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## **Concept Note**

**Building Capacity in Entrepreneurship and Leadership for Youth and Women  
Empowerment**

**Theme: “*Empowering women and youth with Modern self-employability and  
creative entrepreneurial skills*”**

**3-5 November 2019**

**Antananarivo, Madagascar**

Table of Contents

<b>I. Background</b> .....	3
<b>II. Objective</b> .....	3
<b>III. Expected outcome</b> .....	3
<b>IV. Structure of the Training</b> .....	4
<b>V. Participants</b> .....	4
<b>VI. Training Modules</b> .....	4
<b>VII. Mode of Training</b> .....	10
<b>VIII. Evaluation Process</b> .....	10
<b>IX. Performance Indicators</b> .....	10

## **I. Background**

Aspiration 6, of the African Union's Agenda 2063 as well as UN SDGs, explicitly call for an Africa whose development is people-centered, relying on the potential offered by African people, especially women and youth, while the Agenda's Ten-Year Implementation plan aims to achieve a 25% reduction in unemployment by 2023 and to specifically reduce youth and women's unemployment by 2% per year.

As part of the wider efforts of reducing unemployment rates in Africa and within the framework of Africa-Turkey Partnership and its Action Plan, the AUC in collaboration with the Turkish Government and WSBI has embarked on the initiative of training and equipping African Women and Youth with modern and innovative entrepreneurship and Leadership Skills. Entrepreneurship will be a key driver towards the structural economic transformation envisioned in agenda 2063, with the potential to create millions of jobs; generate innovations in fields such as market analysis, risk analysis, feasibility analysis, social and environment, human resources and commercial and technical feasibility.; aimed at enhancing their marketing skills and expand their business but taking into consideration increasing jobs, protect the environment and assist local communities

In this context, the African Union Commission through its Department of Economic Affairs, in collaboration with and the Turkish government and World Savings and Retail Banking Institute (WSBI), plans to organize a joint training workshop for women and youth on best practices in the above identified areas. The training scheduled to take place from 3 to 5 November 2019 in Antananarivo, Madagascar.

## **II. Objective**

The training is aimed at ensuring that African Women and Youth are empowered through targeted training and mentorship programs that will equip them with firsthand new innovative entrepreneurship skills in project identification, Market and business Risks analysis, feasibility analysis, social and environment, human resources and commercial and technical feasibility, Business management, Financial resources mobilization and Entrepreneurial mindset Skills, Communication and Networking which will bring about tremendous improvement in their way of doing business hence expanding their opportunities, creating more jobs and contributing towards poverty eradication efforts.

It is also intended to provide an opportune platform for the creation of business Networks, Exchange of Knowledge, sharing of experience and success stories between Women and Youth in Africa and their peers from Turkey.

## **III. Expected outcome**

Participants are expected to gain Innovative and Entrepreneurship knowledge in the following:

- i. selecting a target market, how to sell to their products, and positioning the business in the market;

- ii. Identifying the marketing mix (price, product, place, promotion, physical evidence, people and process) within the business as well as managing consumer behaviour.
- iii. Human Resources Management within their business. Recruiting, selecting and training and development of employees on a continuous basis are important.
- iv. Clear entrepreneurial talents, and capabilities to start and develop a business with relatively high capital accumulation or job creation potential- often with great innovation capacity and clear market orientation.
- v. Shape entrepreneurial motivations skills through the norms of the local environment and develop perceived desirability and feasibility through network interactions
- vi. Venture capitalist market poles are known to entrepreneurs for start-ups and MSMES in Africa.
- vii. Start-ups and private actors are mentored and provided with technical entrepreneurship skills to grow a club of homemade millionaires in Africa.
- viii. Access to equity is facilitated through the establishment of data base of potential venture capitalist firms

In addition, participants will also learn and understand how an innovative and creative idea, product or process can be used to form a new and successful business venture, or better still learn how to help sustain an existing firm to grow and expand.

Generally, it is hoped that the knowledge and skills acquired through this training will bring about tremendous improvement in their way of doing business hence expanding their opportunities, creating more jobs and contributing towards poverty eradication and Economic transformation in both regions.

#### **IV. Structure of the training**

The Training will be conducted over a period of three days. It will consist of presentations/interactive sessions from expert trainers, followed by exchange of views on the emerging issues. Trainers will consist of global experts from Africa, Foreign Economic Relations Boards of Turkey, and other parts of the world.

In addition, field visits to the manufacturing plants/ factories or learning laboratories will be arranged to acquaint participants with firsthand experience, knowledge and exposure with respect to the running and handling of physical equipment, processes and people who manage the equipment and the entire value chain and processes.

#### **V. Participants**

Around 25 representatives of Women and Youth entrepreneurs within Africa and global experts are expected to attend.

#### **VI. Training Modules**

<b>Topic</b>	<b>Objectives</b>	<b>Trainer</b>
<b>Project Identification</b>	The main objective of this session is to (i) identify and meet with stakeholders; (ii) set and prioritize goals; (iii) define	

	<p>deliverables; (iii) create the project schedule; (iv) identify issues and complete a risk assessment; (v) present the project plan to the stakeholders.</p>	
<p><b>Market Analysis</b></p>	<p>This session will provide a comprehensive overview of the market analysis and development approach, enabling youth and women entrepreneurs to gain knowledge to be able to analyze the market through the following questions:</p> <ol style="list-style-type: none"> <li>1. What products and services your target market is already using?</li> <li>2. Which businesses are using the best marketing mix to provide these products and services?</li> <li>3. Are there any shortcomings in these products and services that you can propose to meet the customers' needs?</li> <li>4. What external factors apart from competitors and demand can affect the success or failure of the business? (E.g.: government economic policies, etc.)</li> </ol> <p>To answer these questions, analysis tools such as SWOT, PESTEL will be introduced to the participants and they will be guided to define the financial, temporal and geographical limits of their project.</p>	
<p><b>Internationalization and sustainability</b></p>	<p>Internationalizing a business is a large enterprise, but when you approach it meticulously and attentively, it can be tremendously worthwhile and gainful. To internalize your products for example there are fundamental elements that are adamant for its success. These includes; finding a suitable country by exhausting consistent and accurate data, estimate the market attractiveness for your particular products and services of each country under consideration.</p>	

	<p>The module will look at how much should the company localize marketing and support services? Should the products be marketed in the local language? Should the company hire local technical support and providing local language materials help to expand the market in a specific country?</p> <p>To get the root of these questions, it's helpful to take a closer look at localization versus internationalization. Localizing products or services means that your company makes changes to its offering in order to be able to sell more in another geographic market. Generally, food products require some of the most product localization. This is due to the specific preferences of consumers around the world.</p> <p>For the sustainability of internationalization, following should be taken into consideration</p> <p>Conduct a Market Analysis</p> <p>Conduct <b>Strength weaknesses opportunities and threats (SWOT analysis)</b> in defining the pro and cons of setting up business in specific countries including extracting particular attention to the atmosphere.</p> <p>Market Access</p> <p>In order to successfully enter the new market, the company needs to consider acquiring a local business to capture their core business expertise, accessing local knowledge or making a strategic alliance with an existing business.</p> <p>Assess the company's Market Position by considering positioning the existing</p>	
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	<p>current market to international markets. This should be done by evaluating the competition and their positioning to help the company fits in.</p> <p><b>Targets</b></p> <p>As the needs of consumer taste, lifestyle, and costs, differs, the company may be required to target different customers internationally than while doing locally. Issues to be taken into consideration includes geographical, demographic, and consumer behavior</p> <p><b>Modify company's Products and Services</b></p> <p>Do your current products and services meet the needs of consumers in your target countries? Many businesses find that they need to adapt their products to suit the needs and desires of their international customers.</p> <p><b>Evaluate Your Core Competencies</b> by determining access to existing skills and resources needed to successfully position your business internationally and acquire core competencies.</p> <p><b>Analyze the Supply Chain and Value Chain Options</b></p> <p>By having systems in place to manage all components of the company's supply chain including attention to importing/exporting, franchising, regulations, and licensing.</p> <p><b>Local Regulations</b></p> <p>It is important to know the national and local laws that apply well in advance. This may mean a change in how your product or service is marketed. Or it may mean</p>	
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	that your packaging must include specific references to how your product is made.	
<b>Risk Analysis</b>	Under this session, women and youth entrepreneurs are expected to be fully engaged in their projects, including estimating the level of risk. For example, the model would look into social, agricultural, environmental, institutional and technological factors, as well as cultural aspects and dynamics through analytical methods in order to develop appropriate responses and manage identified and approved risks.	
<b>Social, environmental and human resource feasibility</b>	This session will focus on how women and youth entrepreneurs could take into consideration environmental, social, human resources capacity factors by identifying the characteristics of the social environment and environmental medium of the project. At the end of the session, participants should be able to take stock of both positive and negative impacts and make appropriate recommendations.	
<b>Commercial</b>	This session will provide know how in assisting women and youth entrepreneurs in negotiating their first production or commercial contracts with buyers. For example how to refine their knowledge and contacts with possible services providers and commercial partners in massively selling their products as well as creating awareness of the potential commercial value of their products by also taking the interest of local populations and government authorities.	
<b>Technical feasibility</b>	This session will provide hint on how women and youth entrepreneurs could use effective tool for long term planning project in terms of input, processes,	



	<p>output, fields, programs and procedures. The session will also look into factors taken into consideration while preparing for technical feasibility for their projects such as examination of the part of the business; the human and economic factor; and solutions to the problems. Tips will be given to the participants to develop the technics and processes accordingly.</p>	
<p><b>Project financial management</b></p>	<p>This session will develop participants' skills in the different aspects of project financial management such as planning, budgeting, accounting, financial reporting, internal control and auditing. This session will also cover issues related to financial analysis with the aim of developing participants' skills to measure, through tools, the project's suitability and the company's performance and financial condition (profits, liquidity, financial leverage, efficiency, etc.).</p>	<p><b>WSBI</b></p>
<p><b>Facilitating Access to Finance for Entrepreneurs</b></p>	<p>To equip Women and youth entrepreneurs with skills of how to mobilize funds, create possibilities of creating and operationalizing an enabling private sector driven venture capital platform to accelerate the creation of robust venture capital market poles to ease access to non-collateral capital (venture capital) for African start-ups and MSMEs. Develop enterprise mentoring and incubation platforms in Africa to assist start-ups and MSMEs to develop business models and plans that are capable of creating wealth and decent employment for African youths and women, etc.</p>	<p><b>WSBI</b></p>

## **VII. Mode of Training**

This training is about the implementation of different aspects of entrepreneurship and how to stimulate the creation of enterprises among Women and Youth.

- Participant will learn, undertake exercises, work in groups and exchange experiences within a professional manner.
- Case studies, International experiences and best practices will be the main tools to develop professional skills and knowledge of entrepreneurial businesses creation and management.
- Guided field visits to manufacturing plants and factories to act as learning laboratories to acquaint participants with the knowledge and understanding of the running and handling of physical equipment, processes and people who manage the equipment and the entire value chain and processes within the manufacturing plant set up

## **VIII. Evaluation Process**

Another activity is to do the course evaluation for the purpose of determining the level of appreciation of the course. Finally, the participants will receive certificates of participation as a mark of ending the course.

The course will be evaluated in two ways.

- First, the participants are requested to complete an end of course evaluation form, rating their satisfaction with the different aspects of the course on a 4-point scale.
- Secondly, participants will be asked to indicate the three best and three worst things about the course.

## **IX. Performance Indicators**

The following indicators will be used to follow up performance in the aforementioned activities:

- Increased number of ideas of income generating activities
- Number of business ideas generated
- Improved understanding of the running and handling of marketing, social, environment and human resource analysis
- Number of young business leaders coming from the participants
- Improved level of marketing knowledge and know-how amongst the participants
- Enhance the know-how on mitigating risk factors
- Improve skills in project presentation and mastery of different aspects of project management.
- Improved level of financial mobilization knowledge and know-how amongst the participants