****

**UPLIFT SMALL ENTREPRENEUR FOR ECONOMIC GROWTH**

**Prepared By: Liberty Sparks**

**Executive summary**

Small Business Entrepreneurship has been seen as a hub in generating income for the Majority of urban dwellers with no formal paid employment. In Tanzania, entry into small Business entrepreneurship is usually not seen as a problem. One can start a small business at any time and in any place. However, the development of this informal sector has been despised by many.

most of small businesses they are operating their business without any official financial information concerning profit, liquidity and sale development, therefore Liberty Sparks desire to break the gape by providing education and advice for free ,to small entrepreneurs starting with Dar es Salaam region in Tanzania, and also provide small loans start from $25-$50 depending on the need for zero interest rate.

However, there will be criteria for the loan. The loan will consider the sustainability of the business and the value that business is creating to Individual and surrounding Population. The program will only support ongoing business and there will be an evaluation at each stage, and training to discuss challenges and success after every two weeks. The repayment of the loan will be 40-70 days depending on the amount injected, and the defaulters are directly disqualified from receiving our loans, however, proper procedures will be followed.

Liberty Sparks is requesting the donation of 5000$, the amount will be able to support 100 small entrepreneurs in Dar es Salaam, who will be divided in a group of 10 people and trained for one month.

**Background**

Over the past fifteen years, Tanzania has embarked on an ambitious and long process of economic, social, and political reforms to improve the business environment and to increase economic growth and reduce poverty. In the past five years, despite adverse weather conditions and deteriorating terms of trade, the economy of Tanzania has been growing at an annual average rate of more than 4% (UNDAF, 2002-2006). Small Business Entrepreneurship has been seen as a hub in generating income for the Majority of urban dwellers with no formal paid employment. In Tanzania, entry into small Business entrepreneurship is usually not seen as a problem. One can start small business at any time and in any place. However, the development of this informal sector has been profoundly characterized by two parallel phenomena which are perhaps contradictory in character. One is the increasing politicization effort encouraging people to engage in Small and Medium Entrepreneurship (SME). This has led to the proliferation and mushrooming of small business most of which are in the form of petty trading, at least everywhere in the urban centers, second is accessibility to finance. 70% of the populations in Tanzania are excluded from reliable bank services and many businesses have indicated that they are aware of potential sources of funding; a major stumbling block for Tanzanian entrepreneurs is the cost and requirements needed to access funding which are believed to be prohibitive, especially for newer firms and largely due to the nature of the business they are operating. Only 26% of respondents representing newer firms believe that there is a sufficient supply of debt capital. In addition to collateral of over 130% being required by financiers, the need to furnish title deeds is a practical hurdle for obtaining loans, and it estimated that fewer than 20% of properties in Dar es Salaam are actually registered. As a result, many potential entrepreneurs are prevented from accessing secured debt financing from large financial institutions.

However most small businesses they are operating their business without any official financial information concerning profit, liquidity and sale development.

**Proposed Solution.**

Liberty Sparks desire to break the gape by providing education and advice for free, to small entrepreneurs starting within Dar es Salaam region in Tanzania, and also provide small loans start from $25-$50 depending with the need with zero interest rate. However, there will be criteria for the loan. The loan will consider the sustainability of the business and the value that business is creating to surrounding Population. The program will only support ongoing business and there will be an evaluation at each stage, and training to discuss challenges and success after every two weeks. The repayment of the loan will be 40-70 days depending on the amount injected, and the defaulters will direct disqualified from receiving our loans, however, proper procedures will be followed. Liberty Sparks is requesting a donation of 5000$, the amount will be able to support 100 small entrepreneurs in Dar es Salaam, who will be divided in a group of 10 people and trained for one month.

**Outputs**

• To provide small loans to the small entrepreneurs who can not access fund from financial institutions.

• To provide education to small entrepreneurs about market, branding, saving and selling process.

• To provide advice for free

**Outcomes:**

• 100 Entrepreneurs will receive loans to expand their business for sustainable growth.

• 100 Entrepreneurs will receive training for business sustainability.

• 100 Entrepreneurs will receive advice for sustainable growth.

**Target Audience:** Small Entrepreneurs in Dar es salaam.

**Timeline:** The project will start in August 2018.

**Marketing Strategies:** The promotion and marketing of this program will depend on the first recruit and beneficially of the program in each month where there will be ten recruitment each month. This will involve Liberty Sparks team members, and other various mechanisms include blogs, publications, Media, and Facebook Event Page. The advertisement will target all free platform in Tanzania and outside by posting information in all areas that have a link to students as Follow.

**Evaluation and Reporting:** Evaluating and reporting of the program will be conducted at three levels, before, in the mid and after the project by tracking the key result, challenge and lessons we learned. The evaluation process will be keen at all stages of activities to evaluate the program.

**Funding Sources:** The project fund will be Sponsors and partners. Liberty Sparks will facilitate Manpower. Financial and material support is expected from supporters. Liberty Sparks will support the program with Venue for the Training.

**Budget:** See attached document for the Budget.

|  |  |  |
| --- | --- | --- |
| No | **Iterms** | **Cost** |
|  | Number of Entrepreneurs | 100 |
|  | Project Officer | 2 |
|  | ***Total*** | ***102*** |
|  | **Cost** |  |
|  | Field Visiting(3times x 100)@ $@ | $600 |
|  | Indoor Training(3times x 100)@ $@ | $600 |
|  | Transiction Cost | $100 |
|  | Loan Approve $25-$50 x 100Participants | @5000 |
|  |  |  |
|  | **Total** | **6300** |