INTRODUCTION & OVERVIEW
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WOMEN’S EMPOWERMENT * SUSTAINABLE DEVELOPMENT GOALS * ENABLING ROLE OF ICT FOR WOMEN ENTREPRENEURS * WOMEN’S EMPOWERMENT * SUSTAINABLE DEVELOPMENT GOALS * ENABLING ROLE OF ICT FOR WOMEN ENTREPRENEURS * WOMEN’S EMPOWERMENT * SUSTAINABLE DEVELOPMENT GOALS * ENABLING ROLE OF ICT FOR WOMEN ENTREPRENEURS * WOMEN’S EMPOWERMENT

MODULE W1 GUIDE FOR WOMEN ENTREPRENEURS PLANNING A BUSINESS USING ICT * MODULE W2 MANAGING A BUSINESS USING ICT * MODULE W1 GUIDE FOR WOMEN ENTREPRENEURS PLANNING A BUSINESS USING ICT * MODULE W2 MANAGING A BUSINESS USING ICT * MODULE W1 GUIDE FOR WOMEN ENTREPRENEURS PLANNING A BUSINESS USING ICT * MODULE W2 MANAGING A BUSINESS USING ICT * MODULE W1 GUIDE FOR WOMEN ENTREPRENEURS PLANNING A BUSINESS USING ICT * MODULE W2 MANAGING A BUSINESS USING ICT

Walk Through Case Examples

Planning
Mrs. Kuhn’s Beauty Shop

Managing
The Cookie Entrepreneur

Online Selling
I. Introduction

The modules:

**W1: Planning a Business Using ICT**
- Guide for potential women entrepreneurs, and those starting a business
- Promote the use of ICTs to give women the competitive advantage

**W2: Managing a Business Using ICT**

Module Objectives

- **W1 - Planning**
  - Introduce: business concepts and analytical planning tools
  - ICT applications in business planning

- **W2 - Managing**
  - Setting up the business
  - Managing operations
  - Use of ICTs in business management
## Learning Domains

<table>
<thead>
<tr>
<th>Personal</th>
<th>Industry</th>
<th>Technology</th>
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<tbody>
<tr>
<td>Empowerment</td>
<td>Entrepreneurship</td>
<td>Use of ICTs in Business Planning and Management</td>
</tr>
<tr>
<td>- Affective</td>
<td>- Business Affective and Cognitive</td>
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<tr>
<td>- Cognitive</td>
<td>skills</td>
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<td>- General Business</td>
<td>Use of ICTs in Business Planning and Management</td>
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<td>- o Advanced</td>
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<td></td>
<td>- Specific Business</td>
<td>Use of specific programs and applications for the</td>
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<td>- o Basic</td>
<td>business</td>
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## Learning Outcomes

### Planning: to understand

1. The **connection** of women empowerment with entrepreneurship and the **use of ICTs in business planning**;
2. Identify & analyze **business ideas** in relation to internal and external business environment;
3. The **market** (customers and competitors), **product, capital** and the **business ecosystem**;
4. The **business plan/proposal**

### Managing: to appreciate

1. The **linkage** of planning and managing, and ICTs;
2. The **detailed activities in business start-up** and how ICTs can help;
3. The different **business functions** in managing & how ICTs can be applied
4. Business **monitoring** and evaluation as well as its link in **closing** businesses;
W1 Learning Outcomes

5. Cite examples of ICT program and applications useful in planning and managing the business.

Content Structure & Flow

Planning

1. Developing a Plan
2. Understanding the Business
3. Linking C1 and C2
4. Linking W1

Managing

1. Running the Business
2. Starting the Business

8 hours - staggered sessions
12 hours - staggered sessions
Design & Method

Planning
- Linking C1 & C2
- Video clips on experiences of women entrepreneurs
- Discussions and Case Examples
- Walk Thru Case Example(s)
- Group Exercises and ICT Hands-on activities
- Suggested Activities, Additional Case Examples
- ICT and Entrepreneurs’ Resources

Managing
- Linking W1
- Video clips on experiences of women entrepreneurs
- Discussion and case examples
- Walk thru case examples
- Group exercises and games
- Suggested activities and additional case examples
- ICT and entrepreneurs’ resources

Facilitators’ Guide
- Method of Delivery and Contextualization
- Preparation
- Maximizing Training Schedules
- ICT Tools
- Advocacy on women’s empowerment
Resources & Helpful Sites

- APWINC/UNDP Modules
- Catherine Lang, and Marina Biasutti Entrepreneurial Training “Owning your Future” accessed from Linked-In resources
- FAO Training on Micro-Entrepreneurship, FAO 2002
- Hewlett-Packard (HP)
- HP LIFE Instructor Manual
- HP LIFE Course Directory
- IDRC, “Can ICTs Help Me Improve My Business” A brief handbook for micro and small entrepreneurs from Latin America and the Caribbean

Templates
- https://www.smartsheet.com/top-excel-budget-templates
- http://www.mymoneycoach.ca/budgeting/budgeting-calculators-tools/budgeting-spreadsheet
- https://www.thinkbusiness.ie/articles/free-business-model-canvass
- https://www.waveapps.com/

Video
- https://www.youtube.com/watch?v=dLb2zRTp7Y0
- https://www.youtube.com/watch?v=aN36EcTE54Q
- https://www.youtube.com/watch?v=IP0cUBWTgqY

Planning a Business Using ICT
Initial Discussion

For entrepreneurs (and those who used to engage in a business), share your experience in your business:

– What is/was your business about?
– How did you start your business?
– What is your business goal?
– What are your challenges?
– What are your future plans?

Entrepreneurship

• The capacity and willingness to develop, organize, and manage a business venture along with any of its risks in order to make a profit. (Business dictionary)
Women Entrepreneurs

Watch the video production on UNESCAP Women Entrepreneurs:
https://www.youtube.com/watch?v=gnDCH4sfwd8&feature=youtu.be&noredirect=1

Women Entrepreneurs

Self-help groups (SHG)
• http://navjyoti.org.in/self-help-groups/
The Entrepreneur & the Environment

An Entrepreneur Competency Framework

Source: Nassif et al; academic journals.org
Are you a potential entrepreneur?

<table>
<thead>
<tr>
<th>Check</th>
<th>Qualities</th>
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</thead>
<tbody>
<tr>
<td>Positive attitude</td>
<td>A leader, initiator - driver</td>
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<tr>
<td>Can overcome obstacles</td>
<td>Has perseverance</td>
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<tr>
<td>Strong minded (confident)</td>
<td>Persistence</td>
</tr>
<tr>
<td>Nurturing spirit; Soft hearted</td>
<td>Not afraid to fail</td>
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<tr>
<td>Accountable; Has integrity</td>
<td>Values education</td>
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<tr>
<td>Creates balance in her life; Has an understanding of own needs</td>
<td>Giving back attitude</td>
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<tr>
<td>Has a vision; sets goals</td>
<td>Has passion, enthusiastic</td>
</tr>
<tr>
<td>Driven by a cause</td>
<td>Bold</td>
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<tr>
<td>Communicates effectively</td>
<td>Innovates</td>
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<tr>
<td>Focused on the next step.</td>
<td>Courageous; not afraid of change</td>
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Activity: “Know Myself”

- Self Assessment: Strengths & Weaknesses
  - What business do I want to put up?
  - How do I picture this business? What is my goal?
  - Why do I want to go into this business?
  - What resources do I have – time, talent, money, social support, and technology? What don’t I have?
  - What do I know? What don’t I know?
  - What do I need to make my business work?
  - What must I do to make the business work?
Generating business ideas

- Sources of business ideas
  - A talent
  - A hobby
  - A dream
  - Imitating someone successful
  - Observing a business activity in a place and find that something is lacking
  - Supply chain of a big business or industry

- Brainstorm
- Write your business ideas
- Do research

Motivation & Availability

- Assess your:
  - Motivation
  - Aptitude
  - Attitude
  - Time availability
Women & Business

- Women engage in enterprises for a variety of reasons. Economic independence is one reason.
- They are motivated to have control over their income and time, and they want to continue to develop themselves and become more self-confident and fulfilled.

Women’s Challenges

- Engaging in business demands more time because of multiple roles in family life.
- Having a balanced work life is a woman’s goal and challenge.
- Women become more effective when she works with others. Support from significant others, self-help groups, and social networks can increase her support mechanisms.
Business Plan for Women

Women entrepreneurs must have a good business plan

- know what she is getting into
- learn better about their own strengths and weaknesses and the external business environment, and
- build more confidence in identify their business directions and opportunities.

Benefits of ICTs for Women in Business

- Helps manage time – efficiency and process
- Manage mobility and schedule
- Get information faster
- Real time communication
- Provide more information that can facilitate decision making
- Organize and streamline business process
- Can reduce cost of doing business;
- Helps create value for business
- Relaxation and entertainment
  - Others...
KEY CONCEPTS IN BUSINESS

Key Concepts

* Business * Stages * Concept * Start-up *
Growth * Business Cycle * Plan * Implement *
Monitor * Evaluate * Internal Factors * External
Factors * Environment * Ecosystem * Market *
Strategy * Strengths * Weakness *
Opportunities * Threats * Risks * Product *
Operations * Price * Promotion * Place *
Customer * Value Chain * Supply Chain *
Industry * Finance * Budget * Costs *
Proposition * Channels * Human Resource ***
What is a Business?

• A business is a set of activities of providing goods and services in exchange for money or goods and services.
• A business can be established and operated by one person, a social group, a partnership or a corporation.

What are the stages of business?

Concept  Start-up  Growth  Later-Stage

- Planning
- Envisioning
- Implementation (start-up and management)
- Monitoring (evaluation)
- Closing (an option based on business performance evaluation)
Factors shaping the business

Factors why business fail

Internal factors
- Lack of higher business purpose and vision
- Lack of focus
- Lack of motivation
- Inadequate knowledge and competency on the business
- Fear of failure
- Poor money management
- Undercapitalization
- Limited or no team work and sharing with other people
Factors why business fail

External factors:
• Restrictions and barriers in the business environment
• Lack of financial support from government or the industry
• Unusual happenings in the region or the country
• Change of buying patterns
• Decrease in purchasing power of customers
• Shortage of raw materials
• Customers’ strikes
• Low price of competitors
• Product substitution

The business environment

• Global
• Local

Opportunities

Constraints; Threats

Isenberg Model
What is a business plan?

It is a written document that tells details of:

- Your **business goals** and **ideas**
- How you understand your **market** and how you plan to **sell your product or service**
- Your **competition** and business **risks**
- The design and development of your product and service to **make it better** than your competitors

Having a good plan means....

- thinking of your higher purpose and vision of the business,
- focusing, planning the management of your business resources and finances, and
- preparing for the internal and external factors of the business.
Elements of the business plan

- Executive summary
- Business strategy
- Marketing strategy
- Operation plan
- SWOT analysis
- Human resource plan
- Financial plan and forecasts

Business Strategy

- It gives the purpose and objectives of the business,
- the short-term (1 year) and long-term (3-5 years) goals,
- the products and/or services that will be offered,
- your competitive advantage,
- the growth plan, timeline and milestones.
- Include also information about the business registration, name of the business, address and contact information.
Strategic Direction of a Business

SWOT Analysis

Identify **Strengths, Weaknesses, Opportunities and Threats (SWOT)** of the business to filter the strategy the business will take.
Other Analytical Tools

- Industry analysis
  - What is happening in the industry and sector
- Supply chain analysis
  - What part of the industry/sector does your business belong to?
- Value chain analysis
  - Providing value to customers
- Risk analysis
  - Mitigating risks
  - Unintended consequences of business

Marketing Strategy

- It includes how or what activities will promote your product or service – covering the 5 P’s of the marketing mix

- Use of market research - Provide solid market research and data from reliable sources.
The 5 Ps of Business Marketing

- **Product** – How does your product or service meet the needs of your target market?
- **Price** – How much will you charge for your product or services and why?
- **Place** – How are you going to get your product to your customers?
- **Promotion** – How will you connect with your target market and how much will you spend for marketing and sales?
- **Profile of your valuable or ideal customers** – include their age, location and income level. Provide solid market research and data from reliable sources.

What is a market research?

- The activity of finding, gathering, analyzing, and interpreting information about:
  - A market
  - A product or service for sale
  - About competitors
  - Potential customers – their needs, characteristics, spending habits, & location
Why do a market research?

- **Information** to understand how the market can bring profit for the business
- Provide direction to marketing activities
- Measure level of success of your business
- Indicates the needs & expectations of customers
- Help decide on product packaging & delivery

Operational Plan

- **Operation Plan** – It details the business’ operational requirements over three to five years. Include a general description of the day-to-day operations of the business e.g. hours of operation, seasonality of business, suppliers and credit terms, facility requirements, management information systems and ICT requirements.
Human Resource Plan

- How you plan to manage human resources.
- Include a brief organizational chart of the business showing who does what.
- Brief description of roles and functions.

Financial Forecasts

It gives the financial projections for your business for the first year, and for 3 to 5 years of the business.

Includes:
- cash flow statements,
- profit and loss forecast, and
- sales forecast.
ICTs in business planning

ICTs such as
- spreadsheet programs
- word processors
- online search engines
- social media sites
- mobile applications
are important tools for business planning, including conducting market research, financial planning and connecting with potential suppliers and customers.

Creating a competitive advantage

- Figure out your strength
- What makes your business unique
Core Message

Women entrepreneurs must be armed with good information in order to make good decisions in business and in life. ICTs when used well can provide timely information that can help build better business.

Something to do

- What are your insights on the sessions?
- What are your most important learning?
ICT tools for planning

• **Spreadsheet programs**: to calculate scenarios and create the business plan

Example: Google Sheets, Microsoft Excel and OpenOffice Calc
ICT tools for planning

• **Document or word processor** - to record and communicate the business plan
  
  Example - Google Docs, Microsoft Word and OpenOffice Writer

ICT tools for planning

• **Presentation slides** – to exhibit, demonstrate, show audio-visual features of business ideas
  
  Example - Presentation tools such as Google Slides, Microsoft PowerPoint and OpenOffice Impress
ICT tools for business planning

• Basic visual aids and graphs to aid presentations

ICT tools for business planning:

• Access internet thru web browsers

Examples of web browser brands
ICT tools for business planning:

• Search engines to find information in aid of research and developing business ideas
ICT tools for Marketing & Promotion

Social Media
provide great opportunities to find new customers online and networking

ICT tools: Mobile phone applications

• Mobile phone apps for communications & networking

  • Aid in business operations and marketing
ICT tools for business education

- Online Learning Sites

ICT tools: Selling and buying sites
ICT tools: e-Government services

ICT Tools for capital build up and financial services
ICT tools for banking transactions

- Automated Teller Machines (ATM)
- E-Banking
- Mobile banking
- Online payment
- Point of sales

ICT tools – sales applications

- Ezetap.com and Square.com are point of sale applications that enable merchants to accept payments on credit and debit cards on their handheld device.
ICT tools for logistics

• Transportation – Grab, Uber others
• Office and call center services
• GPS, Google maps, traffic updates

ICT tools for file storage
ICT Tools

• See supplementary material (for distribution) for more examples of applications and programs
### Business start-up & ICT use

<table>
<thead>
<tr>
<th>List of activities</th>
<th>Useful ICT tools</th>
<th>Schedule (Start and finish dates)</th>
<th>Cost for start-up</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Generate ideas – filter and test</strong></td>
<td>Use word processor and spreadsheet</td>
<td>Assess how many working days and hours to complete</td>
<td>Assess the cost of doing the activity</td>
<td>Jot down observation notes; the information may help in recall and decision-making</td>
</tr>
<tr>
<td><strong>Business plan - Writing plan - Revising plan</strong></td>
<td>Use word processor and spreadsheet</td>
<td>1 week</td>
<td>Estimate cost</td>
<td>Writing the plan need not be perfect</td>
</tr>
<tr>
<td><strong>Market research - Conducting research - Marketing plan</strong></td>
<td>Use word processor and spreadsheet. Browse web resources for secondary data</td>
<td>2-3 weeks</td>
<td>Estimate cost</td>
<td>The research can be made simple</td>
</tr>
<tr>
<td><strong>Personal plan - Time management - Create support group - Build network - Build knowledge e.g. further studies</strong></td>
<td>Use word processor and spreadsheet; use search engine to find information; use communication device and applications.</td>
<td>1 week</td>
<td>Estimate cost</td>
<td>Make notes to show progress</td>
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<tr>
<td><strong>Business Name Registration and other Legal Requirements</strong></td>
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<tr>
<td>List all legal requirements: village requirements, district requirements, provincial and national requirements</td>
<td>Use search engine to find government websites that provide information</td>
<td>Find out how many working days and hours to complete</td>
<td>Find out cost of business registration</td>
<td>The requirements will depend on country, district, city, village regulations on business</td>
</tr>
<tr>
<td>Decide on legal business structures (part of self-help group, sole trader, partner, Corporation)</td>
<td>Use search engine to find the description of each structure, as well as requirements</td>
<td>Find out how many working days and hours to complete</td>
<td>Find out cost</td>
<td>Set aside funds for business start-up</td>
</tr>
<tr>
<td>Decide on the name of your business: have at least five names to choose from; make sure that there are no other businesses with the same name to avoid legal implications</td>
<td>Use search engine to check business names, and find out about government requirements for name registration</td>
<td>Find out how many working days and hours to complete</td>
<td>Find out cost</td>
<td>Set aside funds for business start-up</td>
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<tr>
<td>Decide on location of business for start-up</td>
<td>Browse property websites and business directories to identify business locations &amp; compare cost of rent</td>
<td>Find out how many working days and hours to complete</td>
<td>Find out cost of location</td>
<td>The cost will vary depending on location</td>
</tr>
<tr>
<td>Design a logo for your business</td>
<td>Use search engine to find logos of similar businesses. Use drawing tools &amp; design templates for business cards and marketing collaterals</td>
<td>Find out how many working days and hours to complete</td>
<td>Find out cost</td>
<td>Set aside funds for business start-up</td>
</tr>
<tr>
<td>Register business name (and logo)</td>
<td>Locate government websites to find application form &amp; registration requirements, &amp; the possibility of registering online</td>
<td>Find out how many working days and hours to complete</td>
<td>Find out cost</td>
<td>Set aside funds for business start-up</td>
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<td><strong>Business Name Registration and other Legal Requirements</strong></td>
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</tr>
<tr>
<td>Tax registration for business (e.g. value added tax)</td>
<td>Look for government websites that can provide information on requirements, and the possibility of registering online</td>
<td>Find out how many working days and hours to complete</td>
<td>Find out cost of location</td>
<td>The cost will vary depending on location</td>
</tr>
<tr>
<td>How much to spend for each requirement in business registration</td>
<td>Find out if this information is available online. Call or send a message to the relevant government agency if information is not available online</td>
<td>Find out how many working days and hours to complete</td>
<td>Find out cost</td>
<td>Set aside funds for business start-up</td>
</tr>
<tr>
<td>Other legal requirements</td>
<td>Use search engine to find out about other legal requirements</td>
<td>Find out how many working days and hours to complete</td>
<td>Find out cost</td>
<td>Get free advice from a legal and business expert</td>
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<tr>
<td><strong>Resource mobilization</strong></td>
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<tr>
<td>Capital build-up</td>
<td>Use search engine to find out about lending banks, microfinance institutions, and crowdfunding sites</td>
<td>Find out how many working days and hours to complete</td>
<td>Compare interest rates of lending institutions</td>
<td>Rates vary depending on type of lending institutions</td>
</tr>
<tr>
<td>Procurement of supplies, raw materials, and equipment</td>
<td>Search for suppliers on directories and websites and compare prices. Call or send a message if information is not available online</td>
<td>Find out how many working days and hours to complete</td>
<td>Find out cost of procurement</td>
<td>The cost will vary depending on quantity and location of suppliers</td>
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<tr>
<td><strong>Finding suppliers</strong></td>
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<tr>
<td>List all possible suppliers for your raw materials and make a criteria for selection</td>
<td>Use spreadsheet to write description details of items and prices</td>
<td>Find out how many working days and hours to complete</td>
<td>Compare prices</td>
<td>Rates vary depending on type of suppliers – manufacturer, wholesalers, &amp; retailers</td>
</tr>
<tr>
<td>Select and list suppliers</td>
<td>Use table or spreadsheet to create list of selected suppliers</td>
<td>Find out how many working days and hours to complete</td>
<td>Compare prices &amp; find out cost of procurement</td>
<td>The cost will vary depending on quantity &amp; location of suppliers</td>
</tr>
<tr>
<td>Insurance – property and life</td>
<td>Browse the different insurance websites to compare prices and benefits. Call or send a message to insurance companies if information is not available online</td>
<td>Find out how many working days and hours to complete</td>
<td>Compare prices &amp; find out cost of procurement</td>
<td>The cost will vary depending type of suppliers and insurance premium</td>
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<tr>
<td><strong>Deciding on your Business and Financial recording systems</strong></td>
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<tr>
<td>Accounting, budget and cash flow system</td>
<td>Use spreadsheets and financial applications</td>
<td>Find out how many working days and hours to complete</td>
<td>Compare prices of systems applications</td>
<td>Rates vary depending on location of suppliers and systems specifications</td>
</tr>
<tr>
<td>Sales record</td>
<td>Use spreadsheets and financial applications</td>
<td>Find out how many working days and hours to complete</td>
<td>Compare prices of systems applications</td>
<td>Rates vary depending on location of suppliers and systems specifications</td>
</tr>
<tr>
<td>Logistics</td>
<td>Use search engine to find information about logistics, transportation and storage, and their costs. Call or send a message if information is not available online</td>
<td>Find out how many working days and hours to complete</td>
<td>Find out cost of service procurement</td>
<td>The cost will vary depending on quantity &amp; location of service suppliers</td>
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<tbody>
<tr>
<td><strong>Business Marketing</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>People: Customers and competitors</td>
<td>Use search engine to find information about customers &amp; competitors</td>
<td>Find out how many working days &amp; hours to complete</td>
<td>Cost for doing market research</td>
<td>You may do it yourself or procure services</td>
</tr>
<tr>
<td>Place</td>
<td>Use search engine to find information about place to market product</td>
<td>Find out how many working days &amp; hours to complete</td>
<td>Cost of doing market research</td>
<td>You may do it yourself or procure services</td>
</tr>
<tr>
<td>Product</td>
<td>Use search engine to find information for product development</td>
<td>Find out how many working days &amp; hours to complete</td>
<td>Find out cost of product development &amp; how often</td>
<td>The cost will vary depending on quantity &amp; location of service suppliers</td>
</tr>
<tr>
<td>Price</td>
<td>Use search engine, spreadsheets and financial applications</td>
<td>Find out how many working days and hours to complete</td>
<td>Cost of market research</td>
<td>Compare prices of competitors</td>
</tr>
<tr>
<td>Promotion</td>
<td>Use search engine to find information. Use drawing tools. Communicate and test promotion ideas</td>
<td>Find out how many working days and hours to complete</td>
<td>Cost of promotion</td>
<td>Depends on choice of medium and promotional strategy</td>
</tr>
</tbody>
</table>
### Business start-up & ICT use

<table>
<thead>
<tr>
<th>List of activities</th>
<th>Useful ICT tools</th>
<th>Schedule (Start and finish dates)</th>
<th>Cost for start-up</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Online Marketing</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Site selection</td>
<td>Use search engine to find information</td>
<td>Find out how many working days &amp; hours to complete</td>
<td>Cost for doing market research</td>
<td>You may do it yourself or procure services</td>
</tr>
<tr>
<td>Creation of website</td>
<td>Use online web development tools</td>
<td>Find out how many working days &amp; hours to complete</td>
<td>Cost for creating website</td>
<td>You may do it yourself or procure services</td>
</tr>
<tr>
<td>Web domain registration and web hosting</td>
<td>Register for web domain names and select web hosting service</td>
<td>Find out how many working days &amp; hours to complete</td>
<td>Cost of registration and web hosting</td>
<td>You may procure services</td>
</tr>
</tbody>
</table>

### Business start-up & ICT use

<table>
<thead>
<tr>
<th>List of activities</th>
<th>Useful ICT tools</th>
<th>Schedule (Start and finish dates)</th>
<th>Cost for start-up</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Finding and Hiring People</strong></td>
<td></td>
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<tr>
<td>List requirements, decide when needed, recruit and hire</td>
<td>Search and compare salaries. Post jobs online. Check potential employee's background online. Use spreadsheet to record staff information</td>
<td>Find out how many working days &amp; hours to complete</td>
<td>Cost of work</td>
<td>You may do it yourself or procure services</td>
</tr>
</tbody>
</table>
Business functions

- Business require hands-on management
- Eight (8) general business functions:
  - General management and administration
  - Purchasing
  - Production
  - Marketing
  - Public relations
  - Human resources
  - Finance

General Management

- Overseeing the business
- Providing leadership & decision-making
- Doing the following:
  - Planning
  - Organizing
  - Staffing
  - Coordinating
  - controlling
Use of ICT in Management

ICT applications to:
• preparing sales forecast;
• managing inventory;
• scheduling purchases and production;
• coordinating and communicating with personnel, suppliers and customers;
• promoting and marketing products and services.
  – Suites of applications that support the operations of the business such as:
    – [http://www.apptivo.com](http://www.apptivo.com) – This is a collection of 40 applications that covers project management, customer relationship management, time sheets, inventory and more.

Use of ICT in Management

Use of ICT applications to:
• Have a centralized storage of business information, including business documents and databases.
  – Examples of solutions include Box, Dropbox and Google Drive.
Purchasing & Inventory

• Control
  – the current cost of raw materials
  – the entries and exits of goods

• You will need a purchasing and inventory management program

Purchasing

• A spreadsheet for your list of suppliers will be useful, with information on their supplies, price, quality and specifications, and contacts

<table>
<thead>
<tr>
<th>List of suppliers</th>
<th>Supplies</th>
<th>Price list (wholesale or retail)</th>
<th>Quality and specifications</th>
<th>Contact information</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
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</tbody>
</table>
## Inventory

<table>
<thead>
<tr>
<th>Date of inventory</th>
<th>List of raw materials</th>
<th>Supplier</th>
<th>Current quantity</th>
<th>Cost of purchase</th>
<th>Date of purchase</th>
<th>Date of expiration</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
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</tbody>
</table>

## Inventory and status of equipment

<table>
<thead>
<tr>
<th>Equipment and tools</th>
<th>Specifications</th>
<th>Cost of unit</th>
<th>Date of purchase</th>
<th>Cost of repair</th>
<th>Date of repair</th>
<th>Status</th>
<th>Inspection date</th>
<th>Action Recommendation</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
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</tbody>
</table>
Production

- Processes & methods used to transform raw materials, semi-finished goods, sub-assemblies and intangible inputs such as:
  - Ideas, information & knowledge into goods and services
- Resources are used to create an output for use or for exchange value

### Production

<table>
<thead>
<tr>
<th>Process (steps)</th>
<th>Time</th>
<th>Raw material and quantity required</th>
<th>Cost of materials</th>
<th>Labour (personnel) required</th>
<th>Cost of labour</th>
<th>Outputs (quantity)</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clean and prepare equipment</td>
<td>5 min</td>
<td>Preheat oven to 350°F or 180°C</td>
<td>Cost of electricity</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prepare and measure ingredients</td>
<td>20 min</td>
<td>½ cup unsalted butter, room temperature ¾ cup brown sugar</td>
<td>Total 3.67 per batch</td>
<td>1 assistant for preparation and packing</td>
<td>11 per hour</td>
<td>65 pieces</td>
<td></td>
</tr>
<tr>
<td>Mix and sift the dry ingredients</td>
<td>5 min</td>
<td></td>
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</tr>
</tbody>
</table>
Product Development

- Business must invest in product improvement
- Document new development using ICT tools
- Report on new product options

<table>
<thead>
<tr>
<th>Factors</th>
<th>Existing condition</th>
<th>New option</th>
<th>Costs</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Substitution</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Combination</td>
<td></td>
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</tr>
<tr>
<td>Amplify</td>
<td></td>
<td></td>
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<tr>
<td>Minimize</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Put to other use</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eliminate</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Re-arrange</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

Marketing

- Promotion
  - Planning
  - Product information
  - Designing and preparing collaterals
  - Delivery and control
- Management of marketing logistics
  - Planning
  - Delivering and controlling the flow of physical goods
  - Reporting and control
Public relations

- Communicating positive stories about your business organization and/or your products
- Establishing good will to the public especially the customers
- Maintaining good image of the business

Managing people

Managing of people include:
- Staff management
- Supplier management
- Customer relations
- Public relations

Learn and practice effective communication to manage people and preparing communication plans.
Finance

• Any entrepreneur’s ultimate concern is the profit from the business.

• Proper financial planning, and record keeping is a must.
  – Preparing a budget,
  – maintaining business bank accounts, and
  – documenting payment processing, accounts payable and accounts receivable, and taxes must be in place in the business system.

• Spreadsheets can be used for a lot of things in your business:
  – great tools for accounting, tracking your finances & calculating payroll, receivables, and payables.

Finance

• All business activities are translated into currencies and values.
  – These are reflected in planning and start-up activities, in production, sales, even in promotion, customer relations, hiring of staff, and in distribution of products.

• These are the reasons that an entrepreneur has to manage and control the business.
Finance

- Entrepreneurs must know and understand the financial reports, bank statements, and record keeping and maintaining books of accounts.

- Reports and documentation required:
  - Business financial plan
  - Operational plan with profit and loss projection (sales versus fixed and variable expenses)
  - Fund/capital source schedule
  - Balance sheet
  - Cash flow projection

- If your knowledge about financial reports and record maintenance is insufficient, get professional assistance (accountant)

How ICTs can help

- For financial forecasting, businesses can use spreadsheet programs to calculate different scenarios.
- Free forecasting templates are available in well-known business applications.
- Google Docs offers templates that can be shared and edited.
- Computer spreadsheets like Google sheets, Microsoft Excel and OpenOffice Calc for budgeting
- Freshbooks.com and Xero.com for recording transactions
Protecting your business

- Legal and regulatory compliance
- Investing in Insurance for your business and yourself
- Online and Offline security
- Applying and observing intellectual property rights

Monitoring & Evaluation (M&E)

- Monitoring and evaluation tells you how your business is performing
- Need to develop performance measurement and standards for your business

Employee Performance

<table>
<thead>
<tr>
<th>Name</th>
<th>Total Sales January</th>
<th>Total Sales February</th>
<th>Total Sales March</th>
</tr>
</thead>
<tbody>
<tr>
<td>T. Jones</td>
<td>$9,100.00</td>
<td>$8,700.00</td>
<td>$8,500.00</td>
</tr>
<tr>
<td>T. Worker</td>
<td>$2,100.00</td>
<td>$2,300.00</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>E. Williams</td>
<td>$5,500.00</td>
<td>$6,400.00</td>
<td>$6,500.00</td>
</tr>
<tr>
<td>K. Thomas</td>
<td>$6,100.00</td>
<td>$6,900.00</td>
<td>$6,800.00</td>
</tr>
<tr>
<td>J. jewel</td>
<td>$8,300.00</td>
<td>$8,450.00</td>
<td>$8,600.00</td>
</tr>
</tbody>
</table>
Closing the Business

• M&E reports can tell if the business must close

Module Summary & Conclusions

• W2 Module provides
  – basic guidelines on setting up a business
  – various aspects of business functions and operations
  – offers various ways ICTs can help in making business more efficient & effective

By Candice Helfand-Rogers and Rachel Wilson
http://thestoryexchange.org/1000-closures/
Summary & Conclusions

- Starting and running a business require:
  - **Psychological preparation** – putting your mind heart to it
  - **Motivation** – being clear of your personal goals for the business
  - **Time** – making yourself available to do hands-on work for the business

Even if you fail at first, you can always rise above learning lessons from the failure. Start and try again...

Summary & Conclusion

- Learning the business is an on-going process
- Participating in self-help groups, becoming members of business associations and networks can hone your skills
- Avail of free online courses to further your knowledge and skills in business
Summary & Conclusion

Remember:

- Have a clear vision and strategy
- A business plan based on internal and external environments
- From envisioning and detailed planning,
  - You start up and implement
  - Monitor and evaluate
  - Improve business activities in the business cycle

Summary & Conclusion

Remember:

- Doing a checklist of start-up activities and use of ICT devices and program applications can ease the job
- Comply with legal requirements in starting, running and closing the business
- Conduct of market research helps us identify the 5Ps in business: People, product, price, place, and promotion
Summary & Conclusion

Remember:
• Be patient in recording your finances, including your expenses and sales, and planning your budget.
• Consider investing in accounting and financial recording systems to help you manage your finances.
• Separate your personal and business funds.

Summary & Conclusion

Remember:
• Monitor and evaluate business performance, learn from it and make the results of the monitoring and evaluation a basis for the next fiscal planning and business cycle.
WIFI Women’s Track:

HANDS-ON EXERCISES

Exercise 1: Learning Activity

The WIFI Entrepreneurs’ Game is an activity that reviews and illustrates the women entrepreneurs’ social & business environment.

• Specific instructions will be provided and distributed
Activity Purpose

- Objective: To illustrate the entrepreneurship ecosystem and the business environment.
- The “entrepreneur” who will sell, get the most orders and profit from the sale wins the game.
- Award also goes to the best role player(s)

Description

- Each participant will have a role to play.
  - Entrepreneurs (competitors)
  - Customer/Consumers
  - Institutions – financial, government
  - Timer
  - Observer,
  - Family members
Description

• There are 6 rounds of activities at an average of **5 to 7 minutes** per round.
  – Round 1  (5 minutes)– Organization
  – Round 2  (10 minutes)– Start-up
  – Round 3  (7 minutes)– Production
  – Round 4  (7 minutes)– Promotion
  – Round 5 (10 minutes)–Transactions
  – Round 6 (5 minutes) - Calculation

General Instructions

• **Role raffle**  There must be at least 18 individuals (or pairs depending on size).
• **A timer will monitor** the time per round.
• Each individual or pair will **pick a role** from the transparent bowl.
• **Find your place**/ tables with role label.
• For 3 minutes, quietly **read instructions** on the paper picked and **discuss** the role as a pair and another 2 minutes to **prepare**
• **WIFI money** will be distributed for corresponding roles.
Session Insights

Questions:
1. What happened?
   • How much money did you gain?
2. What helped the entrepreneurs?
3. What did not help?
4. What did you learn from the exercise?
5. How can ICT devices and programs help the entrepreneurs?

Exercise 2: ICT tool

• Exercise using a search engine

1. Search for the business similar to yours
2. Search for business registration requirements
Exercise 3: ICT tools

• ICT program(s) for:

  1. Financial computations
  2. Scheduling
  3. Resource Management

Templates
- https://www.smartsheet.com/top-excel-budget-templates
- http://www.mymoneycoach.ca/budgeting/budgeting-calculators-tools/budgeting-spreadsheet

Video
- https://www.youtube.com/watch?v=dLb2zRTp7Y0

Exercise 4: Business planning & financial software sites

• https://www.thinkbusiness.ie/articles/free-business-model-canvas/
• https://www.waveapps.com/
The Business Model Canvas

Business Canvass vs Business Plan

- Key Partners
- Key Activities
- Key Resources
- Value Propositions
- Customer Relationships
- Channels
- Customer Segments
- Cost Structure
- Revenue Streams
- Business strategy
- Marketing strategy
- Operation plan
- SWOT analysis
- Human resource plan
- Financial plan and forecasts
Sample Business Model Canvass

Josu Porqu; https://www.youtube.com/watch?v=6R3hGMR4H7g

Value Proposition
Sample financial software – wave app

Welcome Mjrmcapagal.
Where do you want to start?

Get Paid for Your Work
Send unlimited invoices and estimates.

Organize Your Finances
Automate tracking your income and expenses.

Capture Your Receipts
Stay compliant by keeping accurate records.
Remember: Be safe online & offline

Nine (9) Dangers on the Internet
1. Identity theft
2. Phishing & Pharming
3. Hacking
4. Drive by downloads (don’t click on everything)
5. Pop ups (don’t click on everything)
6. Pornography
7. Cyberbullying
8. Predators
9. Posting


Seek help when needed

- For women who have limited or no ICT knowledge, seek support from others.
- Family members who are ICT users can help you.
- Members of support networks or self-help groups may also be able to help you.
- If such groups are not available, consider forming your own support group with other women entrepreneurs.
Resources & Helpful Sites

- APWINC/UNDP Modules
- Catherine Lang, and Marina Biasutti Entrepreneurial Training “Owning your Future” accessed from Linked-In resources
- FAO, Training on Micro-Entrepreneurship, FAO 2002
- Hewlett-Packard (HP)
- HP LIFE Instructor Manual
- HP LIFE Course Directory
- IDRC, “Can ICTs Help Me Improve My Business” A brief handbook for micro and small entrepreneurs from Latin America and the Caribbean

Resources & Helpful Sites

- ILO, WED GET Ahead Training Program
- ILO, IYES pdf
- Intel Easy Steps
- Intel E-Basics
- Women and the Web
- Microsoft
- MS/ASEAN Foundation ICT Training
- Women in Technology Training
- Digital Literacy Training
- UNCTAD Current Studies on Science, Technology, and Innovation No. 9
Note

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- Citations and acknowledgment were done in the manual.
- Some of the photos were taken from pool of images from creative commons for acknowledgment.

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