

# Small Scale Business

Entrepreneurship  
Introductory Session 1

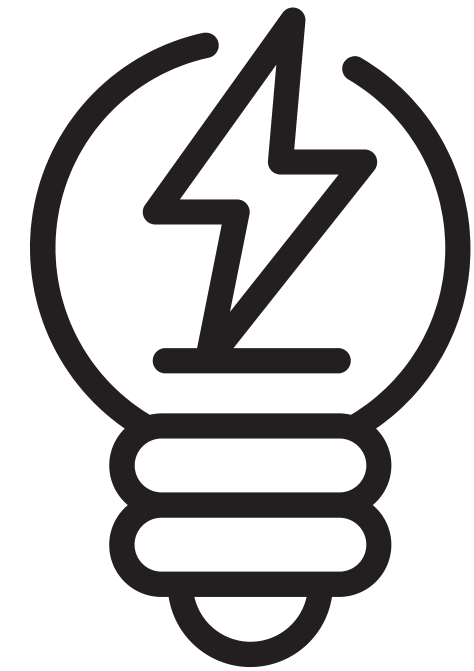
# **Small-Scale Business Entrepreneurship Upper Secondary Level Project:**

An introduction for students in their final three years of secondary school to the skills required for Business Entrepreneurship and to give them an opportunity to run a Small-Scale Handicraft / Craft Food Business. It includes a Facilitators' Guide, an accompanying PowerPoint Presentation for use with the students, and Interim and End of Project Reporting Documents

What is an Entrepreneur?

What is Entrepreneurship?

Why it is important to learn the  
skills of Small Scale Business  
Entrepreneurship?



# What is an Entrepreneur?

## What is Entrepreneurship?

### Entrepreneurs:

Are innovators

Have original, new ideas

Often make mistakes but always learn from them

Manufacture and/or deliver products, services and procedures to meet unfulfilled consumer demands

Prefer to run their own businesses rather than be employed by another company or organisation

Take on financial risks in the hope of profit

### Entrepreneurship

refers to the concept of developing and managing a novel business venture in order to gain profit by taking several risks.





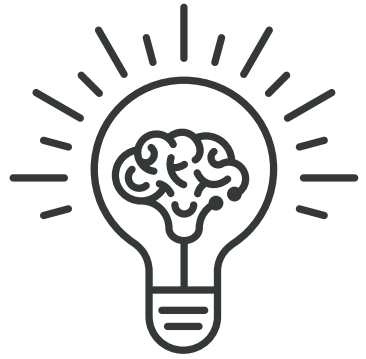
## Why learn the skills of Small Scale Business Entrepreneurship?

By learning the skills of Small Scale Business Entrepreneurship you give yourself:

### 1. **Independence:**

- Financial independence especially beneficial in places where there may be a lack of good jobs
- Standing on your own feet, being your own boss, developing your own skills and following your own passion
- Control over the work you do, which can help you gain the maximum benefit. You will reap what you sow - the hard work you put in will benefit you rather than someone else (e.g. the owner of the company you are employed by)
- Flexibility in when you work, where you work and how you work





## Why learn the skills of Small Scale Business Entrepreneurship?

By learning the skills of Small Scale Business Entrepreneurship you give yourself:

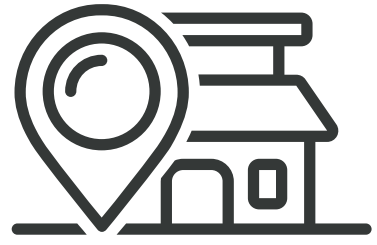
### 2. **Opportunities to be creative by:**

- Coming up with new ideas that may be unique in the local or even the global marketplace
- Providing items not currently available or only available at high cost from elsewhere

### 3. **Securing your future, even if you do not become an Entrepreneur**

- Business Entrepreneurship skills give you something to fall back on should you ever fail to get a job, lose a job or need to generate extra income
- The skills involved in Small Scale Business Entrepreneurship are useful life skills for you to have, whatever line of work you end up in





## Why learn the skills of Small Scale Business Entrepreneurship?

By learning the skills of Small Scale Business Entrepreneurship **you help your local community by:**

- Making use of local materials
- Providing employment to people if your business expands
- Using your entrepreneurial skills to help others set up their own businesses
- Contributing to a culture of self-reliance in your local community
- Bringing a positive reputation to your community and even your country through a successful business
- Contributing to the overall betterment of the local economy and society through the creation of new opportunities and economic growth and development resulting from entrepreneurial innovations, initiatives and activities. An extensive study of the global economy suggests that the most successful economies in the world today are those which involve more entrepreneurial activities





## Connecting to Johann Heinrich Pestalozzi

- Pestalozzi believed that any kind of charitable giving is useless because it makes the recipients even more dependent, unless that gift is in the form of an education which enables people to help themselves and in turn help others
- He provided a vocational education, teaching the practical skills most likely to be useful and relevant to his students when they became adults
- He taught students the skills necessary for independence, so that they could as adults help themselves and their communities





# Small Scale Business

Entrepreneurship  
Introductory Session 2

# **Learning from a Local Handicraft / Craft Food Business**





## Questions to ask Small Scale Handicraft / Craft Food Business Entrepreneurs

- What is the background to the handicraft or craft food product produced – is it local to the country / area or is it new to the country / area?
- How did you make the decision to make whatever you make?
- What materials and equipment are needed for the production?
- How is the product marketed and sold and how did you decide on your target customers?
- Were any mistakes made in setting up the business? If so, what were they and how did you learn from these mistakes?
- Do you have any other advice to offer?





## Connecting to Johann Heinrich Pestalozzi

- Pestalozzi believed that it is very important that students learn from and about what is local to them
- He wanted students to be in charge of their own learning to as great an extent as possible
- He believed that students should have a vocational education (an education of the 'Hands'), learning about skills which are the most likely to be relevant to them and therefore useful to them in their future lives



# Small Scale Business Entrepreneurship

Introductory Session 3

# Bookkeeping

# Columns for Bookkeeping Spreadsheet

Date	Item	Income	Expenditure	Receipt reference	Balance

# Receipts & Receipt Referencing

From Pestalozzi  
Village to

Student  
Business for  
Project:

2,000

November, 10,  
2021

**1**

To: Stationary  
Store:

Glitter: 200  
Scissors 160

360

20/11/21

**2**

To: The Craft  
Shop

Card: 140  
Pens: 500

640

26 November 21

**3**

To: Market Stall

3 hour Stall hire:

November, 10,  
2021

**4**

To Student  
Business

Gift tags x 10  
100  
Greeting card x1  
50

150

December 2,21

**5**

To Student  
Business

Greeting Cards x  
5

250

December, 2, 21

**6**

To :Student  
Business

Cards x 25  
1250:  
Gift Tags x 30  
300

1550

2, Dec 21

**7**



# Completed Spreadsheet Columns

Date	Item	Income	Expenditure	Receipt references	Balance
10 Nov 2021	Project Fund	2000		1	
20 Nov 2021	Glitter and Scissors		360	2	
26 Nov 2021	Card and Pens		640	3	
1 Dec 2021	Stall hire		750	4	
2 Dec 2021	Gift Tags and Greetings Cards	150		5	
2 Dec 2021	Greetings Cards	250		6	
2 Dec 2021	Gift Tags and Greetings Cards	1550		7	
		3950	1750		2,200
5 Dec 2021	Return of Project Fund		2000		200



# What skills are needed to be an excellent...



# Talking Prompts



## Starting an Idea

I think that...

## Checking

please can you explain...

## Agreeing

I agree with...

## Seeing things differently

What if...

## Thinking aloud

I'm wondering if...

## Giving reasons

Because...

## Disagreeing

I have a different idea...

## Asking for thinking time

I'm confused...

# Talking Prompts



## Saying an idea

I think that...  
I strongly believe ...  
In my opinion...

## Passing on dialogue

Ahmed, what do you think?  
Tenzin, do you agree or disagree?

## Rewording

I think Mo is saying that...  
In other words, Mo is saying...

## Challenging an idea

I have a different idea...  
I would like to challenge what Samia said...

## Supporting an idea

I agree...  
I agree with Sara because...

## Clarifying

Please could you explain what you mean?

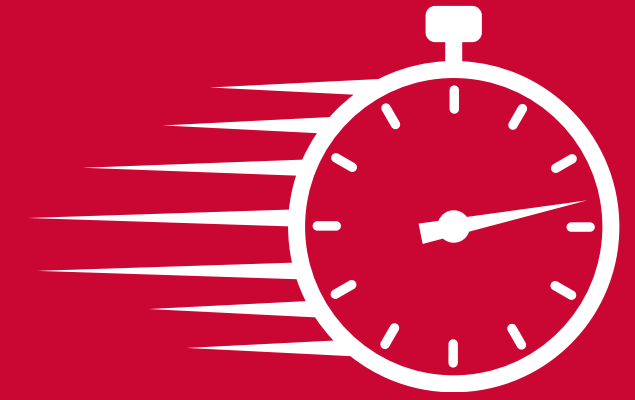
## Thinking out loud

I am wondering if...  
I'm not completely sure but what I'm thinking is...

## Seeing things differently

What if...  
Some people think...

# Talking Prompts...



## Asking for thinking time

I'm not sure yet...

Please can I have some time to think?

Please can I talk to my partner?

I'm stuck because...

Please could you repeat the question?

## Final thoughts

My final thoughts are...

There are lots of good arguments for  
x but my view is...

For me, the strongest argument is...



# What skills are needed?



# Final Reporting Back Form

## Business Name and Tagline:

### Your Product:

how did you make the choice?

Was it a good choice?

Is there anything you would do differently next time? If so, how?

### Sales:

Where did you sell your products and who to and how did you price them?

What sold well? What sold less well?

Is there anything you would do differently next time? If so, how?

### Marketing:

How did you choose your Target Market?

How did you advertise?

What worked well?

What would you do differently next time?



# Final Reporting Back Form

## Business Name and Tagline:

### Your Product:

how did you make the choice?

Researched the local area and found there wasn't any locally produced sweets

Was it a good choice?

The product was not a major need in the community however, we believed it would easily generate more jobs.

Is there anything you would do differently next time? If so, how?

We would create more marketing materials that we could take into schools, local shops to further promote how the product could create more jobs for our community.

### Sales:

Where did you sell your products and who to and how did you price them?

Mainly, local school children. Priced at 2.50 per bag and we sold 45 bags

What sold well? What sold less well?

Mixed flavoured bags, unmixed flavoured bag.

Is there anything you would do differently next time? If so, how?

Firstly we would create more mixed bags instead of single flavoured bags as these were much more popular. We would also make the branding more neutral to appeal to both boys and girls. More sweets were sold to girls, we believe the choice of colour and tone of voice contributed to this.



### Marketing:

How did you choose your Target Market?

We based this on our own experience as a group of young girls.

How did you advertise?

We created digital and printed posters so we could advertise around the village and online.

What worked well?

Advertising on social media.

What would you do differently next time?

We would create a prelaunch campaign, mid way and offer campaign that encourages individuals to also tell their network about our product. For example, buy 2 packs and get 1 pack half price for your friend. We also discussed how we could have created a campaign in schools and via email to raise greater awareness in our community about the future opportunities the product could bring to their families and friends.