

## **“Setting up a company”**

### **EPISODE 10: “Growth”**

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### **Characters / Episode 10:**

Narrator

Daniel Huba (Man, 29 years old)

#### **Scene 1:**

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

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

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

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

#### **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)

**MR. MASINGA:** (Man, 57 years old)

**Guest X** (Man, in his 50s)

**Guest Y** (Woman, in her 50s)

**Guest Z** (Man, 70 years old)

**WAITRESS: (Woman 18 years old)**

**3-5 PEOPLE AT THE PARTY (adults, sex not important)**

## **“Setting up a business”**

### **INTRO**

**Host :** Hello and welcome to Learning by Ear and the final episode of our series about setting up a business. Since our young entrepreneurs settled down in their new premises nine months ago, their company Young Design has been doing rather well. But will their success be sustainable? Today's tenth and last episode is called “Growth”, 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 37”**

*How do I bring growth to business? I have always been asked that question. The best way is to be periodically looking at your business performance. How am I performing? Let's begin by my product or services. You constantly have to look at your product or service and say what more can I do? What can I add to attract more customers? So keep on researching the good things you can add to your product or service, to offer better quality, better product, better services. If you have a better product, it'll increase your market. Secondly, looking at your competitors, growing means getting more shares from your competitors. Keep on asking who those competitors in the market are. Who is coming to this market, who is leaving it? You do what we call a competitors analysis. Pay a visit to your competitor. Buy sample product from them, see what they do right that you do wrong.*

- 2. Narrator :** These questions are also important for our friends. Mariam, Kossi and Abbas are having a meeting in the company's conference room with the family experts, Linda and John.

**Scene 1: In the work room**

**Abbas, Mariam, Kossi, John**

**3. ATMO :** Inside, moving fan

**4. SFX :** Door opens, sound of chairs

- 5. ABBAS :** Sorry I'm late, I had a customer on the phone. How far did you get?
- 6. MARIAM :** Oh, Abbas, we were waiting for you.
- 7. ABBAS :** Okay, thanks. Like we said last time, what we have to do now is think about how we can improve our services... The business is doing all right, it's true, but we all know that it's still not doing as well as we'd like it to. We have to think about the future.
- 8. MARIAM :** I asked my new assistant to do some research. Basically, he thinks because the competition is so tough we have to look at our prices. Or if we keep our prices, then we should add something to our services so they have more value. Like offering maintenance for six months or even a year if someone hires us to do their interior design. A kind of after-sales service.
- 9. JOHN :** Mmm... That's a good idea.

10. **ABBAS** : I think so too.
11. **MARIAM** : And of course the maintenance costs will somehow have to be integrated into the whole, so that we don't make a loss... I also think we should look back on all the cool ideas we had at the beginning. They've been put on the back burner since we set up the company...
12. **KOSSI** : Yes, you're right, it might make sense to go back on our tracks a bit! I also think, Linda, it would be great if you could come up with some more concrete accounting suggestions – we're not that good at covering our costs and ensuring that clients pay up on time. We need to find some way of "nicely hassling" them, as Mariam put it, so that they give us what they owe us.
13. **ABBAS** : You're right, of course. John, do you have any more ideas about how to boost our presence on the Internet?
14. **JOHN** : I've got a few in my head, but I need to put pen to paper. I'll present them to you at the next meeting.
15. **KOSSI** : Um... This is all very well and good, but I've got another idea. Instead of just improving our services, why don't we expand our market? (**Silence**)
16. **MARIAM** : You mean, other cities, other regions?

17. **KOSSI :** **(Enthusiastically)** Yes exactly! We have to try to reach other targets, other groups of people. I'm sure there are plenty of people who'd be interested in our services.
18. **ABBAS :** Woah, hang on. Do you know what the costs would be, and how difficult it would be to finance everything? We've already had to jump through so many hoops just to get this far!
19. **JOHN :** You'd have to do a market survey, even if it's only a little one, and you'd basically have to raise the funds to rent new premises, go through all that red tape again, recruit staff...
20. **KOSSI :** **(Persuasively)** Of course I know that - which also means I know we can do it! "Yes we can!" If we've done it once, we can do it again!

<b>21. SFX : Sound of laughter</b>
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22. **Narrator :** **You should think very carefully before deciding to expand your business. There are many aspects that have to be examined before making such a move. But according to our expert Daniel Huba, it's by being bold that entrepreneurs can progress further.**

**23. Daniel Huba 1'04''**

*Thirdly, your customer. Are there any changing trends in my customers' preferences? When you understand them better, you provide products that meet their needs. Try and talk to them, engage them. Implement their feedback.*

*And the last point is what we call market development. Don't be satisfied because you're selling every stock every day. My stock of clothes comes once a month from Dubai, or from Europe, I sell everything then I go and relax... No, that should not be the mentality! Ask yourself what is the next market! The next market can be the next town, the next market can be the next city. So pay visits there! If I'm successful in this market, can I be in another? If I supply clothes to the women, can I also supply clothes to the men? That's how I increase my market share. And when I increase my market share and my market presence, then I'm growing.*

**24. Narrator:**                    **After some very careful thinking, our entrepreneurs decided to open a second branch in the town of Lokossa. The market seemed to have great potential and nobody there was offering the same services as Young Design. Six months later they hold a party to launch the new branch.**

**Scene 2 : At the new branch in the small city of Lokossa**

**Abbas, Mr. Masinga, Kossi, Mariam, John, LINDA, waitress, guest X, guest Y, guest Z, crowd**

**25. ATMO : Inside, sound of steps, conversations, music**

26. **Voice X :** They really had the courage to do it! It's so brave of them!
27. **Voice Y :** Yep, they should be congratulated. There aren't that many young people around today who are prepared to fight for success...
28. **VOICE Z :** No, you're right, most of them just want an easy way out, they're mostly lazy...
29. **Voice X :** **(Calls a waitress)** Um - excuse me, could I have some wine, please?

30. **SFX : Liquid being poured into a glass**

31. **Waitress :** **(pleasantly)** Here you are.

32. **SFX : (To be produced during recording.) Abbas knocks his glass with a fork to get some attention**

33. **ABBAS (through microphone): (Enthusiastically)** Ladies and gentlemen, I would like to thank you on behalf of the whole team for coming today and supporting us... We hope that you're enjoying this party, and that you'll come back to the agency to hire us. When we decided to open a branch in Lokossa, we prayed and thought about it a lot, we worked day and night to get it going, and with the help of some people who are very dear to us, we're finally able to open this office here tonight...

34. **SFX : Loud clapping, cries of happiness**

35. **CROWD:** Well done! We're proud of you!

**36. ABBAS :** Thank you, thank you...We'd like especially to thank our parents, who are all here tonight. We want them to know that we've struggled and fought to make this business work because we wanted to make them proud of us. At the start, not that many people believed in us, but little by little we were able to bring them round, convince them of our potential... and believe me, we now have big plans!

**37. SFX : Clapping**

**38. ABBAS :** Thank you, thank you. Ladies and gentlemen, allow me, on behalf of my partners, also to welcome the delegation from our old school, all our card-playing friends, and a few others – our initial shareholders. They pooled together their savings - finding 50 dollar here, 100 there, and they gave them to us when almost nobody else had faith in our project. Last but not least, the most important man of all - the man who saved the day when we still didn't have enough funds to start the business, and didn't know where else we could turn...(a short silence) Let's have a round of applause for Mr. Masinga, our business angel.

**39. SFX : Louder clapping**

**40. ABBAS :** But I don't want to go on for ages. Our doors are always open – just come and visit us, and please help yourselves to one of the brochures piled up by the door. Before you go, though, we'd like to invite you to help yourselves to snacks and drinks. Thank you all for coming, and see you soon!



**41. SFX : laughter from the audience**

42. **Mr. MASINGA :** **(Loudly from a distance)** Your attention please!  
Allow me to say a few words. **(comes closer)** I have to admit I really am rather moved. I want to tell you that I am proud of you – congratulations, and thank *you!* You did it all by yourselves – you stuck it out through thick and thin.

43. **The young people:** **(Randomly)** Thank you, thank you very much  
Uncle, thank you Mr. Masinga....

**44. ATMO : Loud clapping again**

45. **MR. MASINGA :** I watched you start out. The problems, the criticism, the rejections, the sarcasm - you had to deal with it all, but as I advised you, you resisted and insisted. You believed in yourselves, and today we're tasting the fruits of your success. Stick to your guns, my friends, and carry on the good work!

**46. SFX : Clapping**

47. **MR. MASINGA :** Long live Young Design !

**48. SFX : Laughter, clapping, shouting...****49. ATMO : Sound of glasses, cutlery, animated conversation, music**

50. **KOSSI :** **(as an aside, happy)** We did it! We did it!

51. **MARIAM :** What a nice speech, Abbas – you didn't tell us you had such hidden talent! ...

52. **LINDA :** The moral of the story is that you have to have faith...

53. **KOSSI** : (**agreeing**) Yes... that's the secret to success – you have to have faith, and we certainly did !
54. **ABBAS** : And we still do!...
55. **Narrator** : **And so our story comes to an end. Abbas, Kossi and Mariam finally managed to realize their dream. Thanks to all their hard work, their design agency will thrive, and they will inspire other young people to go into business, too. Let's allow our expert Daniel to have the last word.**

56. **Daniel Huba 1'04''**

*Thank you very much, it has been a pleasure talking to you! You know, sometimes people like us, we give you very bad statistics, how many small businesses are not working. Don't be discouraged! Just get it right by planning your idea properly! Remember the idea generation: come up with an idea, write it down, test it, look for what the customers are doing, find finance and then think growth. And Number 2: It's also good to look at business beyond yourself. A good entrepreneur is always asking, is always seeking for new information. But lastly, don't forget about your family! Look at yourself, balance your time, relax, enjoy, be with your family and then you'll succeed together!*

**OUTRO :****Host:**

Many thanks to Daniel Huba from Inoorero University in Nairobi for his invaluable advice. The story of our entrepreneurial friends was written by Erick-Hector Hounkpé - we hope you enjoyed it! Did it inspire you? Do you also dream of setting up your own business? Why not tell us all about it by sending an email to: [lbe@dw-world.de](mailto:lbe@dw-world.de)... Also, check out our website, where you find more information about how to become an entrepreneur: [d w world dot d e slash l b e](http://dwworld.de/lbe)

Bye for now! Take care and until next time!

**END**