

**LEARNING BY EAR**  
**"Setting up a business"**

**EPISODE 3: "From the idea to the plan"**

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**Characters / Episode 3:**

Narrator

Daniel Huba (Man, 29 years old)

**Scene 1:**

**KOSSI:** (Man, 18 years old)

**ABBAS:** (Man, 21 years old)

**MARIAM:** (Woman, 19 years old)

**Scene 2:**

**KOSSI:** (Man, 18 years old)

**ABBAS:** (Man, 21 years old)

**MARIAM:** (Woman, 19 years old)

**LINDA:** (Woman, 20 years old, Kossi's big sister)

**JOHN:** (Man, 21 years old, Mariam's big brother)

**Scene 3:**

**KOSSI:** (Man, 18 years old)

**ABBAS:** (Man, 21 years old)

**MARIAM:** (Woman, 19 years old)

**THE SECRETARY:** (Woman, 23 years old)

## **INTRO**

### **Host:**

Hello everybody and welcome to a new episode of our Learning by Ear series all about setting up a business. In our story the friends Mariam, Abbas and Kossi want to start their own business. They've already got plenty of ideas but they have to narrow them down to just one. That's why today's episode is called "From the idea to the plan". We start off with some advice from Daniel Huba, a lecturer at the Regional Center for Enterprise Development at Inoorero University in Kenya.

### **1. Daniel Huba 40''**

You remember you have now put your idea down, so you have to ask yourself who is my final customer? In business we say it's the consumer. Then sit down and say ok fine, I want to be selling for example cloth wear. If I am targeting young women then what would they need in terms of clothes? One - the latest fashion, two - they are really price sensitive cause they don't have a lot of money to spend on it. So you're reasoning from their perspective. Three - they'll like something trendy. Four - they like something that fits them very well. So sit down and note down those things the customers are looking for. And we call that in business the value proposition.

### **2. Narrator:                    So let's see how our friends will go about it.**

**Scene 1 : In the park****Kossi, Abbas, Mariam****3. SFX: outside, birds, traffic in the background**

4. **MARIAM:**                   **(Determined)** Come on, let's not waste more time on this. Let's make a decision.
5. **KOSSI:**                       For me, it's already made, Mariam. Abbas, why do you want us to go back on our tracks? You're the one who persuaded us with the design idea yesterday, aren't you?
6. **ABBAS:**                     Well, it's just that I've been thinking...
7. **MARIAM:**                   Listen! It's already decided – we're going to set up a design agency. You're the one who said we had to "think beauty, create beauty, and sell beauty"
8. **KOSSI:**                       **(Continues)** And you said our agency would support and advise designers, stylists, architects, interior designers...
9. **MARIAM:**                   ... and you said that because the continent was becoming more modern and urban, there would be more and more demand. And that soon we would rule the sector and be as rich as kings...
10. **ABBAS:**                    Yes, I know I said all that, but...
11. **KOSSI:**                     **(Interrupts him)** Now we have to set our minds on our target audience and get a move on.

12. **MARIAM:** But we've already got our target audience – architects, beauty stylists, designers...
13. **ABBAS:** We should focus on young people and on the fashion world. And there are new houses being built everywhere – we could give design and decoration advice to the owners, and create partnerships with architects and people in the construction industry.
14. **MARIAM:** **(Impressed)** Hey, you're on a roll!
15. **ABBAS:** **(Softly)** I'm inspired by you!
16. **KOSSI:** Oh, how sweet! **(Laughing)** I think we should also talk to my sister and your brother, Mariam – they've both got a foot in the world of fashion.
17. **ABBAS:** Yes that's a good idea. They can be our contacts.
18. **MARIAM:** **(Suddenly)** Why don't we go and see them now? Strike while the iron is hot, I say! They're probably rehearsing.
19. **KOSSI:** They are – I saw them before I left the house. They were practicing in the garage as usual, working hard...

**20. SFX : Sound of chairs, door slamming, steps going off quickly.  
Motors starting up and moving off.**

**Scene 2: Rehearsal room at Kossi's parents****ABBAS, MARIAM, KOSSI, JOHN, LINDA**

21. **SFX : modern instrumental music in the background**

22. **SFX : Sound of steps: high-heeled shoes / a model walking up and down, stops, goes / change of rhythm.**

23. **JOHN:** (in a loud voice, addressing the model) Once more... you have to turn on your heels at the same time as you turn your body... Now, stop, freeze... off you go, faster, turn around... yes, that's it...

24. **LINDA:** John, I don't know what you think, but ... something's wrong. The way she's holding her head, the way she moves...

25. **JOHN:** (Imperturbable, to the model) Stop ! There you are – that's it! Now, move your upper body slowly round... (lowering his voice, to LINDA) I'm watching her, and I think she's a gem!

26. **LINDA:** (In a low voice) Careful, you're being watched! And don't you forget (in a soft but menacing voice) – you're already someone's private property!

27. **JOHN:** (Loudly) OK, OK, we're finished. Let's stop.

28. **SFX : Steps moving away – a woman wearing heels.**

29. **SFX : Door squeaks**

30. **KOSSI:** Well done!

31. **MARIAM:**           **(Impressed)** Awesome!
32. **JOHN:**               **(Surprised)** Oh, hello, guys!
33. **ABBAS:**             Hi John. Listen, we need you. Can you and Linda help us make some contacts in the fashion world? We're setting up an agency to provide design and style advice.
34. **MARIAM:**           We want to target agencies like yours, offer them our services so they can promote their events better.
35. **LINDA:**             Aha! Well, you've got a lot of work ahead of you! There's already a great deal of competition.
36. **JOHN:**             That's true. New Design is planning to open an African branch here.
37. **LINDA:**             And there's Africa Design of course. We already work with them.
38. **MARIAM:**           But that doesn't mean we can't make a name for ourselves as well, does it?
39. **JOHN:**             Of course you can – I didn't want to dishearten you. No, it's a good idea, really. And we can definitely help you. But it's a very peculiar world. You have to know it well, especially when there's competition.
40. **Narrator:**           **Well, they've been warned! But nothing seems able to dampen their enthusiasm... They have to find out what competition there is, what's already on offer. Then they have to offer alternatives with a twist so they can develop a loyal following. Our expert Daniel Huba explains:**

**41. Daniel Huba 1'**

For example, in many of our villages we have these video shops, where you can buy CDs and watch a movie. And you ask yourself, how do I create value if I'm a video library business? I get the latest movies and I want to lease them to people to watch them. One way of creating value here is to be able to understand clearly what are the preferences of my customers. For example, I will register them and give SMS alerts when a new series of the movie comes up. Then I'm adding value to my service. How? By giving an extra service to my customers. So value addition to my product or service does not necessarily mean that you have to come up with a new product or service. It's about what I can do within the product, it's an extra thing for my customers. And that is what will attract them more to me.

**42. Narrator:                    Our three friends first need to look at the competition and see what already exists on the market. So Abbas, Mariam and Kossi decide to pay a visit to Africa Design – incognito, of course!**

**Scene 3: Paying a visit to the competition, Africa Design offices, on a busy street**

**ABBAS, MARIAM, KOSSI, THE SECRETARY**

**43. ATMO: Sound of cars, beeps, passers-by talking unintelligibly**

**44. SFX : Motorbikes parking**

**45. ABBAS:** It's here. Follow me!

**46. SFX : Sound of steps of three people, quite fast**

**47. ABBAS :** We have to watch what we say when we get inside!  
Remember - we've just opened a model agency and we're organizing our first fashion show...

**48. SFX : Door opens and closes again.**

**49. ATMO : Office atmo**

**50. MARIAM:** (Nicely) Hello, we've come to get some advice.

**51. KOSSI:** We're potential clients... Actually, we've got a model agency, some of us are beauty stylists...

**52. ABBAS:** ... We want to organize a fashion show, and your agency was recommended to us.

**53. THE SECRETARY:** Welcome! Have a seat. Right...

**54. SFX: Chairs being moved**

**55. ABBAS:** Could you show us some of your products?

**56. THE SECRETARY:** Yes, of course. Here's our catalogue.

**57. SFX : Sound of paper, of pages being turned.**



**58. THE SECRETARY :** We can support you from the beginning to the end of your fashion show. We'll deal with the logistics, the location, security, invitations, decoration and so on. But first we need to know what kind of ideas you have, so we can understand them and your needs, in terms of beauty products for example...

**59. ABBAS:** So you mean you'll be present at every stage?

**60. THE SECRETARY:** Yes, but only so we can work with you, promote your ideas. You're the ones with the idea, the creators of the event.

**61. SFX : Telephone rings**

**62. THE SECRETARY:** One moment please (**She answers**) AFRICA DESIGN, good morning... Yes, yes... He's not here yet. Yes, ma'am, I'll let him know. Of course, ma'am. Thank you, good bye... (**She hangs up**) As I was saying...

**63. MARIAM:** I think you've told us everything we need to know.

**64. THE SECRETARY:** I just wanted to add that we put all our means at our clients' disposal. But first you should talk to my boss. He's not here at the moment, but if you leave me your details...

**65. SFX : Chairs being pushed back**

**66. SFX : Sound of steps on the carpet**

**67. ABBAS** OK, thanks, that's great. We'll call you ... (**They go out**) Come on. Thank you...

**68. SFX : Door opens and closes. Sound of steps.**

**69. ATMO : Noise of cars, beeps, passers-by speaking unintelligibly**

**70. MARIAM:** It all seems very professional, doesn't it? While you were talking I was looking around. Everything's very clean.

**71. KOSSI:** And they've got nice offices.

**72. MARIAM:** There's a lot of space and it's very airy. The colors are very pleasant, too...

**73. ABBAS:** We'll have to do even better. We'll just have to be different, and one notch better!

**74. KOSSI:** Well, they concentrate only on fashion, whereas we've got other markets in mind as well, such as interior design.

**75. ABBAS:** Yes, that's a big difference. And that's what we have to focus on!

**76. MARIAM:** Listen. Let's go home now. We'll think about it and find something to outdo them. I have faith in us!

**77. ABBAS:** So do I!

**78. SFX : Motorbikes starting up, moving off.**

## **OUTRO**

### **Host:**

That's all for today's Learning by Ear series. Don't miss the next episode about setting up a business to find out what Kossi, Mariam and Abbas are up to. And to make the most of advice from our expert Daniel Huba from Inoorero University in Nairobi in Kenya.

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If you want to write to us, please send an email to: [lbe@dw-world.de](mailto:lbe@dw-world.de)

Bye for now, and don't forget to tune in next time!

END