

## Develop the Community by Empowering the Individual



January 2019

Thank you for expressing interest in Micro-MBA. It is likely that you've had a look at our Website <https://www.micro-mba.com>.

We are the undoubted experts at what does NOT work because we have made so many mistakes as we have tried to alleviate poverty in society by promoting self-employment. 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. More than 195 000 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 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

“Micro-MBA” incorporates Trident Institute (Pty) Ltd Reg: 2000/009699/07  
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[www.micro-mba.com](http://www.micro-mba.com) eMail: [micromba.trident@gmail.com](mailto:micromba.trident@gmail.com)

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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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). In practice, we have found that more than 97% of learners in South Africa choose English as their preferred language for the Micro-MBA course, therefore we have discontinued printing versions in isiXhosa, SeSotho, SePedi, Afrikaans and isiZulu.

A pack of training materials required to enable each learner to write their own business manuals costs R909 (including courier and VAT). You may supply your own branded briefcases, if you wish. Please advise us if you are registered for VAT, so that we can invoice you appropriately.

### TRAINING OF TRAINERS

Courses for people who wish to become Trainers and Mentors in their community are run regularly in Gordon's Bay, outside Cape Town. The cost per person for this intensive 4-day course is R7 114 (inclusive of courier and VAT), payable "up-front." The pack includes a detailed manual for offering the course as well as a copy of the Trident "Bizzy" game which is used to enhance calculator skills.

If you wish, you may pre-pay for 20 sets of Micro-MBA training materials (costing a total of R17 480, including VAT & Courier, but saving you R4 714) and attend the Trainer-Mentor course for only R2 300.

These courses are arranged by appointment in Cape Town, or as a quorum emerges in other areas.

*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 delegates at R7 000 per person. Courier-charges for the training materials are for the account of the host organisation.
2. You may make use of the "20-set offer" above. (Please note the 30-day limit).
3. A suitable (air-conditioned) venue with seats arranged in a u-shape, with facilities for teas. The venue should include either a data-projector or a pc-compatible HD screen, plus a flip-chart and pens.
4. Travel and accommodation costs for the course facilitator from a day before the course until one day after the course plus a cash per diem of R300 per day to cover dinners and incidentals.
5. Wi-Fi access must be available throughout the course.

On the Trainer/Mentors' course, we aim to develop well-rounded Economic Development Practitioners as we deal with the TASK and the PROCESS of empowering people to start or improve their small businesses.

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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



<https://www.facebook.com/micromba.TridentInstitute/>

[https://www.instagram.com/micro\\_mba\\_international/](https://www.instagram.com/micro_mba_international/)

The Micro-MBA course meets all requirements for Unit Standard 14444, “Demonstrate an understanding of a general business plan and adapt it to a selected business idea,” at NQF Level 1 with 7 Credits. If your organisation is accredited and you wish to add this Unit Standard to your portfolio, we can send you the appropriate Alignment Matrix to support your application.

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