

“Setting up a business”

EPISODE 9 : “Registration”

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Characters / Episode 9:

Narrator

Daniel Huba (Man, 29 years old)

Scene 1:

KOSSI : (Man, 18 years old)

ABBAS : (Man, 21 years old)

MARIAM : (Woman, 19 years old)

Mr. Masinga : (Man, 57 years old)

Scene 2:

KOSSI : (Man, 18 years old)

ABBAS : (Man, 21 years old)

OFFICIAL : (Woman, 27 years old)

MARIAM : (Woman, 19 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)

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

INTRO

Host :

Hello and welcome to Learning By Ear and another episode of our series about setting up a business, which shows you how to become your own boss. Last time, rich Uncle Masinga promised our friends Abbas, Kossi and Mariam that he would be their business angel; that is, support them financially so they could set up their design business. But he said it would be on one condition. What condition is he going to impose? Find out in the ninth episode of our series, called “Registration”:

Scene 1: At Uncle Masinga’s

Mr. Masinga, Kossi, Mariam, Abbas

1. ATMO : Outside, birds, wind, traffic in the distance
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2. ABBAS: Come on uncle, tell us what your condition is! As long as we don’t have to become your slaves we can accept anything else! **(laughing)**

3. MR. MASINGA: You have to officially register your company. Your agency has to have a legal basis, otherwise I cannot support you.

4. MARIAM : Is that all, uncle?

5. MR. MASINGA : Yes, that's all, but believe me, it's no small task. Quite the opposite – you're going to encounter a lot of red tape, and you have to get past all kinds of bureaucratic hurdles. First of all, you have to find out what papers you need to get hold of and supply to the authorities before setting up a company. I have other errands to run, so I'm going to leave you now. The ball's in your court again...

6. SFX : Sound of chairs

7. KOSSI : **(Enthusiastically)** Don't worry – we'll do our best, and we'll do it as fast as we can...

8. MR. MASINGA : **(walking away)** The sooner the better...

9. SFX : Sound of steps going away (1 person)

10. Narrator: **Why is it so important to Mr. Masinga that our friends register their company officially? And how do they go about it? Let's listen to our expert Daniel Huba from Inoorero University in Nairobi:**

11. Daniel Huba 1'05

There are various forms of registering a business. Depending on the type of business, you may want to register your business by having what we call a single business permit or a license. They're given mostly by local authorities. You have seen for example the hawkers who have stalls in the market; they operate with a single business license. The second way is to be able to register your business by saying: 'Okay, fine, my business has grown to a level that I think is big enough, I need to have a company. So if you decide to have a company there are costs involved with that. But there are also advantages of having a company. The advantage is that a company is a different person from you. In business we say the company is different from the owner. Safaricom Limited for example, a big mobile company. It is a different person from Michael Joseph, the former CEO. They are not the same people. It is a way you register you business and secure yourself. That means your liabilities are limited, that means the extent to which you can take up some losses of the company is limited.

12. Narrator : **Sounds easy. Let's join our friends again as they try to find out exactly what steps they have to take.**

Scene 2 : At the registration office**Official, Abbas, Mariam, Kossi**

13. ATMO : Inside, computer keyboard, rustling of paper, people talking in the background

14. OFFICIAL : So, as I was saying, the conditions are simple. First of all you have to put together everything you need for a file. Each company founder has to hand in five original copies of their birth certificate, five original copies of their criminal record, and a registration certificate that you can get from us for five dollars. You then have to fill it in and sign it. We also need your tax declarations for the past three years, your residence permit, and the receipt to show you've paid the taxes for your first year of business, - you can pay them at the tax office, counter three... On top of all that, you have to get a receipt for the deposit to set up a business. The price ranges from 500 to 5000 dollars depending on the type of company you want to set up.

15. SFX : Sound of paper changing hands

16. OFFICIAL : Here's the brochure to help you. Our bank details are in there as well. Oh, and I forgot - you have to hand in five copies of your personal documents – the originals plus four copies. Please go to counter 12 to hand them in...

17. MARIAM : **(Panicking)** But ma'am! All that before we can even set up a company! Do you want to kill us?

18. ABBAS : It looks like nobody wants young people to go into business in this country! This is crazy... Having to pay taxes before your company even exists?! Pay this, pay that!

19. OFFICIAL : **(loudly)** Next please! **(To our friends)** Young people, can't you see, there are a lot of people waiting and I've got work to do...

20. SFX : Sound of chairs, steps going away (3 people)

21. ABBAS : **(Really annoyed)** Wow! Amazing! What a nightmare!
(Complaining) What a welcome! And what a cow!

22. SFX : Door opens slams

23. ATMO : Traffic, beeping

24. MARIAM : OK, let's just calm down.

25. ABBAS : What do you mean, calm down? I can't! This is so frustrating! It makes me feel so discouraged, so down-
...

26. MARIAM : **(interrupting)** We should come to our senses or we won't make any progress. It's hard enough as it is.
(Silence)

27. KOSSI : But did you hear that cow, how arrogant she was?

28. MARIAM : Well, I feel sorry for her actually – she just sits in her office, doing things according to the rules. She's not to blame for the way the system works.

29. ABBAS : **(Calm again)** OK guys, let's move on – we've got plenty of work to do.

- 30. KOSSI :** Yep, we've got to go to all sorts of places – to the court for our criminal records, to the town hall for our birth certificates, to the tax office, and to get our residence permits. And it's bound to take a while, considering how slow the bureaucracy always is here, and with all those people who are bound to be out to con us...
- 31. MARIAM :** We have to be organized about this. One of us should get the criminal records, someone else can pick up the birth certificates. Guys, there's no time to waste! Like one of the wise old men in my village always says: "When there's a will there's a way!" And if something goes wrong we can talk to Uncle Masinga again...
- 32. Narrator :** **Some difficulties can seem insurmountable when you're first starting out. Forms, official documents, taxes, deposits – they certainly scare some people off. But it's worth hanging in there, says our expert Daniel.**

33. Daniel Huba 1'05

I know it's always a challenge for business people. Sometimes we fear paying taxes, we fear being formal because we think it's too expensive. But business cannot operate informally forever. There are some times where you are growing. And if you're a growing business you must be prepared to register your business. And when registering you must be prepared to pay taxes, to have your pin. These are important steps. Because if you want to win more contracts, better business, you must pay for it. It doesn't come cheap. But always seek advice, okay, seek advice before you register your business!

34. Narrator : Our friends refused lose faith and their determination has borne fruit. A few days later they'd jumped through all the bureaucratic hoops, with a bit of help from Uncle Masinga. And they've even been able to find some office space for their agency. We join Abbas, Mariam and Kossi three weeks later...

Scene 3 : At the Young Design offices in the town center

Mariam, Abbas, Kossi, John, Linda

35. ATMO : Interior atmosphere, fan, traffic outside

36. SFX : Sound of furniture (desk) being moved around

37. ABBAS : **(Out of breath)** No, I don't think so. You're head of communications, not public relations. I don't know why your desk should be right at the entrance.

38. MARIAM : 'Cos I have to be seen, and I have to see who's coming in and going out.

39. KOSSI : All three desks should be at the back, like we decided.

40. MARIAM : I don't agree, but the majority decides.

41. ABBAS : **(A little smile)** Don't you want your desk to be next to mine?

42. MARIAM : No, not really, you'll stop me from concentrating.

43. KOSSI : Ah ha! Now I get it! (**burst of laughter**) Hang on! Why don't we hang up the license opposite the main entrance so everyone can see it as soon as they come in?

44. MARIAM : Yeah, everyone needs to see that we're not amateurs, we've got a license. Put it there!

45. SFX : Sound of nail pounded in the wall

46. ABBAS : Yes, that's good. Yep, there, exactly.

47. SFX : Door opening

48. JOHN and LINDA : (Enthusiastically) Wow!!!

49. MARIAM : Oh, hi, John and Linda - here you are... You're just in time for a guided tour!

50. JOHN : Lovely!

51. SFX : Sound of steps

52. LINDA: Aha, the finance guy is hidden in the corner. That's a good strategy. And I'll bet the CEO sits right in the middle, with his eye on everything that's going on. But there's no waiting room...

53. ABBAS : That's also part of the strategy. There's no waiting here!

54. KOSSI and MARIAM : (In chorus, like a slogan) No waiting here! As soon as you arrive, you get served! (Everybody bursts out laughing, clapping)

55. **KOSSI :** Over there at the back, that enclosed space, is the conference room. Follow me.

56. SFX : Sound of steps, of doors opening and closing

57. **LINDA :** Ah ha! So this is where all the thinking takes place...

58. **JOHN :** It's all very nice!

59. **ABBAS :** **(A little bit emotional)** But now the hard work is only just beginning. Don't forget - like our philosophy teacher used to say, "When we've achieved a goal, we start again, because there's already a new goal on the horizon..."

60. **MARIAM :** **(Finishing)** ... and we are fools if we allow ourselves to be satisfied with that instead of looking for another goal". End of quote.

61. **KOSSI :** That's true. Even if the new battle is going to be tough, I know it's going to a good one, and we'll win it in the end.

62. **MARIAM :** God willing! Three cheers for Young Design! **(They start cheering and clapping)**

63. **ABBAS :** **(Happy)** *Young Design* is born! **(The applause and laughter begins again.)**

OUTRO :**Host:**

The ninth episode of our Learning by Ear series on setting up a business featuring Daniel Huba from Inoorero University in Kenya wraps up on a positive note. The agency has got off to a good start. But will business go well for Mariam, Abbas and Kossi? Tune in to the next episode to find out. What's your opinion on registering your business? Do you think our friends did the right thing? Tell us about your experiences by writing to us at lbe@dw-world.de

If you'd like to hear this episode again, or any other Learning by Ear series, go to dw-world.de/lbe

Bye for now!

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