



AHA

**International
Farmer Empowerment**
(www.andreas-hermes-akademie.de)



Andreas
Hermes
Akademie

Entrepreneurship-Development

Small enterprises in developing countries are generally production-oriented. Very often they continue production patterns based on family traditions rather than changing them based on their own strengths.

AHA international Farmer Entrepreneur Training stands for farmers and entrepreneurs training and comprises a systematic and participatory development process, to help these small entrepreneurs to orient themselves within the market place and to be more satisfied with themselves and their business. It leads these men and women to more success in business and a better quality of life for their families and communities.



»Since the union members participated in the training, we study the market demands and the prices; We discuss with the client what he or she wants and produce accordingly.« (participant statement)



»I realised that I do too many activities at the same time. But you can not succeed if you do so. I stopped with the activities which are less profitable and concentrated on the profitable ones.« (participant statement)

Three steps for your success:

b|u|s capacities (3 days)

In the first step the participant analyses his personal potentials and abilities. Where is the source for my success? Am I willing to take responsibility and make decisions? Where do I feel the limitations and hindrances? How are my communication skills with family members and business partners? In addition potentials of the enterprise are evaluated. How is the economic strength and which benefits might the location of the enterprise imply?

A



b|u|s enterprise (3 days)

The second step for the participants is to take the situation on the market into consideration. Which products are promising? What does it need to improve my value added chain? With this information the participants define their future way. The vision where the participant and his family what to be in 10 years is created and a precise plan of action is developed. The first measures to be taken are defined. A master plan for the future development is elaborated.

B



b|u|s business plan draft (2 x 2 days)

In the third step the participants are empowered to develop their business plan following their vision. Step by step the measures which are needed to continue or start a new business are elaborated. The business plan should be the basis to apply for credit at a local bank to enable investments into the enterprise.

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Contact

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International Experience

