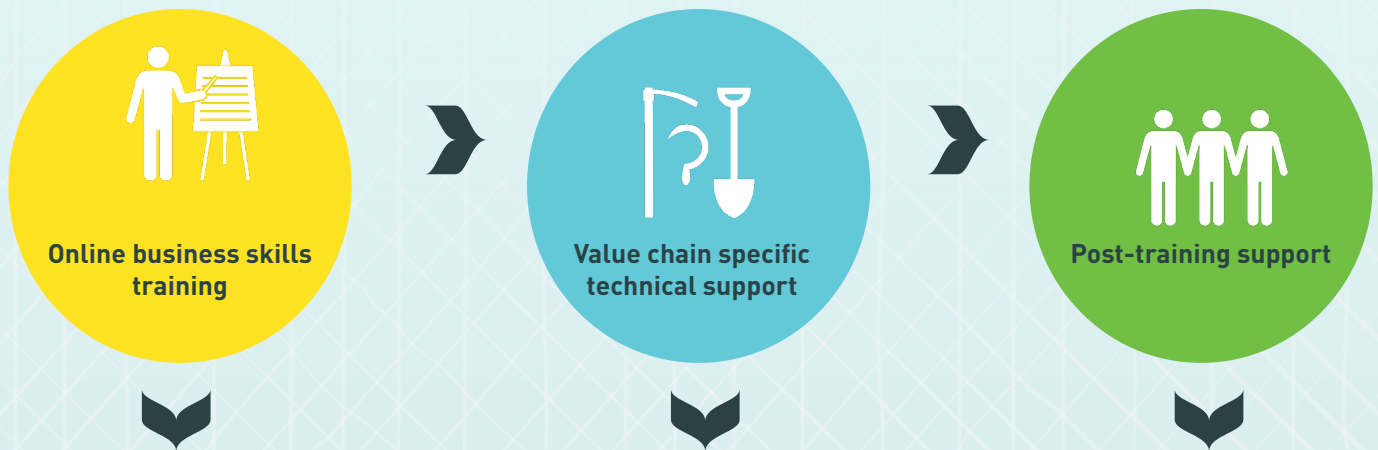


DE-RISKING AGRIBUSINESSES AND UNLOCKING THEIR GROWTH THROUGH BUSINESS SKILLS TRAINING

Cultivate, the Farm Africa business development services (BDS) unit for small and growing businesses (SGBs) aims to deliver all-inclusive and impactful business skills training using scalable online delivery mechanisms to rural SGBs in Kenya, Tanzania and Ethiopia. This will stimulate the adoption of progressive business and technical practices by the SGBs for stable long-term growth.

CULTIVATE BUSINESS SKILLS TRAINING ELEMENTS



Online business skills training

Cultivate has partnered with African Management Institute (AMI) in the delivery of a six months guided online business skills training.

1) Grow your business programme

Targeting growth stage enterprises with an annual turnover above \$ 50,000 to help them assess their current operations and identify areas that require streamlining and growth.

Charges: \$ 400.

2) Guided grow your business programme

Targeting early stage businesses with an annual turnover of \$ 20,000 to 50,000 so as to guide them on how to implement formal systems, processes and standardised operations.

Charges: \$ 250.

Value chain specific technical support

Cultivate will provide value chain specific advisory on production and productivity, sourcing, commodity standards, markets and financial investment linkages.

- This will be achieved through the utilisation of Farm Africa's Business Development Services (BDS) tools and templates which have been developed specifically for rural agri-businesses to assess and determine their needs.

Post-training support

After the completion of the initial six months business training, virtual post training support will be provided for another six months.

- To strengthen the adoption of the practices and lessons learned during the initial six months capacity building, Cultivate will provide virtual post training support for another six months.
- This will ensure that businesses are adopting the various practices and utilising the AMI online resources to trouble shoot various issues and for business mentorship.



TARGET SGBS

- Early Stage (\$20,000-50,000 revenues) and Growth Stage (\$50,000 and above revenues).
- Should at least be actively trading for the last two years.
- Small and growing businesses with a rural agriculture focus in primary production, processing, aggregation wholesaling, distribution and export.



IMPACT OF THE CULTIVATE BUSINESS SKILLS TRAINING

The Cultivate business skills training will result into businesses with improved management skills in operations, finances and planning. This will lead to improved revenue growth, profitability, employee development as well as enhanced access to capital and investment opportunities.



WHY CULTIVATE ?

Cultivate is leveraging Farm Africa's over 35 years' experience and understanding of the value chains and rural context within which many SGBs in the first mile operate.

Cultivate also has highly experienced staff in its field offices in Kenya, Tanzania and Ethiopia who have a deep understanding of unstructured value chains from production to marketing.



OUR PARTNER

Cultivate is implementing the online business skills training in partnership with African Management Institute (AMI). AMI enables ambitious businesses across Africa to thrive through practical tools and training.

More than 35,000 people in 36 countries across Africa have been trained and equipped by AMI to build their businesses, improve leadership and management, and strengthen their teams.



For more information, visit:
<https://www.cultivate-farmafrica.org/>

You can also contact:

cultivate@farmafrica.org

Or:

Kenya: Stephen Kiiru, stephenk@farmafrica.org

Tanzania: Charles Kainkwa, charleska@farmafrica.org

