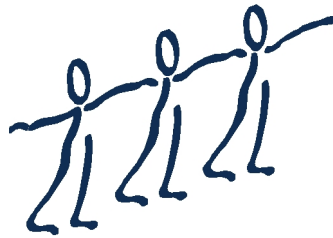


Develop the Community by Empowering the Individual



M I C R O - M B A

Wednesday, February 15, 2023

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 350 development organisations throughout Africa and Latin America. The course was built “from the bottom, up” based on what demonstrably works at grassroots. More than 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 currently available in English, French, Portuguese, Spanish and Chichewa (in Malawi). Please let us know if you are interested in translating and publishing our workbooks under licence, in your country.

A pack of training materials (which comprises 8 workbooks and bookkeeping materials that should last for 6 months) costs about \$70. There is also a charge for sending the goods via

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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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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.

CERTIFICATED ECONOMIC DEVELOPMENT PRACTITIONERS OFFER THE MICRO-MBA LOCALLY

Courses for people who wish to become Trainers and Mentors in their community are run by appointment, on the Zoom platform. The cost per person for this intensive 4-day course is US\$450 payable “up-front.”

The course typically runs over a Thursday and Friday and the following Monday and Tuesday. This takes longer when translation is required.

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.

We have recently launched an android mobile version of Micro-MBA, which is available for downloading on Google Play Store. The Micro-MBA Mobile App covers the same subjects as the printed workbooks. It is truly mobile, which means that learners only require access to WiFi in order to download the App and to communicate with their Coach, who releases subsequent workbooks one at a time. The exciting Micro-MBA Biz-Calc App permits users to manage their business on their android smartphones. It also keeps Cash-Flow records indefinitely.

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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