

Youthline

**BUSINESS
COMMITTEE
MANUAL**

2023

DATE: 2/11/2023

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1. Introduction

What is business?

“A business is an organization or enterprising entity engaged in commercial, industrial, or professional activities.” That is a bunch of big words, a business is just a person or group that sells things or services.

Comparing these two definitions brings up an important aspect when thinking about business. The term is broad and often “mystified” through a bunch of scary words. The world of business can often feel confusing and daunting when starting, so keep that in mind as you move forward with creating your lessons and know that it is okay if you do not fully understand these concepts yourself.

Context:

In many developing countries, people lack access to economic and educational opportunities that would allow them to break out of the cycle of poverty. By sharing business concepts through hands-on, interactive, and engaging lessons, you give people tools that can help them improve their circumstances.

Committee Goals:

1. Provide committee members the opportunity to gain knowledge about economic challenges faced by people in developing countries, and how one might lift out of the cycle of poverty through business ventures.
2. Provide committee members the opportunity to develop leadership skills through planning and teaching business seminar lessons.
3. Promote economic development by teaching community members about sustainable business principles through a business seminar. This can be done in many settings:
 - a. Vocational: the women who are learning from the vocational committee.
 - You could do a full one-day seminar teaching lessons with or without the end project.
 - You could teach the women every day or every few days and go through all of the lessons with or without an end project.
 - b. Community Member Group (secondary students or adults from the community):
 - You could do a full one-day seminar teaching lessons with or without the end project.
 - You could teach the women every day or every few days and go through all of the lessons with or without an end project.

2. Logistics

Committee Strategies and Timeline

March

- **Gain an understanding of the business seminar and determine how you'll contribute.** Each committee member will plan and teach a business lesson, assigned at the March monthly meeting. Before the April meeting, you'll need to have read this manual to understand your lesson and how it fits into the business seminar.

April

- **Flesh out the details of the business seminar, how it will go at your site, and what you'll need to do this month to make it successful.** Discuss the following (include your Team Leader if needed).
 - Who will most likely be attending our business seminar? (Women, men, students, etc.). If possible, teach to multiple audiences.
 - How will the lessons will be taught? As one or two long seminars, or multiple shorter seminars (multiple seminars is preferred, but not always feasible).
 - Is the Vocational Committee teaching a skill that might be the centerpiece to your business lessons (sewing, barbering, soap making, etc.)? If so, start collaborating now.
 - What activities, skits, games, visuals, etc. will be used to make the lessons fun, interactive, and engaging? There is a list of items to bring to site in the lesson plans, as well as suggested items for individual lessons. Divvy up responsibilities, and start collecting supplies now.
 - Will we have a translator helping with the lessons?
 - What amount of money would be appropriate to give for the cash prizes at the end of the seminar (everyone who participates will get a cash prize, more details below)? As a team, include cash prize costs in what you'll need to fundraise.

May-July

- **Change game plan as needed, do trouble-shooting exercises, and teach lessons in front of others.** The more you can practice adapting your game plan, troubleshooting, and practicing your lessons, the more successful you'll be. International development work almost never goes as planned, so plan on being creative, resourceful, and collaborative as you troubleshoot the following scenarios:
 - One of your Youthline bags gets lost on the flight, and half of your teaching supplies are 3 gone. What local resources can you use? How might you avoid this situation in the first place?
 - Upon arrival to your site, you learn that instead of teaching 5 1-hour lessons over a week, you only have one afternoon. How can you adapt your lessons? Are there other people you can teach during your trip?
 - Your lesson, which was planned for an hour, only lasts 15 minutes. What back-up activities might be meaningful? How might you avoid this situation?

- After a couple lessons, your students let you know they'd like to start up a business together selling hand bags. How can you use the info to make your lessons more applicable to the community members?

Scheduling Business Seminar

In order to schedule a Business Seminar you should:

- Know how many groups your business committee will be running a seminar for
 - Vocational Group— guaranteed audience
 - Community group and/or secondary student group—you will need your team leader to coordinate this group(s) with your In-Country Coordinator (ICC)
 - If your ICC can coordinate both great, but we for sure want one other audience in addition to the vocational group for business seminar
- Find out what days, how many days, and what time of day you can run business seminar
 - You should tell your Team Leader, so they can rely to your ICC what you would like to happen and let them tell you if it won't work. We would recommend you initially ask for a 4-day seminar. If 4 days is not possible ask for a 3-day seminar, and so on so forth.
 - From Youthlinc's experience, you will get a better response if you can hold a business seminar in the afternoons. It will be easier for community members and/or secondary students to come in the afternoon rather than the morning.
- Your team leader will make sure that your seminar is placed on the master day-to-day schedule for the team.
 - Team leaders will need to know who is teaching what lesson topics to make sure they don't double book people between seminar lessons to the vocational group and other business seminar group(s). Please refer to the Business Manual for a list of lessons that should be assigned by the Mentor to the committee members.
 - A suggestion would be to always do your vocational group lessons in the morning and the other business seminar group(s) in the afternoon.

| Vocational Group Business Seminar Schedule- start the business seminar on 2nd or 3rd work day | | |
|--|--------------------------------|-----------------|
| | Lesson Topic | Duration |
| Day 1 | Product, Price, Profit lessons | 1+ hours |
| Day 2 | Promotion | 1+ hours |
| Day 3 | Place | 1+ hours |

*Please note that the Business Seminar at Vocational does NOT include the "Introductory Lesson" or the "End Project" because the vocational committee will run the introductory part before Business Seminar begins and instead of "Sell Day" the vocational committee will hold a boutique sale.

| 4 Day Business Seminar Schedule (half day, morning or afternoon) | | |
|---|--------------------------------|-----------------|
| | Lesson Topic | Duration |
| Day 1 | Intro Lesson | 2 hours |
| Day 2 | Product, Price, Profit lessons | 2 hours |
| Day 3 | Promotion and Place lessons | 3 hours |
| Day 4 | End Project | 2+ hours |

| 3 Day Business Seminar Schedule (half day, morning or afternoon) | | |
|---|---------------------------------------|-----------------------------------|
| | Lesson Topic | Duration |
| Day 1 | Intro, Product, Price, Profit lessons | 3+ hours Cut intro lesson down |
| Day 2 | Promotion and Place lessons | 3 hours |
| Day 3 | End Project | 2+ hours |

| 2 Day Business Seminar Schedule (half day, morning or afternoon) | | |
|---|--|-----------------|
| | Lesson Topic | Duration |
| Day 1 | Intro, product, price, profit, place lessons | 4+ hours |
| Day 2 | Promotion and End Project | 4+ hours |

3. Lesson Overviews

In this section, we will cover some basic business lessons. These lessons should be used as a starting point, and should be modified based on committee members, and the needs of the community.

INTRODUCTORY LESSON (1-2 hours):

Introduce topics and group members, and build relationships.

1. Introduce committee members, and have community members introduce themselves (name tags?)
2. Explanation: Welcome to the 5Ps week! This week we are going to learn about business principles that will help you consider what it takes to operate a successful business. These business principles are called the 5Ps: Product, Price, Profit, Promotion, and Place. You will be split into 3 small groups. Then, within your small groups, you will determine how to spend your fake \$100 to best package and promote your soap, and the best place to sell your soap. You will be competing against the other teams, and whichever team best uses the 5Ps wins a cash prize of \$3/person on the winning team and \$2/person on the second-place team and \$1/person for all other participants (these are not the actual amounts- your committee will need to determine what amount will be appropriate for your international site). We will go through more details as we teach the lessons. (Important: every participant should get a “cash prize” as an incentive for them to break away from their lives to take the business seminar)
3. Ice-breaker: Try to start every lesson with an activity that builds relationships. The more laughter, the better. Example: groups get into a line, then without using hands, get a balloon from the front to the back of the line. Pop the balloon when it gets to the end of the line. The team that pops the balloon at the end of the line first, wins!
4. Determine name: Small groups work to determine their team’s name, then share with larger group.
5. Team building activity: Put on an activity that allows teams to work together. Example: Each team will get 15 minutes to build a tower out of spaghetti, marshmallows and string. The team that has the tallest standing building wins (Warning: marshmallows melt in hotter climates).
Reflection:
 - a. a. How did the activity go?
 - b. b. How did you work together as a team?
 - c. c. What are 3 things you can take away from this activity to help you work as a team during the next week?
6. Closing remarks: We are excited to work together, learn from each other, and become more knowledgeable about business.

PRODUCT LESSON (30 minutes):

For your business to be competitive, you must have a product that your customers need and prefer.

1. Discussion: “I have a wonderful product that I have developed over the years here in the jungle. I knit beautiful sweaters using wool that is very warm. Everyone remarks on the sweaters’ beauty and high quality, but no one buys them, even though they are inexpensive.” Why don’t people buy sweaters? Consider the climate. Do the people need sweaters?
2. Activity demonstrating that you must have a product that customers prefer over other similar products. “We’ve brought several bars of soap. You will receive 10 stickers. Come look at the soap, and put stickers next to the bar of soap you like best.”
 - a. Discussion: (Pick up the bar of soap with the most/least stickers):
 - i. What do you like/dislike?
 - ii. Why are things you like/dislike important?
 - b. Small groups: discuss what you can do so that your customers prefer your product.

PRICE/PROFIT LESSON (30 minutes):

There are 2 things to consider with price-- the price that your customers will pay for your product, and the price that you must to sell your product at to make a profit.

1. Discussion:
 - a. Think about soap. Why would you pay more for a one kind of soap versus another?
 - b. How does pricing affect whether you'd buy something?
 - c. Does higher price always mean higher quality?
 - d. When pricing, it is important to consider what your product needs to be at for you to make a profit.
2. Exercise: Write on board-- what considerations do you need to make when pricing your product? (Time, materials, advertising, renting space, transportation, etc.)

BUDGET LESSON (30 minutes):

When running a business, it is important to keep track of where your money is coming from and going to. This way you can be sure you have enough money to pay for your necessary supplies, as well as make payments on your loan. It is important to be making more money than you are spending because that is the point of a business. Keeping good track of your money will make this easier to do.

Activity: Complete as a group (use the blank Money Journal, not the filled out one)

- May 1: Joyce has \$30.
- May 4: Joyce spends \$25 on supplies to make soap.
- May 8: Joyce makes 50 bars of soap with the supplies.
- May 10: Joyce buys packaging and a radio ad to promote her soap. She spends \$20.
- May 14: Joyce sells 30 bars of soap for \$1 each.
- May 20: Joyce sells 20 bars of soap for \$1 each.
- What was Joyce's profit?
- Why is it important to keep a Money Journal? (to accurately record transactions, know how much money is being spent and earned, and to see patterns over time so you can improve what you're doing to make more money)

| Money Journal | | | | |
|---------------|-------------|--------|--------|---------|
| Date | Description | In/Out | Amount | Balance |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

| Money Journal | | | | |
|---------------|---------------------|--------|--------|---------|
| Date | Description | In/Out | Amount | Balance |
| May 1 | Start | -- | \$50 | \$50 |
| May 4 | Buy supplies | Out | \$25 | \$25 |
| May 10 | Buy ads & packaging | Out | \$20 | \$5 |
| May 14 | Sells 30 bars | In | \$30 | \$35 |
| May 20 | Sells 20 bars | In | \$20 | \$55 |

PROMOTION LESSON (2 hours, taught by 2 committee members):

Promotion is how you communicate to your customers about your product, through packaging and advertising.

1. Packaging: you can have the best product in the world, but customers won't buy it unless you have packaging that attracts them (by their sense of taste, smell, touch, and sight). Remember when we put stickers on the soap that we liked best? We preferred the soap that LOOKED the best.
 - i. Activity: Show the community members examples of what packaging options they have. Have them break into their small groups to discuss what they'd like to do. Have them refer to the Price Sheet.
2. Advertising: What are ways businesses promote their products here? Signs, banners, flyers, radio ads, TV commercials, social media, etc. (responses will vary depending on your site).
 - i. Activity: Pass out several different Coca-Cola advertisements (must bring to the site). Have community members discuss in their teams what they like/don't like.
 - ii. Part of advertising is having consistency in how you communicate to customers.
 1. Discussion of Logos—what makes a good advertisement? How can your group present your soap in a unique way? (maybe bring a poster of popular logos to your site)
 2. Activity: Teams create logos for their fake soap business using paper, pencils, and markers (bring to your site). How will you catch the attention of your customers— the Youthline team members? Consider using a fun phrase, or cute animal or flower...be creative! The more time you spend thinking about ways to attract your customer, the more likely you will sell your product.
3. Closing remarks: Go over what your plan is for the next day.

PLACE LESSON (1 hour + work time outside of class):

Can you think of some examples of a good location to buy ice cream

1. Activity: Matching game (using precut pictures/photos/cutouts from magazines). Have a group match up a product with a location that it might sell best. Have participants think about a variety of products and where they might best sell their products to customers.
 - a. Examples: where to sell candy? Bikes? Shoes? Umbrellas? Baskets? Pencils? Chopped up fruit?

4. End Project

SELL DAY (2 hours):

This is when your small groups demonstrate their knowledge of the 5Ps.

It's important that before SELL DAY:

- You arrange to have Youthlinc judges ahead of time, so they can be prepped on the 5Ps competition, what to look for, and where to be on SELL DAY.
- Your teams know when and where to meet (it doesn't necessarily have to be in the classroom. Maybe it is at a Youthlinc construction site, or school, etc.).
- Your teams have plenty of time to put together their plans, as this is where the best hands-on learning will occur. Committee members rotate around groups.
- You arrange to have 3 tables for your 3 teams to sell their soap.
- You have prize money (in the proper currency)

On SELL DAY, your judges will walk around from table to table with their Judge Sheets. After the Judge Sheets have been tallied by the committee, announce the 1st, 2nd, and 3rd place teams and hand out prize money. Congratulate the teams, take photos, give encouragement, etc. Then when you're finished, be sure to write up a summary on what happened so we can share it with future Youthlinc teams, and improve from year to year. GREAT JOB COMMITTEE!

AFTER PROFIT LESSON

Explanation of the 5Ps competition:

- Each team will be given \$100 of fake money (you'll need fake money specific to your site (i.e. baht, rupees, shillings, etc.). As a team, you must carefully decide how you want to spend your money to
- | Money Journal | Date | Description | In/Out | Amount | Balance |
|---------------|--------|---------------------|--------|--------|---------|
| | May 1 | Start | -- | \$50 | \$50 |
| | May 4 | Buy supplies | Out | \$25 | \$25 |
| | May 10 | Buy ads & packaging | Out | \$20 | \$5 |
| | May 14 | Sells 30 bars | In | \$30 | \$35 |
| | May 20 | Sells 20 bars | In | \$20 | \$55 |
- 5 have the best business. Using soap as our product, your team will spend your \$100 on the packaging of the soap, the place you will sell your soap, and promoting your soap.
- You will be given time to work within your group to determine how to best utilize the business principles. Be creative and resourceful as you work together, that pays off in business!

AFTER PROMOTION LESSON

2. On Sell Day/Hour, the teams will display their soap. You will be judged by a panel of Youthlinc students on your ability to use the 5Ps. We will give cash prizes for the winners.
3. Important: the Youthlinc team members will be your fake customers to your fake soap business. As you go through the lessons and activities, and determine how to create the best soap business, think about what the Youthlinc team members might NEED and PREFER.

| Price Sheet <i>(These price points & items are only suggestions. Change as needed.)</i> | | |
|--|--------------------------------|---|
| *The finalized Price Sheet should be translated and posted in the classroom. | | |
| *Items on this list should be brought to the site. | | |
| \$10 | Basic bar of soap | Bring 50 basic bars of soap |
| \$5 | Packaging for soap | Bring 30 regular soap boxes |
| \$10 | Fancy packaging for soap | Bring 10 bags of an assortment of lace, ribbon, flowery cloth, etc. |
| \$5 | 10 flyers, markers & tape | Bring 50 sheets of paper, 5 boxes of markers, 5 rolls of tape |
| \$10 | Big poster, markers & tape | Bring 5 poster-sized paper |
| \$15 | Advertisement to team | The type of advertisement will depend on the site. Example: Past teams have created songs to sing to Youthlinc team while they eat lunch. |
| \$15 | Rent table closest to team | Arrange to have 1 table per team where they can sell their goods |
| \$10 | Rent table in view of team | |
| \$5 | Rent table out of view of team | |

AFTER PLACE LESSON

- Competition discussion. There will be three locations to sell your soap to the Youthlinc judges— close to the team, within view of the team, and outside of view. In small groups, decide on how you'd like to spend your money.
- THIS CONCLUDES THE 5P LESSONS. Spend a few minutes with your team to determine how to spend your \$100. One team at a time will come spend their money, then spend time outside of class putting together everything in preparation of SELL DAY. On SELL DAY Youthlinc judges will be looking for the following:

| Judge Sheet | | | | |
|--|----------|----------|----------|---------------|
| You'll want to print out sheets for your judges & bring to site. | | | | |
| | Poor (1) | Okay (2) | Good (3) | Excellent (4) |
| Advertising | | | | |
| Packaging | | | | |
| Logo | | | | |
| Placement | | | | |
| Creativity | | | | |
| Resourcefulness | | | | |

BUSINESS PLANS:

If your group seems to already be quite advanced with their business knowledge, or already has many business ideas, it may be more beneficial to them for you to help work on those business ideas each day. Throughout the lessons, you will spend time with each group or individuals going over this particular aspect of their business plan.

At the end of the seminar sessions, instead of doing a sell day, you will have groups or individuals present their business plans to the committee or members of the team. Here you can give feedback on what you enjoyed the most about their business plan, and some ideas they might want to consider.

5. Tips

Key Points for the Committee

1. The structure of the lessons and activities is going to be different with each individual team. Some schedules may allow for Business lessons every single day, some schedules will have all of the lessons and activities on one day, and some will allow for a 3-5 day lesson structure. Work with team leader and in-country coordinator to help establish this schedule and structure to better plan your lessons.
2. Try to utilize supplemental materials as much as possible. Worksheets are really great because they are something the members can take away after your lessons, and can have words and vocabulary for them to learn on the worksheets.
3. Think about and have options for other business lessons/topics if your site is really advanced/has had business lessons before. Some ideas for this may be:
 - a. Budgeting
 - b. How to set up a co-op.
 - c. Computer skills (if the site is capable)
 - d. Product Variation
 - e. More advanced Communication/Marketing principles.

Supplies To-Bring:

- Notebooks
- Pens
- Calculators-donated, cheap
- Laminated white paper (to use as a whiteboard)
- Dry erase markers
- Tape
- Scissors
- Soap
- Premade advertisement
- Blank paper
- Colored pencils, crayons, markers
- Nametags* or make a picture/name board so you can remember their name

Tips:

- Prepare for shyness
- If you have a native speaker on your team, have them do the profit lesson. This is the most complex and takes a skilled trainer who preferably speaks the language.
- Have your committee PREPARE AND PRACTICE!
- Have your team practice some native language phrases and a short introduction to themselves in the native language.
- Do a GOOD icebreaker with villagers every single day (if time allows)

Resources:

- <https://www.cleverism.com/understanding-marketing-mix-concept-4ps/>
- <https://www.youtube.com/watch?v=mrwOajVXnHo>
- <https://i1.wp.com/www.business-fundas.com/wp-content/uploads/2011/02/The-4-Ps-of-Marketing.png>

WORKSHEETS

Each month, your team will have a worksheet to complete during your meetings. These worksheets serve as a guide for what you should be accomplishing each month and help keep everyone on track to meet their goals.

Everyone on the committee should take a picture of each worksheet, or someone should send it in a group chat!

Refer to your previous worksheet each month to ensure you are accomplishing what you need to.

Text a photo of each worksheet to your Team Leader!

BUSINESS COMMITTEE

FEBRUARY TRAINING WORKSHEET

List the members of your committee and their contact info for everyone to have.

| NAME | PHONE |
|------|-------|
| | |
| | |
| | |
| | |
| | |

What is the **best way** to reach everyone (text, call, social media, etc.)? What is the **second-best way** to reach everyone? What is our expectation for each other when it comes to communication as a committee?

What are the main goals of our committee?

What questions do we have for our Team Leader to ask the In-County Coordinator?

What assignments do we have to complete before our next meeting? (reading manuals, finding lesson ideas, reaching out to team leader, beginning to gather supplies)

BUSINESS COMMITTEE

MARCH MEETING WORKSHEET

List all of the committee members in attendance.

What are our goals for this month?

Begin Assigning Lessons and in-country assignments

| | |
|--|--|
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What is the structure for our seminar going to be?

What are the main objectives we need to remember for the next meeting?

What questions do we have for our Team Leader to ask the In-County Coordinator?

What assignments do we have to complete before our next meeting? (rough draft of lesson plans, supplies, reach out to team leader, etc.)

BUSINESS COMMITTEE

APRIL MEETING WORKSHEET

List all of the committee members in attendance.

What are our goals for this month?

Go through the rough draft of lesson plans. Are there other questions or topics your committee needs to research more?

What are the main objectives we need to remember for the next meeting?

What questions do we have for our Team Leader to ask the In-County Coordinator?

What assignments do we have to complete before our next meeting? (rough draft of lesson plans, supplies, reach out to team leader, etc.)

BUSINESS COMMITTEE

MAY MEETING WORKSHEET

List all of the committee members in attendance.

What are our goals for this month?

What else do we need to do to prepare for our lessons in-country?

What questions do we have for our Team Leader to ask the In-County Coordinator?

What assignments do we have to complete before our next meeting? (supplies, reach out to leader, practice lessons, packing meeting?)

Everyone on the committee should **take a picture** of this worksheet!
Text a photo of this worksheet to your Team Leader!

BUSINESS COMMITTEE

PRE-DEPARTURE MEETING WORKSHEET

List all of the committee members in attendance.

What are our goals for this meeting?

What questions do we have for our Team Leader to ask the In-County Coordinator?

What assignments do we have to complete before we leave? (packing list, final run-throughs?)

BUSINESS COMMITTEE

FEBRUARY COMMITTEE WORKSHOP BUSINESS PLAN

PRODUCT:

PROMOTION:

PLACE:

PRICE/PROFIT:

BUDGET/FINANCE:

