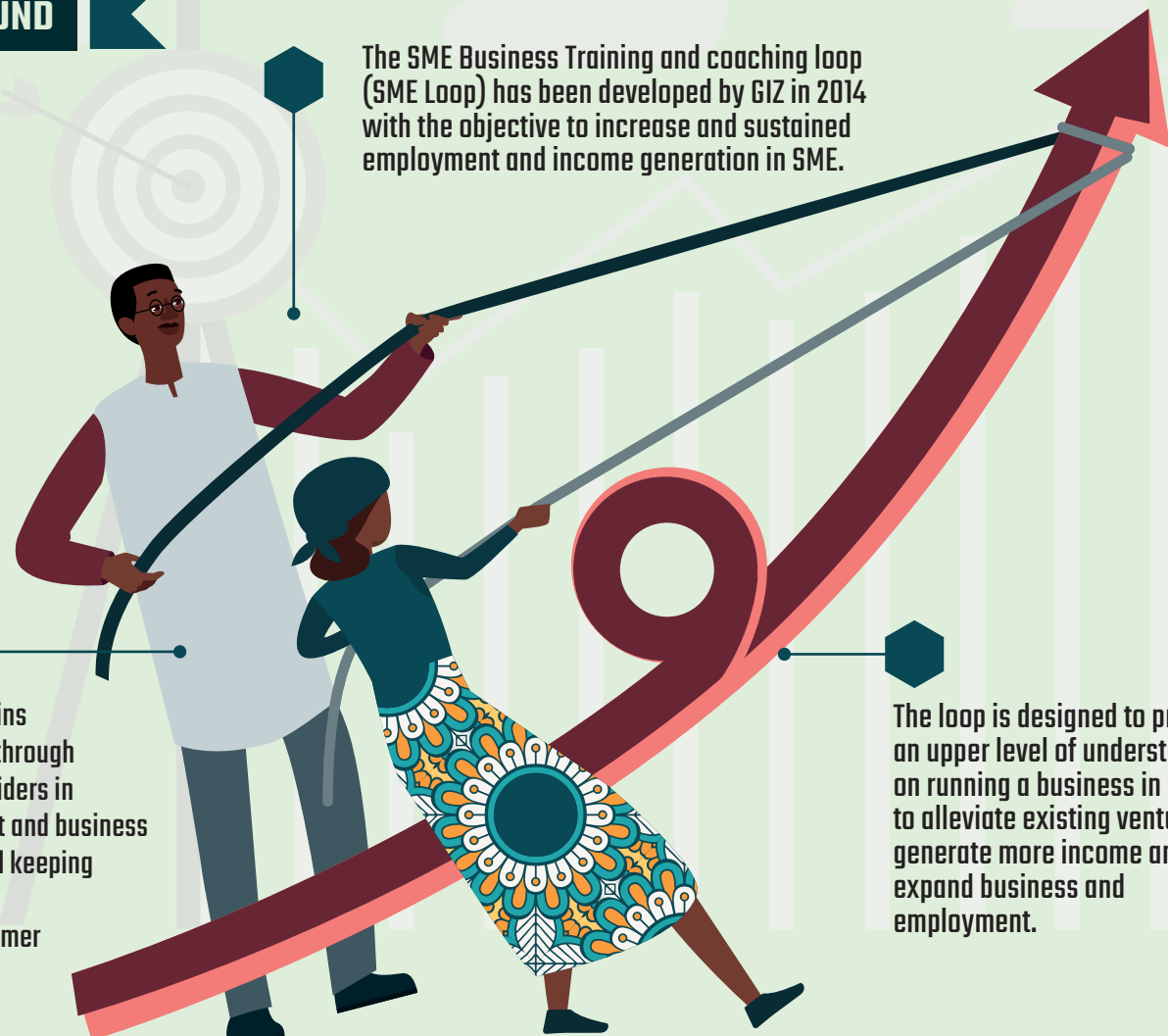


SME BUSINESS TRAINING AND COACHING LOOP



Standardized 6-month business training and coaching approach for small and medium sized enterprises

BACKGROUND



The SME Business Training and coaching loop (SME Loop) has been developed by GIZ in 2014 with the objective to increase and sustained employment and income generation in SME.

The Loop trains enterprises through service providers in management and business skills, record keeping marketing, client/customer relationship.

The loop is designed to present an upper level of understanding on running a business in order to alleviate existing ventures, generate more income and expand business and employment.

APPROACH

1

The Loop begins with selection of participants based on standardised on-site assessment conducted by training coaches.

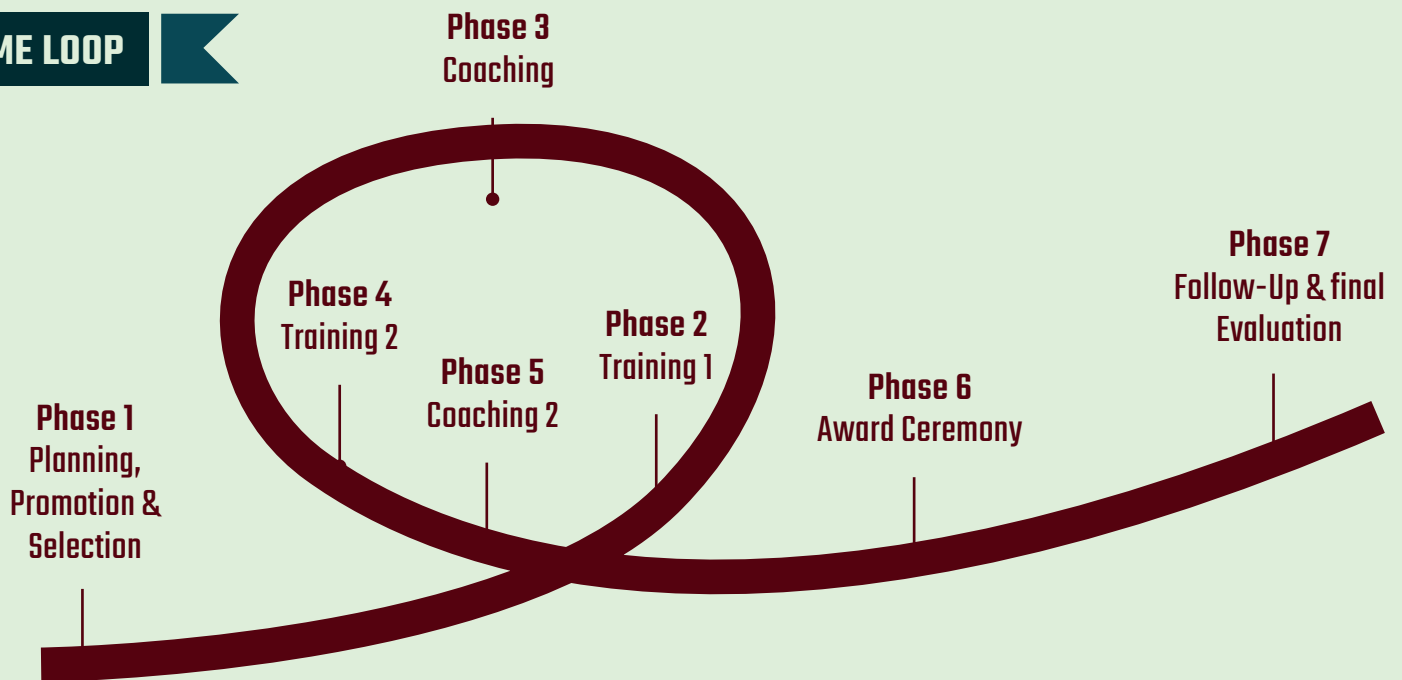
2

Participants then receive basic commercial education in two workshops (such as Accounting, Business Planning, Entrepreneurship, etc) then individually coached in their own business environment.

3

Relevant financial institutions are involved in the training to expose business owners to the financial products and requirements of the respective institutions.

SME LOOP



OUTREACH

103

SMEs have been reached so far via the SME Business and Coaching Loop

Under the current assessment period, 76 SMEs were interviewed. Out of which;

11 are spraying service providers

26 are into mechanization service provision

24 are into garri or rice processing

15 are running start up businesses

IMPACT

92%

of the SMEs have ongoing business relationships

98%

of the SMEs have recorded increase in the number of customers

96%

of the SMEs have increased their turnover

"I was able to purchase a new additional tractor from just the profit and savings from my tractor business. I attribute this success and expansion to the SME Loop of GIAE"

Samuel Matawal
Butra Ward of Bokkos, Plateau State

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