

# 10 Questions of Good Business

10



1. I do business so that I can be more empowered and help my family with health, education, diet.

1. Why do I do business?



2. If I understand my business, then I can do more things well and find solutions to problems i.e. rainy season

2. Why do I need to understand my business?



3. Market research is, understanding the "3Cs": Customers, Costs, Competitors.

3. What is market research and why is it important?



4. My costs include: stock, transport, rent, wages, loan repayments + interest

4. What are the costs to my business?



5. I need to know how products get from the supplier to my business and then to the customer – I should think about time, transport and communication

5. How should I organise my business?



6. What price should I set?



6. The price should be more than my costs to make a profit, whilst staying competitive

7. Why and how should I promote my business?



7. I need to remind, persuade, inform and make customers aware of my products and services

8. How do I manage the money in my business?



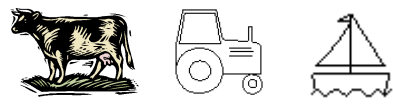
8. I make sure the "money out" of my business, is not more than the "money in"!

9. How can I strengthen my business?



9. If I diversify my business, then I don't rely on only one customer or only one product, therefore making it stronger

10. What should I do with my profits?

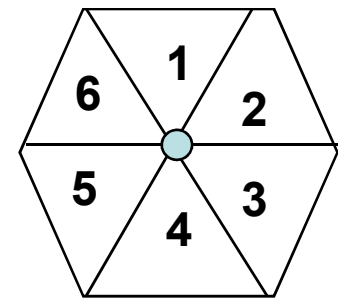


I should invest: profits, savings and (new) loans in my business to help it grow!

# PROFIT OR LOSS - THE BUSINESS GAME FOR ENTREPRENEURS

## Preparation:

Cut out the "hexagonal number disc" and put tooth pick through the centre of the circle



You have loyal customers, good sales and profits - congratulations <b>you win!</b> ★			A mango tree is cut down for firewood - <b>go back 15</b>					
Your juice wins a taste award - <b>advance 10</b>	A new grocery opens which you start to supply - <b>advance 4</b>		You did not anticipate impact of rainy season - <b>go back 20</b>	A school opens nearby - you see a new sales opportunity - <b>advance 7</b>		You didn't manage your cash flow - you have no money to pay supplies - <b>go back 75</b>		
		NAC gives a grant to start HIV / AIDS education within the community - <b>advance 5</b>		You invest in mango tree samplings to cut future direct costs - <b>advance 10</b>			A neighbouring community starts selling mango juice, a new competitor - <b>go back 2</b>	
			An NGO helps to "fair trade" your mango juice - <b>advance 8</b>				You take 3 days (time is a cost) to go to supplier - you make no sales - <b>go back 7</b>	
	There is a mango tree disease, you have not diversified your business - <b>go back 50</b>	You have diversified into pineapples and papaya juice - <b>advance 9</b>					You are ill, no one else has technical knowledge - production stops - <b>go back 9</b>	
A biggest customer did not pay - <b>go back 9</b>			You invested in a automatic juice pump - <b>advance 4</b>		You purchase with another business (reducing your average costs) - <b>advance 10</b>			You keep taking all profits out of the business, it can not grow - <b>go back 12</b>
You don't differentiate between wages and profit - <b>go back 13</b>				You don't have good storage for perishable goods - <b>go back 11</b>	You didn't research your competitors, you price is uncompetitive - <b>go back 14</b>			
	You have inherited 1 acre of land which you irrigate - <b>advance 5</b>						You sole supplier of fertilizer has increased their price - <b>go back 5</b>	You haven't start saving or reinvesting profits - <b>go back 8</b>
		Customers tell their friends (via "word of mouth") about your business - <b>advance 18</b>		Your second supplier of fertilizer meets your order - good planning - <b>advance 5</b>		You did not realise transport was a cost - <b>go back 11</b>		
	You received certifietae of quality standard (MBS) - <b>advance 2</b>			You launch you product with a promotion "buy 4 get 1 free" - <b>advance 5</b>			You don't promote your product and have low sales - <b>go back 8</b>	
	You got 3 quotes from suppliers before choosing best option - <b>advance 5</b>	You didn't conduct market research and have no customers - <b>go back to the beginning</b>		You did not "taste test" the first batch and it is very sour - <b>go back 9</b>		You did not get any technical training - <b>go back 3</b>		
Start with your business idea	You conduct initial market research and see an opportunity - <b>advance 7</b>		You register your business - <b>advance 1</b>		You receive business training and make a business plan - <b>advance 5</b>	You use a micro loan to buy intial stock - <b>advance 6</b>	You did not register your business - <b>go back to the beginning</b>	

## Rules of the game:

1. Unlimited number of players
2. Each player needs an object to represent them i.e. coin or bottle top
3. The 1st person to spin a six starts
4. The 2nd player will be the person who sits on left of the 1st player
5. All players start on first square
6. Spin the "disc" to see how many squares you move
7. Follow instructions of the square you land on.
8. The player who gets to the "star" square first wins



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