. What do you want now?"
- Customer: "I wanted to check on the warranty for the work done."
- Trainee : "I don't know about that. You should have asked when they were there."
- Customer: "Can you find out for me?"
- Trainee : "I'm not sure. Call back later."



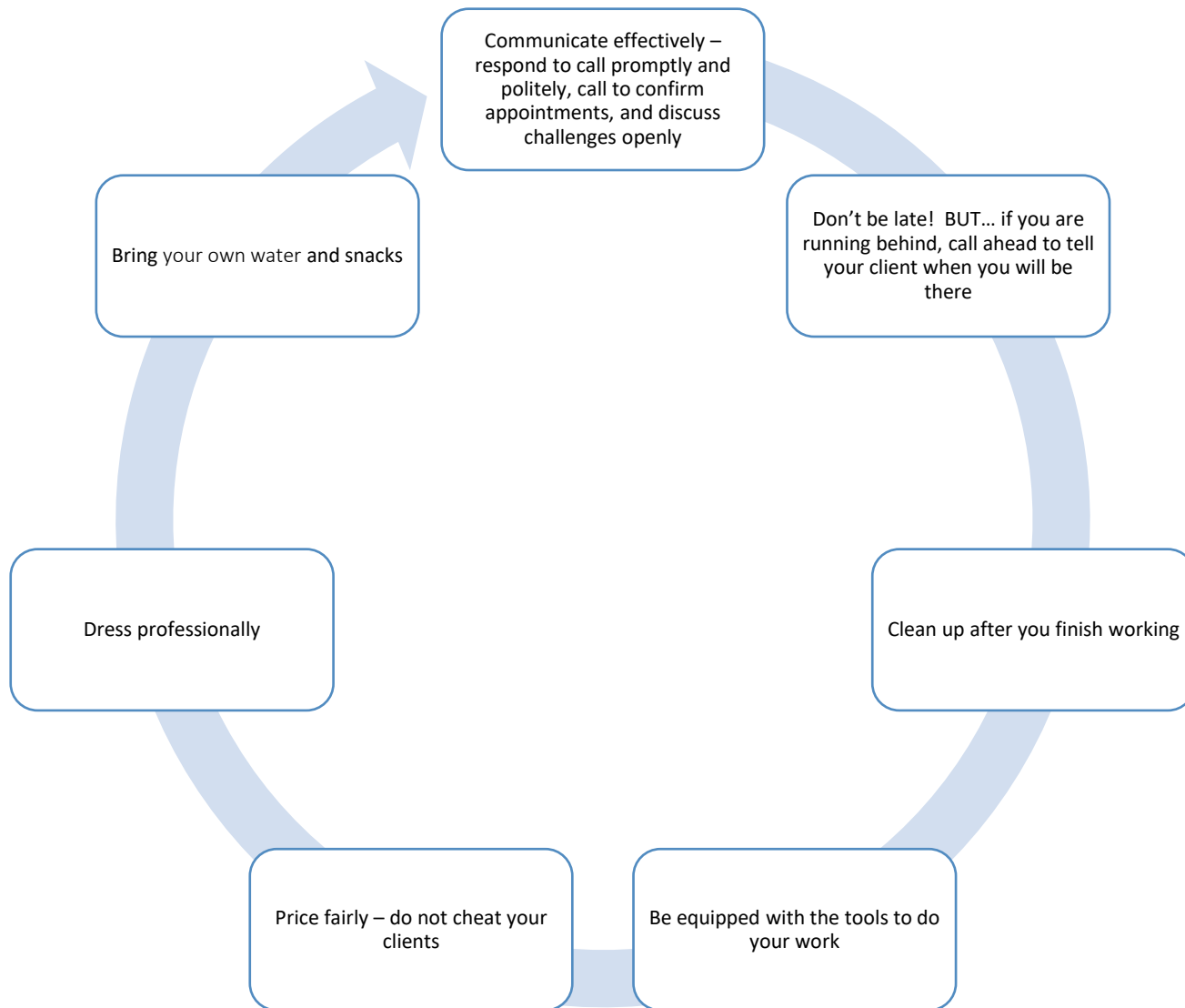
**WHAT COULD YOU DO DIFFERENTLY IN THIS SITUATION?**



# PRACTICE CALL FEEDBACK SHEET

Scenarios	Poor behaviours	Strong behaviours
Scenario 1 – Inquiry	i.e. rude response	i.e. very helpful communication, good questions
Scenario 2 – Appointment		
Scenario 3 – Complaint		
Scenario 4 – Follow-up		

# SERVICE DELIVERY TIPS





# THE CUSTOMER IS ALWAYS RIGHT!

- Your job is to solve your client's problem or meet their needs/wants.
- They're the one who must live with your work, so it must be done to their satisfaction. You must see a job through the eyes of your customer, not your own.

# SERVICE WITH A SMILE

- Always strive to connect with people on a personal level.
- As the world becomes more computerized, we cannot lose our personal connection with one another. When everything in life is stripped away, that is all we have left.
- Our customers will always remember how we made them feel. No matter how nice the work is you have done, if your customers don't feel good in your presence, they may not call you back or refer you to their friends.





## THE SIGNIFICANCE OF TRUST

Let's think about various situations when you need to trust the people in your life.

When you're buying food, you **trust** that it is fresh and doesn't have harmful ingredients in it.

In your WEE-Groups, you need to **trust** each other with contributions.

As you send your children to school, you **trust** that teachers will teach your children and care for them well.

# PEOPLE NEED TO TRUST YOU!

When you are commissioned to do some work and a customer pays you a deposit, they trust that you are going to spend the money only on what you said you would and finish the work in a timely manner.

If someone calls you to their house to work and you tell them you'll be there at 10:00, they **trust** that you will be coming at exactly that time.

When you complete an electrical work at someone's hotel, they **trust** that you've done the work correctly and will not cause a fire!

What other examples can you think of?



# WHAT'S SO IMPORTANT ABOUT TRUST?

Your success in life and business is built upon the quality of your relationships –  
**TRUST** is the **GLUE** that holds all **relationships** together!

Think for a moment about someone in your life whom you **trust deeply**. As you imagine that person in your head, ask yourself **what did they do that made you trust them?** Could it be:

- *They supported you*
- *They encouraged you to take a risk*
- *They did what they said they were going to do (showed accountability)*
- *They were empathetic, authentic and/or showed integrity*



TRUST is built on attributes, not skills. We cannot make anyone trust us.  
All we can do is behave in a way that leads that person to decide to trust us.  
When people trust us, they also respect us!!!

# TRUST-BUILDING FOR LOYAL CUSTOMERS

## Skills & Attributes

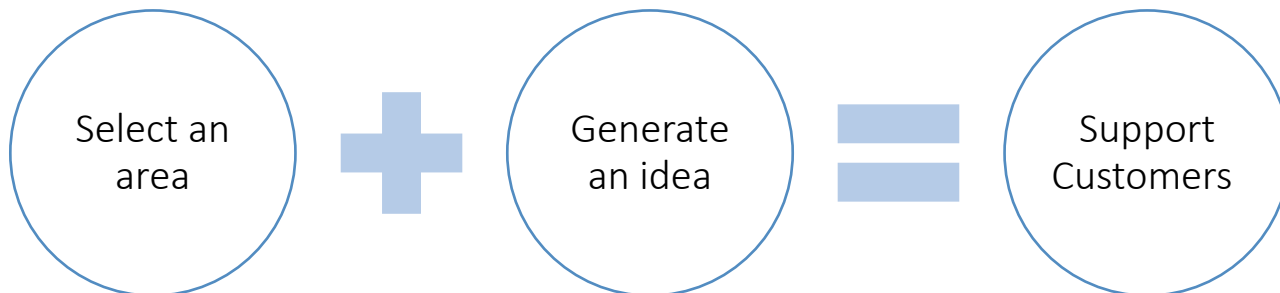
Technical Skills  
Relationship Skills

## Thriving Woman

Determined and Future-Focused  
Open-Minded and Humble  
Adaptable and Resourceful  
Opportunistic and Smart with Risk  
Leadership Mentality  
Personable & Empathetic  
Good with Organization

## Customer Relationships

What type of relationship does each of your customer segments expect to establish and maintain with them?



# CUSTOMER LOYALTY PLAN

Select an Area	Generate an Idea	Support your Customers
i.e. Technical Skills	Offer workshops or free informational sessions to demonstrate your expertise.	Host monthly “DIY Home Repairs” workshops where you teach basic skills. This positions you as an expert and builds trust.
i.e. Adaptable and Resourceful	Offer flexible service packages.	Provide customizable service packages that allow customers to choose what best fits their needs and budget.
i.e. Long-Term Relationships	Building long-term relationships.	Create a loyalty program where customers earn points for each service they use, which can be redeemed for discounts on future services

# END OF MODULE #6

Please review and use the customer service skills you have gained.

# TOGETHER - WEE RISE!



CONGRATULATIONS ON COMPLETING THE TRAINING!

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