

● **SESSION 7: ACTION PLAN**



(Total time: 40 min)



This final session will review all the skills that have been developed in the training to identify what your next steps should be. Each session in this training matches a step you can take if you decide to start a business.

○ **Activity 7A: Taking Action**



(35 min)



- 1) As a group, listen to the group reader read each step in the action-planning worksheet. As you listen, mark the first column with a YES or NO to show if the action has been completed or not **(5 min)**
- 2) Work individually or in pairs to go back over the work you have completed in this training and record any important details related to the different steps that you will need to reflect on later. This may be something new that was learned, a decision that was made, or some additional information that may be needed **(15 min)**
- 3) As a group, help each other to define Next Steps that can be taken to put the plans into action. Each group member should share their Action Plan with the group **(15 min)**



The final action planning activity is a very important step in helping you to decide how to apply what you have learned in this training into your work and lives. You can use it together with the Activity book to do revisions and share with others your business idea and plans.



End of the training



Table 7.1: Action-Planning Worksheet

Steps to starting a business	Completed ? Yes/No	Details	Next steps
1. Select your business idea			
2. Define your business idea			
3. Know who your customers are			
4. Decide on your product characteristics (color, size, quality)			
5. Pick a location			



**6. Select your Advertising and Sales promotion strategies**

**7. Know what price your clients are selling competing products at**

**8. Know what price your customers are willing to pay**

**9. Estimate your raw materials, equipment, labor and overhead costs**

**10. Decide which qualities of a successful business you want your business to have**

