# **PUAN STREET BUSINESS SCHOOL**

**MIDLINE SURVEY**

**REPORT**

**July, 2024**

# EXECUTIVE SUMMARY

This report presents an in-depth analysis of the Street Business School (SBS) training program, specifically focusing on the cohort named Puan. The study examines the impact of the training on participants' business practices, growth strategies, demand generation methods, income changes, and challenges encountered. The data for this analysis was collected through a qualitative survey using a well-structured questionnaire from the Kobo Collect toolbox, ensuring comprehensive and detailed responses from all participants.

The findings reveal significant positive changes in participants business operations and outcomes due to the SBS training. Participants reported improved business practices, with many adopting new strategies and techniques learned during the training. Growth strategies were notably enhanced, with participants implementing more effective plans to scale their businesses.

Demand generation saw a substantial boost, with participants utilizing new methods to attract and retain customers. This led to noticeable income changes, with many reporting increased revenues and profitability. Despite these positive outcomes, participants also faced challenges, particularly in areas such as accessing capital and navigating market competition.

The methodology employed for this report ensured a thorough and representative dataset, capturing the experiences of all individuals undergoing SBS training. This qualitative approach provided a nuanced understanding of the training program's effects, offering valuable insights for future improvements and support strategies.

The detailed analysis of the survey data underscores the importance of the SBS training program in fostering business growth and resilience. It highlights the transformative impact of targeted support and training for small business owners, emphasizing the need for ongoing investment in such initiatives to sustain and enhance their effectiveness.

TABLE OF CONTENTS

[EXECUTIVE SUMMARY 1](#_Toc4484)

[INTRODUCTION 3](#_Toc28867)

[METHODOLOGY 4](#_Toc12636)

[1. Survey Design 4](#_Toc11393)

[2. Data Collection 4](#_Toc15473)

[3. Sampling 4](#_Toc8181)

[4. Data Analysis 4](#_Toc13600)

[5. Reporting 4](#_Toc2406)

[6. Ethical Considerations 4](#_Toc6252)

[FINDINGS 5](#_Toc12867)

[1. Learnings from the Training and Their Implementation 5](#_Toc4278)

[2. Business Growth Strategies 5](#_Toc12138)

[3. Ensuring Demand for Goods 5](#_Toc11098)

[4. Income Changes Since the Training 6](#_Toc23763)

[5. Additional Comments 6](#_Toc4155)

[RECOMMENDATIONS 7](#_Toc14206)

[Conclusion 7](#_Toc29298)

# INTRODUCTION

The Street Business School (SBS) is a global training program dedicated to empowering entrepreneurs from underserved communities. By providing practical business skills and mentorship, SBS aims to transform lives and create sustainable economic opportunities. Participants in the program acquire the knowledge and confidence needed to start, grow, and sustain successful businesses, thereby fostering economic development and resilience in their communities.

In July 2024, a midline survey was conducted to assess the impact of the SBS training program on the Puan cohort. This report investigate into how the training has influenced participant’s business practices, growth strategies, demand generation methods, income changes, and challenges encountered since the inception of the program.

The specific objectives of this report are as follows:

1. **Assess the effectiveness of training**
2. **Analyze business growth**
3. **Evaluate demand generation**
4. **Measure Income Changes**
5. **Identify Challenges**
6. **Provide Insights for Future Improvements**

# METHODOLOGY

The methodology section outlines the processes and techniques used to conduct the survey, collect data, and analyze the findings for this report on the impact of the training program on participants' business practices.

## 1. Survey Design

The survey was designed to gather detailed information on how the training program influenced participants business practices, growth strategies, and financial outcomes. The data collected for this report is purely qualitative, providing in-depth insights into the participant’s experiences and the impact of the training program. Key areas of focus included:

* Implementation of learnings from the training
* Business growth strategies
* Methods to ensure demand for goods
* Changes in income since the training
* Additional comments and challenges faced

## 2. Data Collection

A well-structured questionnaire, developed using the Kobo Collect toolbox, was employed to gather the data. The tool was chosen for its ability to work both online and offline, ensuring data could be collected in diverse environments and uploaded when an internet connection was available.

## 3. Sampling

#### The survey was conducted with a census approach, meaning that every individual undergoing SBS training participated in the survey. This method ensured a complete and representative data-set, capturing the experiences of all training participants without sampling bias.

## 4. Data Analysis

The collected data was systematically analyzed to identify common themes, patterns, and insights related to the impact of the training program. The qualitative analysis helped to understand the personal experiences of participants and the specific ways in which the training influenced their business practices.

## 5. Reporting

The findings from the data analysis were compiled into this report, with detailed discussions on each aspect of the training's impact. Examples from participants' responses were included to illustrate the practical applications and benefits of the training. The report aims to provide a comprehensive understanding of how the training program has contributed to business growth and improved financial outcomes for participants.

## 6. Ethical Considerations

Throughout the data collection and analysis process, ethical considerations were strictly adhered to. Participants were informed about the purpose of the survey, and their consent was obtained before participation. Confidentiality of the respondents was maintained, and data were anonymized to protect their identities.

# FINDINGS

## 1. Learnings from the Training and Their Implementation

Participants reported a variety of learnings from the training, which they have implemented in their businesses. The training provided them with essential skills and knowledge that have significantly impacted their business operations.

* ***Stepping Out of Comfort Zones***: One participant noted that the training encouraged them to step out of their comfort zone, which was a critical factor in their business expansion. For example, they started reaching out to new customers and exploring new markets, which they hadn't considered before the training.
* ***Business Finance Management***: Several participants highlighted the importance of managing business finances separately from personal finances. One participant mentioned that they learned to save money from their business income, which they later reinvested into the business for growth.
* ***Business Planning***: The concept of having a detailed business plan was a significant takeaway for many. For instance, a participant involved in poultry farming shared that they developed a comprehensive business plan for rearing chickens. This plan helped them address challenges they previously faced, such as managing feed costs and planning for seasonal demand fluctuations.
* ***Customer Relationship Management***: Building and maintaining good customer relationships was another key learning. One participant explained that they improved their customer service practices, which led to increased customer loyalty and repeat business.

## 2. Business Growth Strategies

The training provided participants with various strategies to grow their businesses, focusing on expansion, customer engagement, and financial planning.

* ***Expansion of Product Lines and Business Size:*** Many participants planned to expand their product offerings and increase the size of their businesses. For example, a vegetable seller decided to increase the garden size to produce more vegetables, which allowed them to meet growing customer demand and increase sales.
* ***Using Savings for Expansion:*** Participants understood the importance of saving a portion of their profits for business expansion. One participant shared that they used their savings to purchase additional livestock, which increased their production capacity and potential revenue.
* ***Looking for Funding Sources:*** Some participants mentioned the need to seek external funding to support their growth plans. They started exploring options such as microloans and grants to secure additional capital. For instance, a participant in poultry farming applied for a small business loan to build a larger and more efficient poultry house, aiming to increase their production scale.

## 3. Ensuring Demand for Goods

Participants discussed various methods to ensure there is sufficient demand for their goods, emphasizing quality, availability, and strategic marketing.

* ***Direct Selling and Competitive Pricing:*** Selling products directly to customers at competitive prices was a common strategy. One participant sold vegetables door-to-door, offering good prices to attract more customers.
* ***Maintaining Quality and Availability:*** Ensuring the availability and quality of products was crucial for maintaining customer demand. For instance, a participant who grows greens made sure to water their plants during drought periods to ensure a continuous supply.
* ***Strategic Advertising:*** Participants also recognized the importance of advertising their products to attract customers. One participant started using social media platforms to promote their business, reaching a wider audience and increasing sales. They posted regular updates and engaged with potential customers online, which helped boost their visibility.

## 4. Income Changes Since the Training

The training had a significant impact on participants' income, with many reporting improvements due to better business practices and financial management.

* ***Increased Income Through Better Management:*** Participants noted that managing their business finances separately from personal finances led to more stable and increased income streams. One participant reported a noticeable increase in income due to effective savings practices and better financial planning.
* ***Profitability and Business Growth:*** The skills learned during the training helped participants improve their profitability. For example, a poultry farmer mentioned that the training enabled them to increase their production capacity, resulting in higher sales and profits.
* ***Improved Financial Stability:*** Participants also highlighted the importance of having a financial cushion. One participant shared that they were able to save money from their business income, which provided financial stability and the ability to handle unexpected expenses.

## 5. Additional Comments

Participants shared various challenges and additional insights, providing a broader perspective on their experiences and needs.

* ***Balancing Family Responsibilities and Business Activities:*** One common challenge was balancing family responsibilities with business activities. For instance, a participant mentioned that they lost customers due to the time spent on family chores.
* ***Need for Ongoing Support:*** Many participants expressed a desire for follow-up training and financial support to sustain and grow their businesses. They emphasized that continuous learning and access to financial resources are crucial for long-term success. One participant specifically requested additional training sessions focused on advanced business strategies and financial management.
* ***Importance of Passion and Hard Work:*** Participants also highlighted the importance of passion and hard work in achieving business success. One participant mentioned that their dedication and commitment to their business were key factors in overcoming challenges and driving growth. They encouraged others to stay motivated and persistent in their entrepreneurial journey.

# RECOMMENDATIONS

1. **Enhance Access to Capital**: One of the primary challenges identified was the difficulty in accessing capital. It is recommended that the SBS program includes sessions on how to secure funding, such as through microfinance institutions, grants, or partnerships with local banks.
2. **Continuous Mentorship and Support**: To sustain the progress made during the training, it is recommended that SBS establishes a mentorship program. Experienced business mentors can provide ongoing guidance and support.
3. **Advanced Training Modules**: While the current training modules have proven effective, introducing advanced training sessions could further benefit participants. Topics such as digital marketing, advanced financial management, and strategic planning can equip participants with more tools to grow their businesses.
4. **Strengthen Networking Opportunities**: Creating more opportunities for participants to network with each other, as well as with successful entrepreneurs and business leaders, can foster knowledge exchange and collaboration. Regular networking events, workshops, and an online platform for communication could be valuable additions.
5. **Regular Follow-Up Surveys**: To monitor the long-term impact of the training and to continuously improve the program, it is recommended that SBS conducts regular follow-up surveys.

## Conclusion

The SBS training program for the Puan cohort has had a positive impact on the participants' businesses. The training has provided valuable skills and knowledge that have helped participants improve their business operations, growth strategies, demand generation, and income levels.

However, participants still face challenges such as accessing capital and dealing with market competition. Addressing these issues through better training, mentorship, and networking opportunities can further enhance the benefits of the program.

In conclusion, the SBS program is a valuable initiative that helps small businesses grow and become more resilient. Continued support and improvements to the program will ensure that participants are well-equipped to succeed in their entrepreneurial endeavors. The findings from this report highlight the importance of targeted training and support in driving sustainable economic development.