

"Setting up a business"

EPISODE 5: "Marketing"

AUTHOR: Erick-Hector HOUNKPE

EDITORS: Yann Durand, Aude Gensbittel, Adrian Kriesch

TRANSLATOR: Anne Thomas

PROOFREADER: Charlotte Collins

Characters / Episode 5:

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)

Scene 3:

KOSSI: (Man, 18 years old)

ABBAS: (Man, 21 years old)

MARIAM: (Woman, 19 years old)

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

INTRO

Host :

Hello and welcome to Learning By Ear and another episode of our series about setting up a business. Our young entrepreneurs have already made good progress with their business venture. They've decided that they're going to specialize in the field of design. After some consideration, Mariam, Abbas and Kossi decided to do their own market survey as it would have been too expensive to employ professionals to do it for them. This fifth episode is called "Marketing" and it starts off with a word of advice from our expert, Daniel Huba, lecturer at the Regional Center for Enterprise Development at Inoorero University in Kenya.

1. Daniel Huba 14'

Remember, listeners, we have begun from having an idea. When you had your idea you put it down. You looked at what is important for your customers, what are they looking for. Then you went to the market and tested it by asking questions through the market research.

- 2. Narrator:** So let's join our friends. They are at Abbas' house, and they're summing up the findings of their survey. The results are quite astonishing.

Scene 1: At Abbas' house, evening

Abbas, Kossi, Mariam

3. ATMO: Inside**4. SFX : Paper rustling**

5. **KOSSI:** Well, that's interesting. We were completely wrong about fashion design – it's pretty obvious that there's already a lot of competition.
6. **ABBAS :** Thinking about it, we should have realized – there've been so many fashion shows over the past few years...
7. **MARIAM :** You're right. My research at the Chamber of Commerce showed that there are about 20 agencies specializing in fashion. But it was good to do the market survey, because now we know there is a big market with a lot of potential...
8. **ABBAS :** Yet design still seems to be a pretty unfamiliar concept for most people.
9. **MARIAM :** What do you mean?
10. **ABBAS :** Well, most people we spoke to didn't seem to know much about it. Many say they've never turned to an agency for advice on their ideas.
11. **KOSSI :** But they also say they'd be willing to try out such services if they existed, which means there's a market for us.

12. **MARIAM :** But there were also a lot of people who said they didn't see the point in employing a design specialist as well as an architect. That would explain why there are no such agencies registered at the Chamber of Commerce. People just said straight out it was a waste of money.
13. **KOSSI :** I would say most people around here aren't against the idea, but it's a question of money.
14. **MARIAM :** I think our best bet is interior design. Lots of people say they want a nicer home that's better decorated.
15. **KOSSI :** Right, let's go over all the details again. Interior design consulting and event management, especially for weddings or that kind of social event - these are areas where there's potential...
16. **ABBAS :** We have to start small, concentrate on one aspect and then expand as we gain more experience...
17. **MARIAM :** I agree. And that'll also make it easier to manage in the beginning. Finally, I'll be able to do what I've always dreamt of doing!
18. **KOSSI :** I thought you were really into working with animals!
19. **MARIAM :** No! It was my mum who was so keen for me study to be a vet. Beauty is my thing, really!

20. **Narrator:** **Let's let our young friends relax and let their hair down. They deserve it. The path they've chosen is a tough one. Now that they've decided on their idea, they have to create an image for themselves so they can communicate convincingly with their target audience.**

21. **Daniel Huba 28''**

So now pitch your marketing based on the information you gathered in the market research. If you know they're really looking for quality products, then your marketing must emphasize quality. If you understand that in the clothing business people prefer cloth from Dubai rather than from Europe, keep saying: 'Look here; this is my latest from Dubai'. Remind them! If it is quality, emphasize quality. If it is the price, emphasize it!

22. **Narrator:** **What about our entrepreneurs? What are they going to concentrate on? Quality? Originality? Cost? Or everything at once? Here we are at Abbas' house again – he's deep in discussion with Kossi.**

Scene 2: At Abbas' house

Abbas, Kossi, Mariam

23. **ATMO : Inside atmo. Traffic in the distance**

24. **SFX : Music in the background**

25. **SFX : Paper rustling**

26. **KOSSI :** Right, I've read Mariam's ideas. Is that all she left us?
27. **ABBAS :** Yes. She said to apologize. She said if we needed more information we could call her and she'd explain everything...
28. **KOSSI :** **(Annoyed)** So where did she go? This is getting a bit much!
29. **ABBAS :** What's wrong with you? Calm down! She had to do an urgent errand for her parents. They've got guests tonight. She'll join us when she's finished.
30. **KOSSI :** **(Sighing)** OK, let's start. We have to come up with an image that will sell our interior design services to clients, and eventually we'll start organizing private parties as well.
31. **ABBAS :** OK, Mariam said we should target the young – I've got nothing against that...
32. **KOSSI :** **(interrupting ironically)** But...
33. **ABBAS :** ...we really have to prove ourselves!
34. **KOSSI :** Have you got doubts?
35. **ABBAS :** No, but we'll have to collect a lot of information on what's in, what's doing well, in cities, in other countries, and then adapt it to our home market.
36. **KOSSI :** **(Enthusiastically)** Good idea! And to do that you just have to look on the internet. Come on, let's go to the cybercafe!

37. SFX : Sound of steps

38. **SFX Music being turned off**

39. **SFX Door being opened and closed**

40. **ATMO : Outside, traffic, beeping**

41. **KOSSI :** I'm wondering whether we shouldn't concentrate on "classic" rather than "young"...

42. **ABBAS :** **(interrupting)** Hang on! Let me send a text to Mariam.

43. **SFX : rapid texting on mobile phone.**

44. **ABBAS** **(Mumbling while writing)** We're ... at ... the cybercafé ... on ... the... corner. **(To Kossi)** Right! What were you saying?

45. **KOSSI** That we should begin with what we already know. Then we can change our profile as we gain more experience. Have you talked to Mariam? What does she think?

46. **ABBAS :** Well, we didn't really agree on this point. She thinks we should concentrate on what young people like, their tastes, their preferences; impress the adults by going via the kids. I said we were thinking about homes or big receptions... nothing for teenagers. But she didn't want to listen to me. She found this theory on the internet and she's sticking to it.

47. **KOSSI :** **(Enthusiastically)** Via the kids...

48. **ABBAS :** Yes, she says that's the way to reach the parents.

49. **KOSSI :** Well, that's a genius idea!

50. **ABBAS :** Uh oh, not you too!

51. **KOSSI :** Well, it's a good theory to start off with. We could use our old school friends to get to their parents, and then reach the general public – we'll get free advertising...
52. **ABBAS :** That's true. Maybe you and Mariam are right after all.
53. **KOSSI :** And I've got a great name for our company - Y.D. Young Design (**he's so happy that he starts shouting**) Young Design, Young Design, Yeah!!
54. **ABBAS :** Yeah, Young Design... That's great!
55. **Narrator:** **Finally! The company is taking shape – it's easier to go forward once you've got a name. This is the first step to fame! Our expert Daniel Huba talks about the next step:**

56. **Daniel Huba 53''**

One way of doing your marketing is face to face. If your target market is not very wide, you may want to go visiting the people individually at their premises and talking about your product. You go into your market, talk to them with a sample of your product and convince them to buy.

The second type of marketing tool is by using the media. Radio or print for example. And depending on how much money you have and how much you've invested in your business, if you can afford a business advertisement, you may want to do it. In a number of our villages for example we have radios, we have stations where you can advertise.

The third element is, if your product can be sold in small outlets, you may negotiate with existing outlets, to ask them: Can I bring my product here and can you put it in your shelf?

57. **Narrator:** **Young Design has a slightly different problem because it won't be selling a product but a service. Let's see how our friends approach the question. Here they are in the courtyard at Mariam's parents' house with her sister Linda.**

Scene 3: At Mrs Sagonda's

Abbas, Kossi, Mariam, LINDA

58. <u>ATMO: Calm outside, leaves rustling, hens clucking</u>
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59. **KOSSI** Let's start with people we know. People we can easily reach – relatives, friends, old schoolmates...
60. **LINDA :** We can help you on that count, John and me. You know we've got a small model agency, you can come and tell them about your company...
61. **MARIAM :** Good idea, Linda.
62. **ABBAS :** Of course, we can talk to the customers directly, but we also need flyers, brochures so they can distribute them...
63. **LINDA :** And don't forget all the places where there are young people – sports clubs, bars, nightclubs, cafes...
64. **KOSSI :** ... funfairs, schools, parks...

65. **LINDA :** You could also organize an event, like a concert for example, where the YD image is promoted. Or you can sponsor small events all over the country. You'll be able to reach everybody – the young, the old, poor, rich, home-owners, tenants – you'll be casting your net very wide...
66. **KOSSI :** So wide it'll cost a fortune... (**Silence**)
67. **ABBAS :** Listen! We mustn't be too ambitious – we have to start small. (**Silence**) Let's stick to people we know to begin with and concentrate on promotion by word of mouth.
68. **KOSSI :** That's much more sensible! Otherwise we're going to go bankrupt before we even get onto the market...
69. **MARIAM :** You're right, but we can also spread awareness of our name by publishing and distributing brochures, as well as using word of mouth, of course. That seems feasible to me.
70. **LINDA :** I agree. And when you have more money, you'll go for the big posters and huge promotion campaigns.
71. **ABBAS :** We also have to get business cards made.
72. **MARIAM :** (**Ecstatic**) Oh yes! Business cards for all of us. I'll create a Young Design logo. That way it won't cost us anything – and it'll be good design practice!
73. **ABBAS :** (**Happy**) Well, I think we're making progress. Good work, my friends, good work!
74. **TOGETHER :** (**Everyone talks and exclaims at the same time**)
Yes, good work!

75. **NARRATOR:** **It's true that they have every reason to be satisfied with their work. Their marketing strategy is developing rapidly. But now let's hand over to our expert Daniel for a little tip:**

76. **Daniel Huba**

So again marketing really depends on the type of business, the type of product and the type of service you're bringing into the market. But the most effective way of marketing is in many cases: being there, face to face. You have to talk to your customers!

OUTRO :

Host:

This piece of advice from Daniel Huba from Inoorero University in Nairobi in Kenya wraps up the fifth episode of our Learning by Ear series about setting up a business. What's the next step our friends have to take to get their company going? Find out by tuning in to the next episode.

If you would like to hear this episode again or any other Learning by Ear series, go to dwworld.de/lbe

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

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