#### SUPPORTING WOMEN IN POLITICS TRAINING

#### Entrepreneurship for Women Economic Empowerment

**DODOMA** 

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QS. Suma Mwaitenda

## What can an election need? Uchaguzi unahitaji nini?

- Research research necessary to prepare for the campaign. (UTAFITI)
- Setting a strategic campaign goal of how many votes are needed to win. (MKAKATI JUU YA IDADI YA KURA ILI KUSHINDA).
- Analysing and targeting voters. KUCHAMBUA WAPIGA KURA
- Developing a campaign message. KUANDAA UJUMBE WA KAMPENI
- Developing a voter contact plan. KUANDAA MKAKATI WA MAWASILIAMO YA WAPIGA KURA
- Implementing that plan KUTEKELEZA MKAKATI

The new women in politics seem to be saying that we already know how to lose, thank you very much.

Now we want to learn how to win.

Gloria Steinem

Wanawake katika siasa wanasema wanajua kushindwa, sasa wanataka kujifunza namna ya kushinda.

# BUT HOW? TUTAWEZAJE? Can entrepreneurship be the way? JE Ujasiliamali unaweza kua njia mojawapo?

## Entrepreneurship meaning - Maana ya Ujasiliamali

## Entrepreneurship 'meaning' Maana ya Ujasiliamali

- Entrepreneurship is the pursuit of opportunity beyond resources controlled. Stevenson 1983, 1985, 1990.
- An entrepreneur is "a person who starts a business and is willing to risk loss in order to make money." Marry Webster
- An entrepreneur is "a person who organises and operates a business or businesses, taking on greater than normal financial risks in order to do so Oxford Dictionary.
- An Entrepreneur "Someone who uses money to start businesses and make business deals". Macmillan Dictionary

## Entrepreneurship and Society Ujasiliamali na jamii

- Entrepreneurship flourishes in communities where resources are mobile.
- Entrepreneurship is greater when successful members of a community reinvest excess capital in the projects of other community members.
- Entrepreneurship flourishes in communities in which the success of other community members is celebrated rather than derided.
- Entrepreneurship is greater in communities that see change as positive rather than negative.

## Intrapreneurship meaning Maana ya Ujasiliamali ndani ya Ofisi

### Intrapreneurship - Maana ya Ujasiliamali ndani ya Ofisi

It is the entrepreneurial activities that receive organizational sanction and resource commitments for the purpose of innovative results.

- In other words intrapreneurship is "behaving entrepreneurially in established organization; it is also called corporate entrepreneurship"
- An intrapreneur is an individual who operates in an entrepreneurial way, from within an established organization rather than by founding or building up his or her own firm. This is also called administrative entrepreneur.

### Intrapreneurship -Maana ya Ujasiliamali ndani ya Ofisi

- Intrapreneurs are found in all kinds of organisations.
- They are highly valued in today's world, because it calls for constant improvement, aggressiveness, vision, ability to assess risks and quickly take action, etc.

#### Small business owner / manager

There is a tendency of some people to treat small business owner managers and entrepreneurs as synonymous.

- He is an individual; who owns and manages a business for the principal purpose of furthering personal goals.
- The business must be the primary source of income and will consume the majority of one's time and resources.
- The owner manager perceives the business as an extension of his or her personality, intricately bound with family needs and desires (Carland et al 1984)

## Role of Entrepreneurship

- Increasing per capita output and income
- Initiating and constituting change in the structure of business and society
- This change is accompanied by growth and increased output, which allows more wealth to be divided by various participants.
- Encourages innovations, which is the key in developing new products and in stimulating investments interests in the new ventures

### Significance of Entrepreneurship

- In employment creation
- In income generation
- •In economic competitiveness
- Overall growth, leading to improved standard of living

#### Entrepreneurial values/ attributes

- Strong sense of independence
- Belief in self/ believe can make things happen
- Strong sense of ownership
- Belief that rewards come with own effort and hard work brings its rewards
- Strong action orientation
- Strong belief in the value of know-who and trust
- Readiness to take reasonable risks
- Achievement orientation/urge to succeed/conquer
- Tendency to take initiative

#### Entrepreneurial values/ attributes

- Creative problem solving
- Articulating ideas
- Negotiation/selling/proposing
- Social skills
- Strategic thinking
- Decision making under uncertainty
- Leadership skills
- Assertiveness
- Opportunity identification and deployment skills

## **Entrepreneurship and Skills**

- Attitude
- Digital Skills
- Creative Leadership
- Flexibility
- Embrace innovations, be unpredictable

### **Entrepreneurship and Skills**

- Training ground, fail often, win quickly.
- Every improvement is a mistake or error documented.
- Treat every endeavour as a fundamentally an experimental, and should be managed that way.

## Why Entrepreneurship?

## Employment Stats....

- Estimated labor force in Tanzania is 24.89 mil (2017 est.) the number is estimated to double to 50 mil in 2030
- Sector which employed this labor force by percentage is as follows
  - Agriculture 66.9%
  - Industry 6.4%
  - Services 26.6%

## Women Stats...

- Year Population %Male %Female
   2019 60,913,557 49.49% 50.51%
  - 53.3% of work force
  - 54% of All micro and small businesses
  - 60% have access to financial services
  - By 2020 Tanzania will have financial services reach over 90% of women (BOT)
  - 80% of food in Tanzania is produced by small holder farmers of which 60 - 70% are women.

## Identifying Untapped Opportunities

### Opportunities .....

- Market (176M +12M people)- EAC
- Technology and Internet
- Existence Business Opportunities across sectors
- Funding opportunities
- Government willing to support women (existence of different initiatives)

### **Opportunities in Tanzania**

#### **Business Opportunities**

- Fashion & Design
  - tailoring, merchandising, franchising
- Real Estate (rentals, Property development etc)
- Transportation (easy/convenience, affordability)
- Food Industry
  - restaurants, catering, franchise, packaging, online stores, etc
- Technology and innovation (solving societal problems).

## **Opportunities in Tanzania**

#### **Business Opportunities cont...**

- Car Parking (a 2bn industry)
- Travel Agents (ticketing, tour operators etc)
- Insurance Agents
- Property Management
- Business Development
- Off-takers (middlemen traders)
- Personalised car service (washing, servicing & repair)

## "So what is the biggest untamed opportunity ......"

-Suma Mwaitenda

#### YOUR OWN POTENTIAL

Are you ......
Starting,
Formalising and/
Growing?

MOTIVES .....

### **Business/ Start Up Motives**

- \* The need for improvement
- \* The need for independence
- \* The need for personal development
- \* Welfare consideration
- \* Perception of wealth
- \* The personal characteristics of the entrepreneur
- \* The environment
- \* The venture itself (Funding processes, Initial firm characteristics and Performance)

## Critical Factors for New Venture Development

- \* The relative uniqueness of the venture
- \* The relative investment size at start-up
- \* The expected growth of sales and/or profits as the venture moves through its startup phase (smaller profitable and high-growth ventures)
- \* The availability of products during the pre-startup and startup phases
- \* Availability of customers during the pre-startup and startup phases

### CONTRAINTS/ CHALLENGES

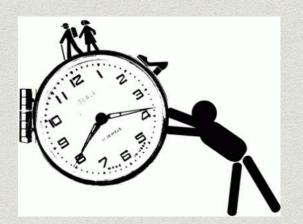


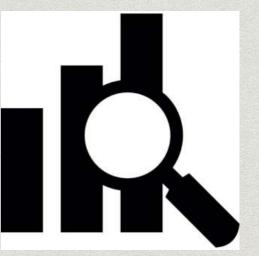
## What are the top challenges faced?

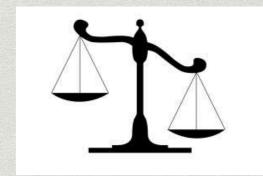
- Financial Issues
- \* Time
  Management
  Issues
- Market Problems
- A Weak Team
- Legal Issues











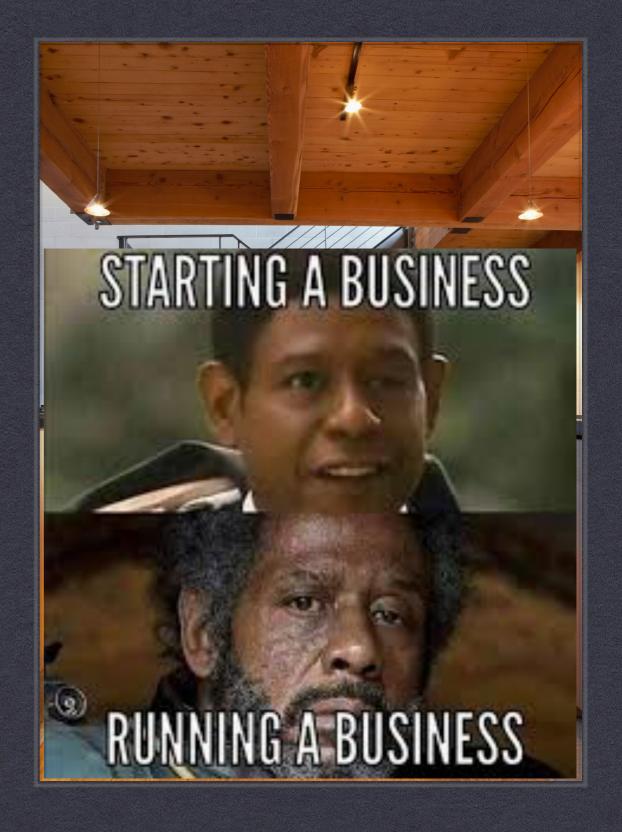
## Other Start Up Challenges

- \*Lack of objective evaluation
- \*Lack of venture uniqueness
- \*Inadequate understanding of technical requirements

### WHY START UP/ NEW VENTURE FAIL?

ACCORDING TO BRUNO, LEIDECKER AND HARDER (1994) THERE ARE THREE MAJOR CATEGORIES OF CAUSES FOR SMALL FIRM FAILURES:

- PRODUCT/MARKET PROBLEMS
- FINANCIAL DIFFICULTIES
- MANAGERIAL PROBLEMS



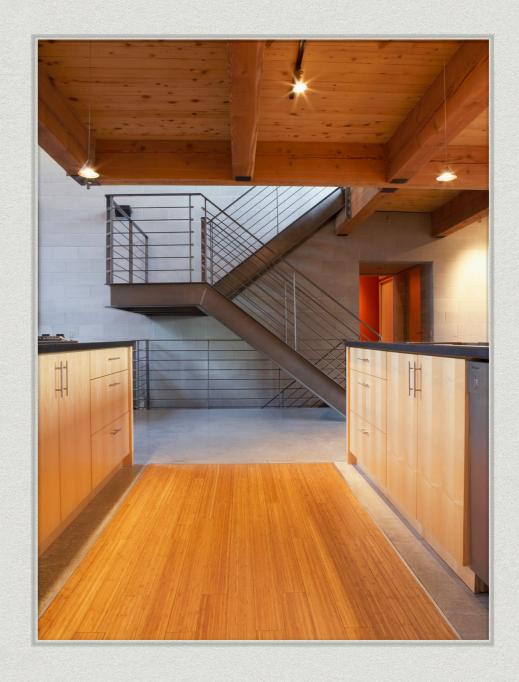
## Product/ Market Problems

- \* Poor timing
- \* Product design problems
- \* Inappropriate distribution strategy
- \* Unclear business definition
- \* Over-reliance on one customer



#### Financial Difficulties

- \* Initial undercapitalisation
- \* Assuming debt too early and in too large amount that led to debt service problems
- \* Venture capital relationship problems differing goals, visions and motivations of the entrepreneur and financial institutions resulted in problems for the enterprise.



### Managerial Problems

#### Concept of team approach

- \* Hiring and promotions on the basis of nepotism (favouritism granted to relatives or friends, without regard to their merits).
- Poor relationship with parent companies and financial institutions.
- \* Founders who focused on their weaknesses rather than on their strength.
- Incompetent support professionals



### Managerial Problems

#### Human resource problems

- Inflated owner ego-has a very big amount of confidence but maybe just a bit too much
- Employee related concerns
- Control factors

#### Interpersonal problems

- Kickback and subsequent firing
- Deceit on the part of financial institutions and on the part of company president/leader etc
- Verbal agreements



# Other Challenges

- Business Environment (policy, laws/Acts)
- Entrepreneurship ecosystem
- Skills set
  - Hard (technical) and soft Skills
  - Entrepreneurial Skills
- Attitude
- Level of Technological advancement
- Fear
- Unemployment (largely attributed to lack of skills)
- Education system

# Other Challenges

- The lack of technological know-how or access to modern, affordable technology further stops women from reaching their full potential.
- Cultural values can also hold women back. A UNIDO-led study on barriers to women's entrepreneurship found that women were influenced more by traditional and internal factors than by legal or regulatory barriers when starting their business.
- At the same time, perceptions of family responsibility pose a challenge, with patriarchal attitudes restricting women's responsibilities to domestic and family work, and thus preventing them from acting independently.

### INDICES FOR GROWTH ....



# What doe it take for a start up to succeed?

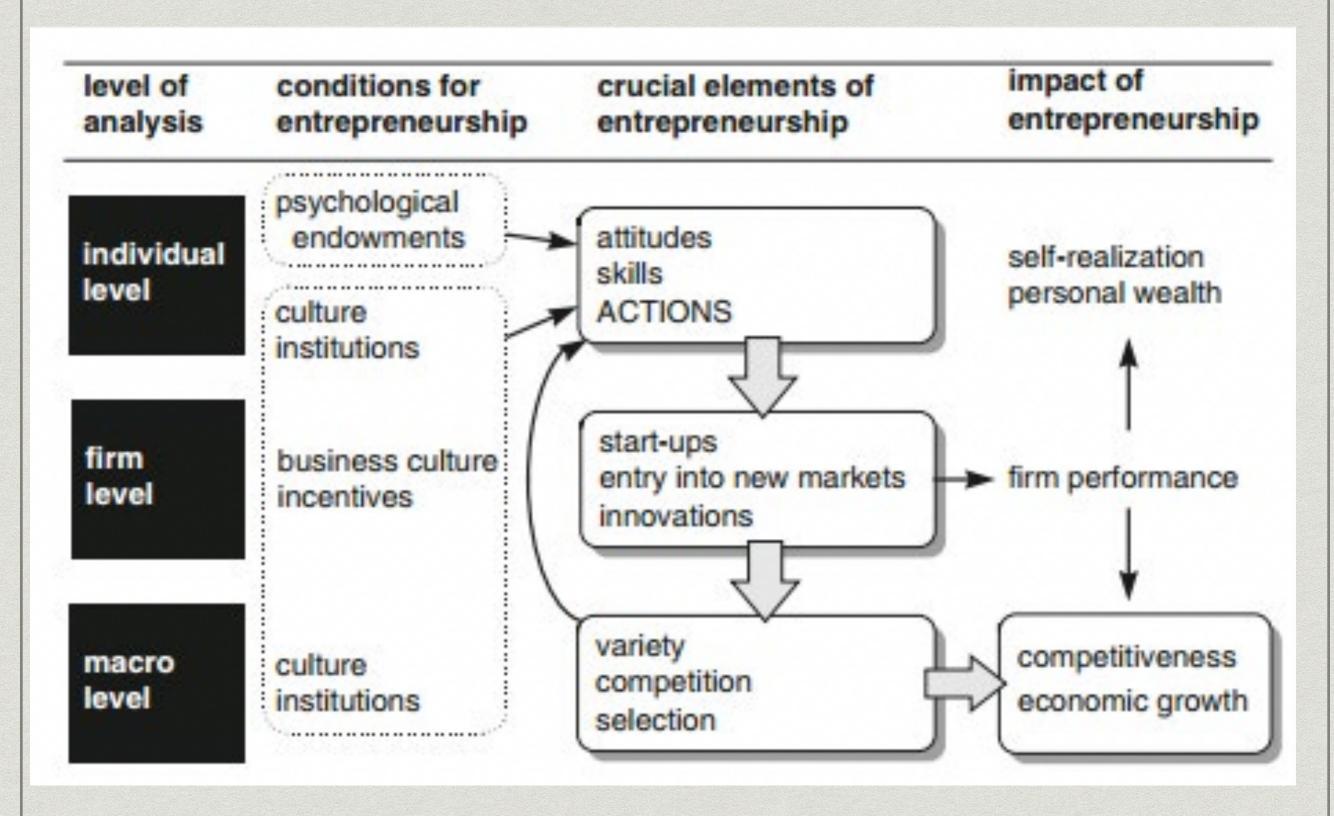
While many startups will ultimately fail, not all do. For a startup to succeed, many stars must align and crucial questions be answered.

- \* Is the team obsessively passionate about their idea? It's all in the execution. Even an outstanding concept can fail to engage its audience if the team isn't ready to do everything to support it.
- \* Do the founders have domain expertise? The founders should know everything about the space in which they operate.

# What doe it take for a start up to succeed?

- \* Are they willing to put in the time? Early startup employees often have intense work schedules. A 2018 survey by MetLife and the U.S. Chamber of Commerce found that startup owners log 14-plus-hour workdays. If a team isn't willing to devote most of their waking hours to an idea, it may struggle to thrive.
- \* Why this idea and why now? Is this a new idea, and if so, why haven't people tried it before? If it isn't, what makes the startup's team uniquely able to crack the code?
- \* How big is the market? The size of a startup's market defines the scale of its opportunity. Companies that obsess over niche technology may outcompete their rivals, but to what end? Too small of markets may lead to financials that aren't large enough to survive.
- \* If a startup is able to answer all of these questions, it may stand a shot at becoming part of the 10% of early stage companies to survive.

### A FRAMEWORK FOR ANALYSING THE EMERGENCE OF ENTREPRENEURSHIP AND ITS IMPACTS



### ISSUES .....



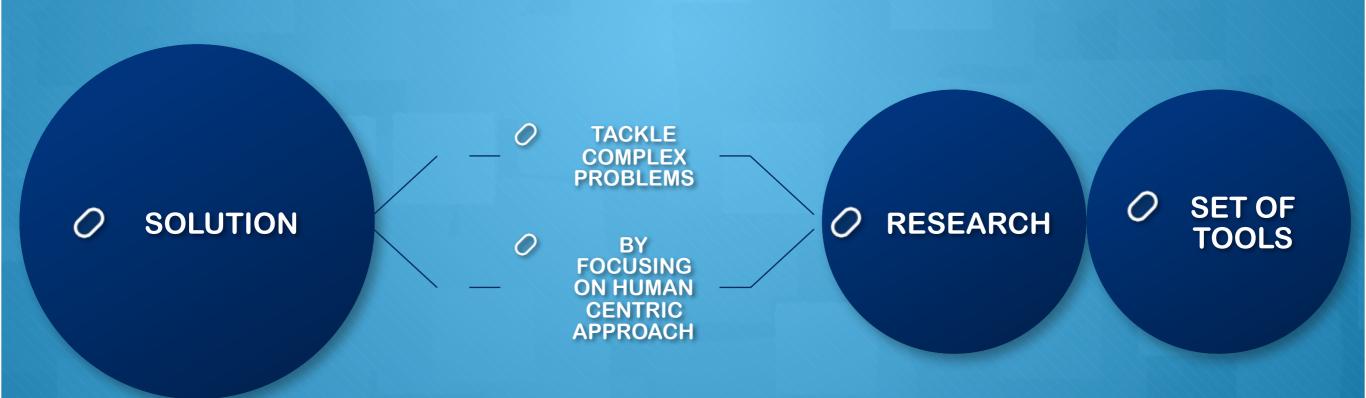


### TOOLS/ NYENZO

# Design Thinking & JTBD

THE LINKAGE TO ENTREPRENUERSHIP

### What is Design Thinking



**Suma Mwaitenda** 

# Design Thinking is the Future

Olt is breaking traditional sources for solutions to business problems, and is incorporating creative, empathetic and integrative approaches to business situations.



### **Set of Tools**

- Empathy: Understanding the human needs involved.
- O Define: Re-framing and defining the problem in human-centric ways.
- Oldeate: Creating many ideas in ideation sessions.
- Prototype: Adopting a hands-on approach in prototyping. Develop models/ solutions
- Test: use a group of users to test a prototype/solution to the problem.
- Sometimes you maybe forced to repeat the process until you get it correct solution

# Business Model Canvas

	Key Activities			Customer Relationships	
Key Partners	Key Resources	Value Proposition		Channels	Customer Segments
Cost Structure			Revenue Strea	ums	

#### 1. Financial Plan 1.1. Investment plan

ITEMS		Total	Equity	I
A. FIXED INVESTMENTS			'	
1. Land		0	0	
2. Machinery and Equipments		28,200,000	28,200,000	
3.Building		0	0	
4. Office Equipments		3,360,000		3,3
5. Transport equipments		43,800,000		43,8
<b>Total Fixed Investments</b>		75,360,000	28,200,000	47,1
B. PRE-OPERATING INVESTMENT	1		-	
1. Business plan preparation		0	0	
2. License and Registration		400,000		40
3. Skills and management training		8,920,000		8,9
4. Trial Production Cost		3,000,000		3,0
5. Others		0		
<b>Total Pre-Operating Investment (POI)</b>		12,320,000		12,3
C. TOTAL INVESTMENTS (A+B)		87,680,000	28,200,000	59,4
D. WORKING CAPITAL				
DIRECT OPERATING COSTS				
1. Direct labour	16,032,000			
2. Factory overheads	11,580,000			
3.Raw Materials	2,592,000,000			
Total Direct Operating Costs	2,619,612,000			
INDIRECT OPERATING COSTS				
1. Owners Salaries	61,400,400			
2.Salary for Marketing Staff	5,400,000			
3. Salary for Production Staff	5,400,000			
4.Salary for Administration and Finance	5,400,000			
5. Selling and marketing cost.	9,600,000			
6. Office suppliers	170,000			
7. Yard rental	7,200,000			
8. Other Expenses	10,068,000			
<b>Total Indirect Operating Costs</b>	104,638,400			
TOTAL ANNUAL OPERATING COSTS	2,724,250,400			

	Total	Equity	Loan
_	Total	Equity	Loan
_	0	0	0
	28,200,000	28,200,000	0
	0	0	
	3,360,000		3,360,000
	43,800,000		43,800,000
_	75,360,000	28,200,000	47,160,000
	0	0	0
	400,000		400,000
	8,920,000		8,920,000
	3,000,000		3,000,000
	0		0
	12,320,000		12,320,000
	87,680,000	28,200,000	59,480,000

# What to do?

### Self discipline

- Time
- Finance
- Friends
- Authority -obey laws, pay tax, be responsible

### What to do?...cont

#### **Skills - Personal**

- Embark in a continuous learning journey (read books, take online course, watch you the tutorials)
- Master a skill (sales, negotiation, business plan writing, operation etc)
- Develop a hobby (sport, game, musical instrument etc
- Master quality alone time to reflect

### What to do?...cont

### **Skills - Inter-Personal**

- Learn the art of conversation (listening, talking - speech etc)
- Learn networking skills
- Quality friends (who complement your goals)
- Learn the art of etiquette in all of the above
- Practice humility, you must learn.

## My Advice to you

Ideas are worth nothing if not worked on..so

- Start today with what you have
- You do not have to do it alone
- Save for your business idea..save generally
- Do go with the mob...it is OK to be misunderstood
- No single business start making profits in the first years ....have patience
- Learn everyday

### Are we ready?

### Are we afraid?.....



# "Until all of us have made it, none of us have." -Rosemary Brown

**Beyond empowerment....Advancement** 

### "Have Courage."

**Thank You!**