

LEARNING BY EAR

"Setting up a business"

EPISODE 2: "What business?"

AUTHOR: Erick-Hector HOUNKPE

EDITORS: Yann Durand, Aude Gensbittel, Adrian Kriesch

TRANSLATOR: Anne Thomas

PROOFREADER: Charlotte Collins

Characters / Episode 2:

Narrator

Daniel Huba (Man, 29 years old, english)

Scene 1:

KOSSI: (Man, 18 years old)

ABBAS: (Man, 21 years old)

MARIAM: (Woman, 19 years old)

Scene 2:

KOSSI: (Man, 18 years old)

ABBAS: (Man, 21 years old)

MARIAM: (Woman, 19 years old)

INTRO

Host:

Hello and welcome to Learning By Ear, to the second episode of our series about setting up a business. Our three friends, Mariam, Abbas and Kossi, are determined to start up their own company. But they have to come up with a promising idea. Mister Masinga, a seasoned entrepreneur, who is close to Mariam's family, has even offered to help them. Today's episode is called "What business?", and it starts with some advice from Daniel Huba, a lecturer at the Regional Center for Enterprise Development at Inoorero University in Kenya.

1. Daniel Huba: 38''

Right, let's remember that last time we said the first thing was to have a business idea. Well, where does such an idea come from? It can just crop up on its own, from personal experience. Someone might think of something and say: I want to do that. Or they might come up with an idea by talking to people, with friends or colleagues. Or an idea might be found by identifying a need on the market. You might walk through your town or village asking what's missing here. What would people like and what can I offer them?

2. Narrator:

This is the question our three friends should ask themselves now. Will they continue with their plan, or take another path? Let's go and see Abbas, who's waiting for his girlfriend Mariam and his friend Kossi.

Scene 1: At Abbas'

KOSSI, ABBAS, MARIAM

3. SFX : Inside atmo, in the living room. Radio in the background.

4. SFX : Things being put away...

5. ABBAS: (Sighs deeply) It's almost 4 o'clock already. What's she up to? Kossi will be here any minute... Right, I'm going to call her.

6. SFX: Number being dialed on a mobile phone

7. ABBAS: Hello? Mariam! Hello! Where are you? Still at yours? But it's almost 4 o'clock and Kossi will be here soon. What? Come quickly. You know how punctual he is!

8. SFX: Sound of a mobile being switched off

9. SFX: motorbike arrives outside

10. ABBAS: Oh no, don't say that's him already... It must be...

11. SFX: Door opens and steps approach

12. KOSSI: (Whistling happily) Hey, friend. Are you here? What's up?

13. ABBAS: Always here when you need me and ready for anything.

14. Atmo: African-style hand and finger snapping as greeting

15. **KOSSI:** Err ... where's your girlfriend?

16. **ABBAS:** She said sorry, she's running a bit late.

17. **KOSSI:** Right, where were we? We're going to take up my idea, I hope!

18. **ABBAS:** Hold your horses! We said that we were all going to talk to our relatives and friends to come up with ideas, didn't we? Let's wait for Mariam and then we'll take a look at the situation!

19. **KOSSI:** Hang on, don't say that you and she haven't talked to each other about all this.

20. **ABBAS:** (**annoyed**) Of course we haven't talked to each other about it. When it comes to ideas, we both think for ourselves, of course.

21. **KOSSI:** (**Bursts out laughing**) Ah ha, what a modern couple!

22. SFX: Sound of steps (woman) running, door opens

23. **MARIAM:** (**Bursts in, out of breath**) Hi there, I'm so sorry... OK, we can start now that I'm here. (**Silence**). Let's go through all the ideas and suggestions that we've come up with quickly, and then we'll decide!

- 24. ABBAS:** I spoke to a few friends and to one of my cousins. Their ideas weren't much help, to be honest. They tried to persuade us not to embark on such a risky adventure. Except my cousin - he suggested we should open a practice offering legal advice to the women on the market. Most of them are illiterate and don't know how to defend their rights.
- 25. KOSSI:** That's not a bad idea. But we would have to have legal qualifications. And we don't! My marketing lecturer suggested we start up a media production firm or offer consultancy services in the field of communication. That's what's making money these days.
- 26. MARIAM:** What? But there are companies like that all over the place already, that's not an original idea... Some people I spoke to said we should open a vet's practice for cattle, or an agricultural business, like a farm, for example. They said we've got so much land here and lots of unemployed people who studied agriculture, and it would also help us become self-sufficient in terms of food.
- 27. KOSSI:** Our trump card here would be that two of us are already interested in the subject. I wanted to become an agronomist and Mariam wanted to study veterinary medicine.

- 28. MARIAM:** I haven't given up hope... But let me carry on a minute: there was also the idea of a little café, which was not that different from my bar idea. To sell food and drink in a city that's growing so fast.
- 29. ABBAS:** Not bad. Our friend Kutino thought about a design company. And my card-playing friends said we should start a micro-financing institute for poor people. And there are lots of poor people around here.
- 30. KOSSI** (**Bursts out laughing**) That's both a cynical and an interesting idea. Why don't we follow in the steps of that Bangladeshi who got the Nobel Prize for his bank for the poor...

31. SFX Mobile phone rings

- 32. KOSSI:** Oh! Just a moment... (**answers**) Hello? ...OK. (**Puts down the phone. Speaks to his friends**) It's my mum. I've got to go. It's urgent.

33. SFX: Chair being pulled back.
--

- 34. ABBAS:** OK. Let's meet the day after tomorrow, same time, same place.
- 35. MARIAM:** We might have a few new ideas by then.

36. SFX: Door opens

37. KOSSI: (From a distance) OK, bye!

38. Narrator : As you heard, our friends have lots of ideas. But what should they do? A word of advice from our expert Daniel:

39. Daniel Huba: 38”

Now, the best way of implementing a good business plan is to transfer the idea from head to paper. You have to write down your ideas. You don't have to come up with a complicated plan, but you should say for example "I want to sell vegetables". So the first step of writing your idea down it actually challenges you to say 'Okay fine, what do I need to do to do this business?' Who are the people I need to talk to in order to do this business? So you write it down and start looking at how this business idea can be adapted to suit the needs of your market.

Scene 2: At ABBAS's
KOSSI, ABBAS, MARIAM

40. SFX : Inside, music/radio in the background

41. KOSSI: (Silence) Right, listen. I think we've got too many ideas now. We already came up with a lot two days ago. If we don't focus on the best ones we'll lose sight of our goal.

42. MARIAM: But I haven't told you the new ideas that I've gathered!

43. **ABBAS :** Well, we can at least listen to them.
44. **KOSSI :** (**Exasperated**) More?
45. **ABBAS :** There's no harm in hearing them. Come on, Mariam.
46. **MARIAM:** My gals think we should start up a small cosmetics factory making products from local plants. And my friends from the alumni association think we should start up a networking project, the Coalition for a Well-Made Africa, the CWMA. A kind of school for recruiting and training people to work in the informal sector, the biggest one on the continent.
47. **KOSSI:** (**Happy**) Great, but listen - this is too much now. We're getting confused. We're never going to be efficient this way. I suggest we choose three or four of the most original ideas and put them down in writing.
48. **MARIAM :** Why in writing?
49. **KOSSI:** So we can channel our thoughts. So we know where we're going and can make a decision quickly. Otherwise we're going to waste too much time. OK?
50. **ABBAS and MARIAM: (In chorus)** OK!
51. **KOSSI:** (**to MARIAM**) Mariam, you recap – Abbas, you write it down!

- 52. MARIAM:** OK! Remember what Mr. Masinga said – we need original ideas... From those that we've mentioned, I think the legal advice office for the market women is a good one.
- 53. ABBAS:** That seems like an original idea, with a target group that's already well established. And the expertise required is legal, so it's already clearly defined, not all over the place...
- 54. KOSSI:** (**Agrees**) OK. What else?
- 55. MARIAM:** The agro-pastoral business?
- 56. KOSSI:** (**Lively**) Yes, there really is a need for that. It has a social element, too, and we know something about the subject.
- 57. MARIAM:** (**Peremptorily**) The clothes shop idea seems a bit mad, and there are already way too many of them.
- 58. KOSSI:** Same goes for the café or bar - this place is crawling with them...
- 59. MARIAM:** What about setting up a poor people's bank?

- 60. ABBAS:** (**Jumps on it**) Yes, that's an original idea. A bank that lends to the poorest, with low interest rates and without requiring huge guarantees - that would be a godsend for a lot of people. (**Silence**) I also came up with the idea of a design company. We don't have many of them here, but there's a big demand for them. We are all quite good in computer stuff and could learn the ropes of design quickly. We just need a field where we can specialize, like interior design or something like that.
- 61. KOSSI:** Well, that sounds like a good idea, too...
- 62. ABBAS:** (**Interrupts him**) Okay, let's go over what I've written. One – a legal advice practice; two, an agro-pastoral farm; three, a bank for the poor; and four, a design company.... (**Silence**)
- 63. KOSSI:** (**catches a breath**) We're not out of the woods yet!
- 64. ABBAS:** No, but the list is shorter and clearer.
- 65. MARIAM:** (**Continues**) And with a list like this we'll be able to think about our ideas again and flesh them out so we can make a better choice.
- 66. KOSSI:** (**Still confused**) Now all we have to do is choose.

67. ABBAS: Well, that's not quite all. Once we've chosen an idea, we have to test its feasibility, examine the market, the costs, the sources and how to mobilize them....

68. KOSSI AND MARIAM: (Burst out laughing)

69. MARIAM: Yep, you're right! And we have to hurry!

70. Narrator: There's a lot of work ahead for our three friends. But one thing's certain – they're very motivated. And that's a crucial element, says our expert Daniel.

71. Daniel Huba: 38''

There are these radical ideas that you may have, bright, they have never been done before. When you are blessed to have that, well and good! But if you don't come up with a wonderful, innovative idea you should not be discouraged. People can learn from others. An entrepreneur has to do everything to satisfy the needs of the market but these needs do not necessarily have to be new. Maybe certain transactions already exist on the market but there are not enough people offering a service or needed product. Your guideline should be the question, if there is a market for your idea. If yes, then get to work straightaway!

OUTRO

Host:

That was the second episode of our Learning by Ear series about setting up a business, featuring our expert Daniel Huba from Inoorero University in Nairobi. Which idea are Kossi, Abbas and Mariam going to go for? Tune in to the next episode to find out. Have you ever thought of setting up your own business? Did you do it? Tell us about your ideas and your experiences by sending an email to: lbe@dw-world.de

If you would like to hear this episode again or any other Learning by Ear series, go to dw-world.de/lbe

For now, keep motivated, and don't forget to tune in next time! Bye!

END