

# ENTREPRENEURSHIP PROGRAM

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## PHASE III - PRACTICAL PROJECT



PROJECT  
REPORT

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SEPTEMBER 2021

**ZENA**★  
LAUNCH PAD

# PHASE III

In Quarter II of 2021, We kicked off the Practical Entrepreneurship Skills project of **Phase III** at the Zena Launch Pad.

Phase III is a part of our multi-phased Entrepreneurship Training Program that has been designed to give the women on the program an opportunity to put to practice the theoretical entrepreneurship tools that they have learnt about in Phase I.

This is the entrepreneurship Department's first roll out since restructuring the program Late last year.

Our first version of the phase III project has been designed in form of a competition between groups.

The team was divided into 2 groups, that is;

**Group I**  
(the class of 2018 & 2020)

&

**Group II**  
(the class of 2021)

Each group was given cash and was tasked to come up with 2 or 3 business ideas that they would develop and work on as a team in their groups to multiply that cash.

Each group was to use cash to start a small business project and it was set to run for 2 months.

We planned to wrap up the project at the end of the second month and the group with the highest **profit**, was set to win a prize.



Victo of Group I selling some roasted groundnuts to Faridah for a break time snack



## ENTREPRENEURSHIP PROGRAM - PRACTICAL PROJECT

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### PLANNING

Planning for Phase III and discussions about the project with the women on the program started in April. The women received it with excitement, especially the prospect of winning a prize. Women from Group I even declared in faith that they would win the project competition come what may!

Brainstorming on which businesses to pursue was always a heated discussion, with everyone going on about which business was the most profitable.

The ideas were numerous and they included things like planting & selling green vegetables, producing & selling liquid soap, producing & selling skin lotion, rearing and selling poultry, producing & selling pastry snacks, preparing & selling roasted meat snacks, selling jackfruit, buying and reselling used belts to mention a few.

From these many ideas, the groups settled on three ideas each, for which we developed draft budgets, after considering the things they would need to start. That is how the office decided on the cash investment amount for each group. The groups were to use this money to start their businesses, earn a profit, and refund the full initial investment. The profit was to be divided amongst the group's members.

The Entrepreneurship department was pleased to see the women buy into the project idea and maybe it was from a competitive motive, but Group I took matters into their own hands!

This was before the office had given the promised cash investment.

Group I had a planning meeting on their own, and they all agreed to contribute Ug.shs. 3,500 each of their personal money and put together a small amount which they could start with.

I was proud to see the team working together with commitment to the goal of winning.

With their small contribution, and managing to get some required items on credit, much to everyone's surprise, Group I was at the HQ on Monday morning (26th April, 2021) selling their first batch of packed roasted ground nuts at Ug.shs.500 per packet.



Salima of Group I showing off her roasted groundnuts for sale

This was the catalyst Group II needed. That very weekend, they met and contributed Ug. Shs. 5000 each of their personal money.

They used this first contribution to buying ingredients to produce and sell doughnuts. They used their connections to find places where they could supply their doughnuts. Group II tried this out for a week, before disagreeing on its profitability. Some of them were not on board, and this left the others feeling abandoned.

This called for another brainstorming session at the end of which, Group II decided to discontinue the doughnuts idea, and focus on 3 other businesses on which they all agreed. After this, the group started to work better together.

# LAUNCH

On 1st May, 2021, We officially launched the Phase III project.

The Management of the Zena Launchpad, gave groups I & II, Ug. Shs. 150,000 each on 06/05/2021 to facilitate the business project that was set to run for 2 months; May and June.

Pictured on the right is Resty (L) and Lydia (R) of group I receiving the cash on behalf of their group.

On the Left, is Nancy and Hellen receiving the cash on behalf of their group.



With this cash, the group decided to invest in selling the following items for the business project.

## Group I

1. Packed Roasted Groundnuts snacks
2. Yellow bananas

## Group II

1. Avocados, Yellow bananas & Lemons
2. Street food snacks: Roasted Yams



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### EXECUTION



Hellen, during a Mentorship session on Recording Keeping for their business ."

The Entrepreneurship Department set that one of the requirements of participating in this competition, was keeping full records of whatever was happening consistently.

So we scheduled mentorship sessions with representatives from each group to equip them to fulfil this requirement.

Each group was represented by;

#### The Chairperson

This is the person that was chosen by the group to lead in all the group's dealings and be in charge overall.

#### The Treasurer

This is the person that was chosen by the group to keep all the money that came in and out of the business.

#### The secretary

This is the person chosen by the group to keep records of everything that happened in the business;

The Groups were represented by;

- The Chairperson: Resty for Group I, Nancy for Group II
- Treasurer: Lydia for Group I, Hellen & Beatrice for Group II
- Secretary: Victo for Group I, Elizabeth for Group II

- Records of every decision that they made.
- Records of every thing that the group bought or produced and everything they sold.
- Records of profits or losses made



Victo & Lydia during our last Weekly check-in session



Nancy during a Mentorship session on Recording Keeping for their business ."



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### EXECUTION Gallery



The Groups sold their products both at the HQ and Outside in the community



**GROUP I**  
(Basic Financial Report)

|                    | Amount (Ug. Shs.) |
|--------------------|-------------------|
| Revenue            | 1,608,700         |
| Cost of Goods sold | 1,002,200         |
| Profit             | 606,500           |

**GROUP II**  
(Basic Financial Report)

|                    | Amount (Ug. Shs.) |
|--------------------|-------------------|
| Revenue            | 1,364,900         |
| Cost of Goods sold | 740,900           |
| Profit             | 624,000           |

From the initial investment of **Ug. Shs. 202,500**  
[Ug. shs. 150,000 - a cash handout + Ug. Shs. 53,000 -a collective personal contribution],  
Group I made a total Sales Revenue of **Ug. Shs. 1,608,700.**

For Group II, from the initial investment of **Ug. Shs. 203,000**  
[Ug. shs. 150,000 - a cash handout + Ug. Shs. 52,500 -a collective personal contribution],  
they made a total Sales Revenue of **Ug. Shs. 1,364,900.**

At the close of the project, despite a lower total Revenue Group II had a higher Revenue and a higher Profit than Group I.

Group II's profit is higher by a small margin of Ug. Shs. 17,500.

This may be explained by the fact that Group II maintained lower costs than Group I over the period.  
In hindsight, the department noticed that Group II decided to minimise reinvesting in the business over the period of the project, in an attempt to keep the money safe from the risk of loss. This enabled them to keep their costs low.

It may also be argued that Group II worked efficiently by investing in low cost businesses ideas with higher returns. This enabled them to use lower costs to earn a profit almost as high as Group I, meaning that if they had invested more, they might have earned an even higher profit.



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"Our conversations during the break time changed. We used to spend that time talking about random things, but during the project we used that time to plan for our group's business. Since we were all busy with home and family in the evenings, we have had to use whatever little time we could find together"

"This project woke us up from a deep sleep. I now know that you can start business with any amount of money however small, and grow it to a big amount."

"I thought the book keeping would be so hard, but the method I learnt in class is actually easy to do and keep up with. I intend to continue using it even in my business"

"Being in charge of my team has been the hardest thing I have ever had to do. Getting people to agree and work together is really difficult. It has shown me that things are actually hard, one member of your team can be the reason for your failure. I now understand that it is my responsibility to get my team working together "

"This business project has taught me to be bold. I had to reach a point where I was walking up to random strangers by the road, and convincing them to buy our bananas. It has taught me that i have to put my pride aside and fight for my business."

"I did not think that you could get the kind of money we got from simple things like selling packed roasted Groundnuts! I thought that only people with those really big shops got that kind of money."

"I did not think it would be like this at all. As soon as my neighbour got to know that I am selling roasted groundnuts, I didn't even have to try so hard to convince them to buy. They would ask me everyday if i have any groundnuts available, and if I don't they would pre-order some packets."

"Our eyes opened. No one can say they don't even have at least Ug. Shs. 100 in their pocket. because we have kept doing business even in the lockdown. I myself continued to sell bananas upto today. We have also continued to work together. Faridah and Lydia are also selling bananas and we keep checking in on each other, and helping one another whenever stock runs low.

"This project has gone beyond just helping us to even those in our community. I have a friend who was employed at a tailor's workshop. When the second lockdown happened, her boss had to let her go. She was so frustrated and did not what to do next. Because of the confidence I had gained from our business project, I comforted her. I told her about what we had managed to do. I convinced her to start with whatever little she had. Because I now know that any amount of money can be multiplied if you use it well. She had 20,000, so she decided to make doughnuts and sell them. She made 1 bucket of doughnuts and distributed it everywhere she could. As we speak now, the business has multiplied . She now makes 3 buckets and sells them all!



## ENTREPRENEURSHIP PROGRAM - PRACTICAL PROJECT

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"This project made me realise that I have been wasting time. I realised that I could have already started a business and made a significant amount of extra money by now. But it has been for the better. When lockdown happened, we did not stop working. Everyone has been busy."

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"We used to have some unexplainable fear. We feared to approach people and sell. We feared to talk about our business. But now that has changed, we don't fear to sell. I tried to take by bananas to a certain shop, and found one of us had already beaten me to it."

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"I learnt not to look down on any business. People would be so shocked that we were making big profits from our small businesses. We don't have a shop, We don't have much but we made money."

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"My responsibility in the team was to keep records, and this project has given me a much needed experience. I used to own a hair salon before I joined this place and I had no idea about the book keeping process and how important it is. I really did not know how to manage my money. I used my money without planning, I did not know how much profit I was making on every shilling spent."

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"We have always struggled with finding snacks to have with our tea. But starting these businesses made it so easy for us. And the best thing is we were earning money while at it. We just needed to be a little more creative."

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"These days whenever we meet, our conversations are always about business things. Ideas on what to start selling and how to make more money. Someone is always asking, "I have been wanting to start selling this, What do you think?"

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"We also learnt to use our time better. No one still has time to waste by doing nothing, when that time could be used to do other things. These days I start my week when I have already made a plan for it."

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"This project taught me that you need to plug into the community, to know how it works. That you cannot understand what customers want, or what works and what does not work, before you start selling."

# WRAP UP

By the guidelines of the project competition, **Group II (our newest cohort - class of 2021)** won the project competition! Winning the prize of a Goat!



By the guidelines of the project competition, Group II (our newest cohort - class of 2021) won the project competition! Winning the prize of a Goat!

The Entrepreneurship Department was very pleased to see how successful this project turned out. On top of the qualitative impact highlighted above, the project did well financially.

Group I & Group II made significant sales and managed to multiply the initial investment 3 times over! The department commends both groups on such a wonderful performance.

As agreed on, in the project guidelines, both groups have refunded the cash handout to the office in full! The profit earned has been divided equally amongst the members of the group.



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