

## Develop the Community by Empowering the Individual



Friday, December 6, 2019

Thank you for expressing interest in Micro-MBA. We are the undoubted experts at what does NOT work because we have made so many mistakes as we have tried to alleviate poverty. We would like to help others to avoid the same pitfalls!

### BACKGROUND

The **Micro-MBA Course** is a highly effective modular competency-based course that has been used by more than 240 development organisations throughout Africa and Latin America. The course was built “from the bottom, up” based on what demonstrably works at grassroots. Approximately 200 000 emerging entrepreneurs in the micro and small-business sectors have been educated in this way over the past 30+ years. The course requires the equivalent of grade 6 level of literacy, but illiterate people are encouraged to bring a literate friend or family-member with them to the course. In this way “2 are trained for the price of one!”

### THE COURSE

The programme begins with a 5-day, learner-driven course, based on a series of simple workbooks covering the basics of business management comprising the following modules:

- Investigating the Market
- Using a Calculator
- Buying
- Costing and Pricing
- Selling
- Writing a Business Plan
- Money Management
- Stock Control

After the basic classroom experience, each learner is expected to meet with the facilitator at least once a month for three months. At that stage, those who demonstrate that they are applying what they have learned are awarded a Micro-MBA Diploma. The course, which is updated and improved regularly, is offered in three versions, i.e. for Traders, Green Producers. The books are available in English, French, Portuguese, Spanish and Chichewa (in Malawi).

A pack of training materials (which comprises 8 workbooks and bookkeeping materials that

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Patron: Mrs. Albertina Sisulu & Dr Beyers Naude (late) Managing Director: Cedric Buffler

Micro-MBA meets the requirements of SAQA Unit Standard 14444

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should last for 6 months) costs \$70. There is also a charge for sending the goods via courier. This varies according to distance from main centres. It makes more sense to enter into a Royalty agreement with us, which involves the licensing of our intellectual property, plus a fee per set of training books printed locally. Please let us know if you are interested in this option.

**ECONOMIC DEVELOPMENT PRACTITIONERS OFFER THE MICRO-MBA LOCALLY**  
Courses for people who wish to become Trainers and Mentors in their community are run regularly in Cape Town. The cost per person for this intensive 4-day course is US\$525 payable “up-front.”

The course typically starts on a Tuesday morning and finishes on Friday afternoon. It takes longer when translation is required.

*We are prepared to run courses for Trainer/Mentors anywhere, provided that the following conditions are met. We need:*

1. A pre-paid “quorum” of at least 10 Trainer/Mentors at \$525 per person.
2. A suitable (air-conditioned) venue with facilities for teas must be provided by the hosting organisation. The venue should include either a data-projector or a pc-compatible HD screen, plus a flip-chart and pens.
3. Travel and accommodation costs for the course facilitator from two days prior to the course until one day after the course plus a cash per diem of US\$100 for each day spent away from Cape Town (to cover dinners and incidentals).
4. Wi-Fi access must be available throughout the course.

On the Trainer/Mentors’ course, we deal with the TASK and the PROCESS of empowering people to start or improve their small businesses. The TASK is fairly simple, but very important. It involves learning how to assist emerging entrepreneurs as they work through the 8 workbooks that comprise Micro-MBA. The PROCESS is as important as the task and here we deal with the principles that we have found to be important in bringing people from a place of dependence, through independence, to interdependence.

We believe that facilitators are the natural mentors of the small businesses, therefore they should be contactable by their clients after the basic course and follow-up period.

It would be a privilege to work with you for the empowering of the emerging entrepreneurs in your area.

I look forward to hearing from you.

Yours in Development

**CEDRIC BUFFLER**  
Managing Director



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