

BUMACO Ltd



TRAINING FOR SMALL AND MEDIUM SIZED BUSINESS OWNERS AND MANAGERS

MODULES OVERVIEW

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TRAINING FOR SMALL AND MEDIUM-SIZED BUSINESS OWNERS/MANAGERS

1. BUMACO Training Approach

We seek to cover the gap between expected/desired performance and current performance (through identification of training needs and an assessment of performance where practical). Our courses incorporate the following three elements: Skills, Understanding and Behavior/Attitudes for success. Further we seek to enable course participants to acquire knowledge, skills, and attitudes to manage business enterprises profitably thus contributing towards creation of wealth and employment.

2. Who attends BUMACO courses?

- Entrepreneurs with diverse backgrounds training and experience who want to venture in business.
- Managers of small business enterprises that want to grow their businesses and are finding the going difficult
- Business owners needing skills improvement in certain aspects of business management in today's context e.g. in planning, financial management, loan management, sourcing credit, credit management, marketing/selling, customer relations, managing people etc.

3. Types of Courses we offer

BUMACO runs customer requested (tailor made) courses. In this case we would agree the content and style of delivery of the courses with the client. We understand most clients' trainees are adults and our methodology will take this into account. We do also take into account that the trainees will already have a) lots or limited experience; b) that they want to learn things of immediate application, c) they expect a conducive learning environment in which they are recognized, respected, and affirmed and d) at times, wrong experience may have to be unlearned

BUMACO will work very close with the clients to ensure that:

- Training needs are identified
- Courses become very relevant to the day to day activities of the trainees

4. Duration of Training:

We can organize courses of any length lasting from a few hours to a whole day, from one day to a whole month. Most likely, the trainees won't have long time to attend training. We make bundles of courses of 1 to 5 days.

Courses of longer duration are organized in modules, which can be spaced in such a way as would enable the trainees to get on their normal activities.

BUMACO is ready to deliver courses in late afternoon and early evenings or at weekends except Sundays.

In some cases BUMACO is able to coach employees at the work place.

5. The gaps our courses address

- Making the decision to go into profit making business
- Understanding that a business is the creation and delivery of value satisfaction at a profit and its purpose is the creation of customers
- Understanding risks and risk taking
- Planning, Implementing, Monitoring and Evaluation (short and long range, business plans etc)
- Purchasing (equipment/raw materials, inventory etc)
- Hiring, keeping and developing people (personnel/human resources management)
- Supervision
- Organizing production
- Store management (raw materials, finished good, stocks)
- Selling and Marketing
- Keeping records
- Financial management (controlling finance, annual accounts etc)
- Loan Management
- Credit management and control
- Gathering, keeping and maintaining information/data
- Project administration
- Business ethics
- Business etiquette training
- Customer service
- Basic management training
- Presentation skills training
- Communication and speaking training
- Time management and productivity training
- Negotiation skills training
- Writing training
- Business organization training
- Finance planning and management training
- Regulatory/legal context

6. Methodologies

Our experience is that course participants enrolling possess different skills, experience, and attitudes to how businesses should run and as a result our start-up point is the identification at the start of what they know and have experienced. Adult training methodologies are at the core of our courses. Participative adult learning techniques are employed.

BUMACO employs:

- Brainstorming
- Sharing of experiences
- Case studies
- Incidents

- Group discussions
- Role plays

Lecturing is used in a limited way and mostly for introducing the subjects. Learning activities are formulated around specific learning objectives.

Below are elaborate examples of training courses BUMACO offers.

6.1 Planning

Learning objective:

To assist those running or intending to run businesses so as to learn how to develop and write business plans and how to set goals and objectives to keep the business on track for success

Specific Objectives:

- Be able to formulate planning objectives
- Be able to make worthwhile, achievable, and measurable objectives (SMART Objectives)
- Be able to specify activities necessary to achieve a plan
- Be able to prepare a budget necessary for execution or carrying out of the plan
- Be able to schedule (sequence) activities
- Apply planning to the production activity
- Apply planning to the marketing activity
- Be able to incorporate into the plan monitoring, evaluation, and control activities.

6.2 Marketing

Learning Objective:

The learning objective is to enable trainees to understand and be able to explain the cardinal importance of marketing in their business operations.

Specific Objectives:

- Be able to relate key marketing concepts to their businesses. These include marketing mix of production, price, place, people and time.
- Understand the central role of the customer in all business decisions and activities
- Be able to plan and execute sales
- Explore various distribution channels for their products and services
- Carrying out after sales services

6.3 Managing the Human Resource

Learning Objective:

The overall objective is to introduce participants to the basic knowledge and skills needed to manage (identify, keep and develop) the personnel of flat and sometimes thinly staffed businesses

Specific objectives:

- Even in small units, there is a need to understand and be able to explain personnel
- Recruitment, upkeep, and motivation
- Understand the key regulations of labour law
- Making strengths productive through training
- Personnel record keeping

6.4 Business Record Keeping

Learning objective:

The overall objective is to introduce participants to the essentials of keeping accurate and complete records of the business.

Specific Objectives:

- Understand the importance and explain the importance of keeping record to safeguard assets, trace costs, expenses, and revenues, and to keep account of activities
- Identifying the various ways of keeping records and making summaries and analysis for decision making
- Identify the various of records to be kept- e.g. personnel, financial records, inventory, and sales
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6.5 Financial Management

Learning objective:

To focus on the financial management requirements of small businesses and to introduce the main and essential elements to participants

Specific objectives:

- Understand and explain the financial transaction of the business: accounting procedures, cash inflow and cash outflow, credit management, interest calculations, VAT registration requirements and legal structures in Tanzania
- To be able to record financial transactions on the analysis cash book
- Be able to prepare receipts and payments report for a given period

- Understand key financial principles e.g. banking receipts intact; separation of business finance and personal finances; proper use of idle or excess funds,
- Know how to handle credit on when, how, and to whom to give credit; credit control,
- Take advantage of credit purchases
- Take advantage of bulk purchases- discount
- Business Financing methods
- Banking – conventional, electronic money(M-PESA, SMS banking etc.)
- Finance planning and control
- Costing of products and services
- How to make set selling considering costs and market forces

6.6 Supply Chain Management

Learning objective:

To improve knowledge and business management skills in the fields of purchasing and supply chain to ensure smooth operations

Specific objectives:

- To be able to make purchases of materials and services at reasonable prices: surveying, proforma invoices, survey of suppliers, selection
- Follow purchasing procedures
- Bulk and cash discounts
- Receiving goods into stores
- Store records
- Issuing goods
- Stock control

7. BUMACO Capacity for training

Training Teams

BUMACO training teams comprise of people with up to 30 years training experience in various countries and cultures. But BUMACO recognizes a very fast changing environment particularly in IT and all its ramifications and applications. It does also employ the services of young trainers with a lot of knowledge in new technology but limited skills in delivery. The Company is able to make training teams blending the old and new to give the best. The major factor is the need of a particular trainee. BUMACO uses both local and international trainers.

Training facilities

- BUMACO has an ample room capable of holding a training course. In case the room is not enough, we can always hire more rooms within the town centre.

- Group discussion rooms
- Overhead projectors

8. Training Fees

Our fees are charged on daily basis per consultant.

We anticipate that each day of training will have two consultants and a follow up day will require one consultant.