**Business Communication For Entrepreneurs**

Business Communication is the sharing of information between two people or more for the benefit of a business. Sharing information to customers online is still regarded as Business Communication. This will assist the entrepreneurs in sharing their ideas and presenting them clearly and constantly work in a better way with their staff, team members, clients and colleagues.

***Learning Task***

Go through the reading material before undertaking the task.

***Practical Task***

**Task 1 - Report Writing**

A report is a written account of something that one has observed, heard, done, or investigated. It is a systematic and well-organised presentation of facts and findings of an event that has already taken place somewhere. When writing a report you need to understand the objective of the report and focus on that.

Assume you are one of the Founders of Azizi realtors ltd (Real estate company) selling affordable houses to the middle class. You recently participated at the Kenya home Expo held at KICC from the 2nd to 6th of September 2019. During this period, you networked with 120 people. Out of these people, only 80 fit your target market. Out of 80, you have only reached out to 20 within the past three days.

It is important to note that in a day, you have a target of reaching out to 40 people. Meaning that you have not met your target for the past three days.

Out of the 20 you reached out to, only one showed interest. Meaning that this is a loss for the company. After analyzing the ‘why the potential customers are not willing to buy your product, you found out the following:

* They were concerned about the security of the area your houses are located in
* Your prices are too high
* They earn a range of 50,000 to 100,000 net salary
* The houses have an old fashion sense of design

Write a report about the Expo, the analysis of your findings and the way forward. This report is to be presented to the other founders.

**A report about the held at KICC from the 2nd to 6th of September 2019**

After a successful attendance at the Kenya home Expo held at KICC from the 2nd to 6th of September 2019, I only found one potential customer which is a big loss for the company.

The reason why the potential customers are not willing to buy our product was attributed to the following reasons:

* They were concerned about the security of the area your houses are located in
* Your prices are too high
* They earn a range of 50,000 to 100,000 net salary
* The houses have an old fashion sense of design

The issue about the security of the area our houses are located in should be solved by teaming up with the local authorities to provide security to the area to be a good location for investors.

The issue about high pricing should be solved by comparing the neighborhood pricing before arriving at our price which will be highly competitive with the other houses.

Most of the customer’s salaries was a range of 50,000 to 100,000 net salary which can be solved by adjusting the rents of the houses.

The issue about the houses having an old fashion sense of design can be solved by furnishing the houses to include some new fashion sense to them to be appealing for people to occupy them

(Hint: Analyze EVERY PIECE of information provided, identify the areas that need improvement in the business and provide solutions)

**Task 2**

Business is all about selling, whether a product, a topic, or a concept. Business presentation is one of the avenues that can aid in selling and passing our ideas across to our audience. There are various Presentation tools one can use to develop a highly visual and engaging presentation. They include but are not limited to PowerPoint, Canva, Prezi, Visme and such.

Assume that you are to present your products/services to potential clients. Create a presentation that should have at least 5 slides. use the Canva App or Microsoft PowerPoint. See the tutorial here:

Canva <https://www.youtube.com/watch?v=WL-WbHwsbs8&t=1s>)

PowerPoint <https://www.youtube.com/watch?v=XF34-Wu6qWU>

Approach a client and present your product/service. Gather the following feedback:

-Does my dress code communicate professionalism?

-Was I audible?

-Did you relate to the content?

-Was there a flow in ideas?

-Did I engage you?

-Were you convinced to buy the product/service?

-Did I use facts when presenting?

-What should I improve on?

(Hint: Use graphics (pictures/images), slides should not be too wordy, know the facts & information)

All the best!