

NARRATIVE REPORT

1. GENERAL INFORMATION	
Date of report submission	
Name	Adebowale Ademola
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2. PROJECT SUMMARY	
Program Title:	TONY ELUMELU ENTREPRENEURSHIP FOUNDATIONAL PROGRAMME
Duration	3 Months

Background

The 12 Weeks Program was targeted to develop my skills in learning the basics of building a business, track my progress, and create my entrepreneurial vision for Kowafresh.

My Goal was to:

- To create a Business Model Kowafresh
- To research more detail on customers Problem and business insight
- Build a successful culture of continual Innovation, business development, and value addition to all stakeholders.

INTRODUCTION

Over the 12 weeks of the program, I have been able to harness insightful materials for Business development, Research, Defining Kowafresh Problem statement, my Customers and also My value propositions.

While The materials were helpful, my field practical was awesome and revealing, as I conducted survey, brainstorm ideas and get Customers feedbacks on our services and Offering.

My Goal of Designing a Business Model was not Only achieved but a complete Business Plan was also develop with a workable milestones which get me closer to our dreams than ever.

Discussion with the Director on weekly basis also gives me an insight and clarity to measure our goals, ask questions which

Mentoring Connections too has been wonderful and helpful in asking questions, learning experiences and getting business advice as I progress each weekly task.

TASK/MILESTONES REPORT	
Overall Objective:	
<i>Outline below are major Objectives/ impactful Task on each week and result it has on Kowafresh</i>	
Week One	Problem statement Definition Task was the Most impactful, Kowafresh was able to put into cognisance a more detailed Target customer and a more Specific Problem rather than a generic on.
Week Two	<i>Among Other Activities of Week 2 was a survey and also information sourcing, which I did. Going to GEMS4 Project Office Alausa was one of my activities while researching current solutions, buying patterns and materials on my area of target Market.</i>
Week Three	<p><i>I was able to clearly identify my business key partners, Their role and Importance to the success of kowafresh.</i></p> <p><i>Week 3 also gave me Insight to draft hypotheses for Kowafresh</i></p>

Week Four	<i>Among other exercise I carried out was visitng Mile12 International Market in a bid to Identify my major cost drivers and their Impact on my profitability</i>
Week Five	I took a second look at my packaging proposition and I was able to speak with 2 companies in Lagos that produces branded packaging for vegetable produce, While discovering that its cheaper and affordable to source packaging material locally than imported one
Week Six	I develop my cashflow, Projections and answer questions that relates to Business Accounting
Week Seven	<i>Mentorship, Brainstroming and forum participation was also key activities that I carried out.</i>
Week Eight	<i>Among other tasks, articles reading, meeting and forum participation, Understanding the importance of meetings and scheduling meetings was one of the key lesson I learnt at the week</i>
Week Nine	<i>Local funding sources task, and forum experience was insightful as people share personal experience of difficulty encountered while raising fund for their Business. This was one of the key knowledge I gained in week 9</i>
Week Ten	I was able to apply the Networking task, and knowledge gained by applying for a membership in Associations like Lagos Chamber of Commerce and Industry, Arewa Perishables Foodstuff Associations, and also became part of GEMS4 horticulture project

Week Eleven	My core Activity was drafting of Business Plan, and getting information required in developing a simple and realistic business plan for Kowafresh with 3 years Projection.
Week Twelve	<i>Building Business Plan, narrative report, Opening of UBA Account and reviewing the 3 months Task. While also developing 6 Month Milestones for TEEP Business Grant Fund</i>

SUMMARY

Tony Elumelu Entrepreneurship Foundational Programme has help me immensely in Knowledge acquisitions of Entrepreneurial Insight, specifically in the Area of Problem definition, Competition analysis, Market Segmentation, Value proposition and a culture of continual Innovation for Kowafresh.

The mode of training is simple, and effective, while the mentoring connections produces unequal opportunity for young entrepreneur gain experience, and advice while making important decisions on my business.

It a rare Opportunity that has Transform my entrepreneurial journey, providing me a platform to engage with key stakeholders and actors among my market value chain.

Thank you TEEP!

