



RESEARCH  
PROGRAM ON  
Roots, Tubers  
and Bananas



# TRAINING CURRICULUM ENTREPRENEURSHIP SKILLS TRAINING FOR POTATO ASSOCIATIONS

*Expanding Utilization of Roots, Tubers and Bananas and  
Reducing Their Postharvest Losses*



Prepared by:

SELF HELP AFRICA

A broad alliance of  
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## 1. INTRODUCTION

This training curriculum was developed following a participatory Entrepreneurship Skills needs assessment conducted to determine gaps in skillsets and organizational capacities required by four Potato Associations in Eastern Uganda to start and engage in professional potato business. The curriculum is structured in chronological order defined by the need and priority identified during the assessment in a way that every new module builds on actions from the preceding module. Every module has an output and action plan that the association has to accomplish as a build up for the next module.

## 2. COURSE MODULES

COURSE CODE	COURSE MODULES	TRAINING PRIORITIES			
		MIFA	KACOFA	WASWAPA	MPODA
LG	Leadership & Governance	1	1	1	1
EA	Enterprise Analysis	2	2	2	2
BP	Business Planning	3	3	3	3
ERM	Record Keeping & Store Management	4	4	4	4
MM	Markets and Marketing	5	5	5	5
RM	Savings & Resource Mobilization	6	6	6	6
BFL	Basic Financial Literacy	7	7	7	7

## 3. COURSE DETAILS

<b>1. LEADERSHIP &amp; GOVERNANCE (LG)</b>	
Term [1 day per Association], 5 <sup>th</sup> to 9 <sup>th</sup> October 2015	
OBJECTIVES	By the end of this course, participants are expected to know the basic administrative and functional structure of business Associations
ACTIONS	Associations members are expected to agree on a governance structure of choice and elect administrative and functional leaders democratically
OUTPUT	Basic functional committees elected and know their roles and responsibilities
<b>SESSIONS</b>	
1	Leadership & characteristics of good leaders
2	Role of good leadership in business
3	Governance & the 8 Characteristics of good governance
4	Role of good governance in business
5	Governance structures for associations
6	Functional structures, roles & responsibilities
<b>2. ENTERPRISE ANALYSIS</b>	
Term [1.5 days per Association], 23 <sup>rd</sup> November to 5 <sup>th</sup> December 2015	
OBJECTIVES	By the end of this course, participants are expected to analyze and select sustainable profitable enterprises
ACTIONS	Association members are expected to conduct cost-benefit analysis of different enterprises based on profitability and intervening factors
OUTPUT	Select viable enterprise & product
<b>SESSIONS</b>	
1	Qualities of an entrepreneur (Commercial farmer)
2	The 4 basic business functions
3	Acreage determination
4	Yield and yield potential
5	Productivity of ware potatoes

6	Cost of production computation [Traditional Vs Improved]
7	Using unit cost of production for production planning & determining minimum selling price
8	The 3 considerations for increasing profitability
<b>3. BUSINESS PLANNING</b>	
Term [1.5 days per Association], 23 <sup>rd</sup> November to 5 <sup>th</sup> December 2015	
OBJECTIVES	By the end of this course, participants are expected to set business goals and develop business plans
ACTIONS	Association members are expected to develop individual production projections and a consolidated business plan for each of the 4 Associations.
OUTPUT	Individual and Association business plans with clear projections
<b>SESSIONS</b>	
1	Setting business targets (Goal & Strategy)
2	Production cycle planning & activity calendar
3	Costing & Budgeting
4	Monitoring Plan
5	Marketing Plan
6	Projected Income Statement (PIS)
7	Profit utilization
<b>4. RECORDS &amp; STORE MANAGEMENT</b>	
Term [3 days per Association], 7 <sup>th</sup> to 19 <sup>th</sup> December 2015	
OBJECTIVES	By the end of this course, participants are expected to understand the basic Association records & effective store operations management
ACTIONS	Associations will develop operational plans using the provided guideline and open business records
OUTPUT	Store operational plans & Business records
<b>SESSIONS</b>	
1	Basic store management principles
2	Managing Inventory Entry & Basic records [Date, Source, Qty, Qlty, Price]
3	Managing In-Store movement of potatoes [Partitioning, Coding, First in-first out]
4	Managing Inventory Exit & Basic records [Date, Destination, Qty, Qlty, Price]
5	Managing Store security
6	Process Management-Role of Store Manager, Quality Control team & Marketing team
7	Quality in-store management to minimize loss
8	Stock Counting & replenishment planning for optimal use
9	Developing Store Management plans
10	Business records [Production, Sales, Receipt, Assets, cashbook, cash-flow ,income statement]
<b>5. MARKETS &amp; MARKETING</b>	
Term [5 days per Association, with 2 days practical market survey & data processing], 8 <sup>th</sup> to 19 <sup>th</sup> February 2016	
OBJECTIVES	By the end of this module participants will have understood what marketing is, how to conduct market research, demand & supply forces, customer analysis & customer feedback mechanism, strategies, segmentation, product differentiation & marketing information
ACTIONS	Associations will conduct a market survey & identify and profile potential customers
OUTPUT	Marketing strategy & customer database
<b>SESSIONS</b>	
1	What is marketing
2	Marketing Strategies- <b>The 4Ps</b> [Product, Price, Promotion, Place]
3	Market Intelligence & Market Information
4	What is Participatory market research and why is it important?
5	Conducting Participatory market research- <b>The 4As</b> [Availability, Affordability, Acceptability, Accessibility]
6	Market chain, demand & supply
7	Customer Analysis- <b>The 2Cs</b> [Consumer & Competition]
8	Customer feedback analysis

9	Market segmentation & Product differentiation
10	Practical: Conducting market survey
<b>6. SAVINGS &amp; RESOURCE MOBILISATION</b>	
Term [2 days per Association], 14 <sup>th</sup> to 19 <sup>th</sup> March 2016	
OBJECTIVES	To promote internal saving and access to external credit to finance potato enterprise
ACTIONS	Associations will agree on internal and external sources of finances for supporting their enterprise
OUTPUT	Resource mobilization strategy/plan
<b>SESSIONS</b>	
1	What is saving
2	Internal Savings-the best source of capital for starting a business
3	Borrowing for business expansion
4	Sources of credit and requirements [Individual money lenders, VSLAs, SACCOs, MFIs, Commercial banks]
5	Starting and operating shares in Associations-Guiding principles
<b>7. BASIC FINANCIAL LITERACY</b>	
Term [3 days per Association], 11 <sup>th</sup> to 22 <sup>nd</sup> April 2016	
OBJECTIVES	By the end of this module participants will learn the benefits of personal money management as well as transfer of skills for behavior change.
ACTIONS	Association members will analyze their income sources and expenditures and make spending decisions
OUTPUT	Personal financial budgets and spending plans
<b>SESSIONS</b>	
1	What is financial literacy?
2	Setting financial goals
3	Examining personal money management
4	Importance of budgeting in financial literacy
5	Making budgets (for literate & illiterate)
6	Making spending decisions & staying with your budgets
7	Keeping records to manage your money
8	My money and someone's money: managing the difference
9	Good loans/Bad loans and cost of borrowing
10	Dangers of defaulting on loans & identifying predator lenders