

FACILITATION GUIDE FOR ENTREPRENEURSHIP TRAINING FOR ADDO OWNERS

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About SPS

The Strengthening Pharmaceutical Systems (SPS) Program strives to build capacity within developing countries to effectively manage all aspects of pharmaceutical systems and services. SPS focuses on improving governance in the pharmaceutical sector, strengthening pharmaceutical management systems and financing mechanisms, containing antimicrobial resistance, and enhancing access to and appropriate use of medicines.

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CONTENTS

Foreword.....	v
Acknowledgment	vii
Background.....	1
Entrepreneurship Training for ADDO Owners.....	1
Important Areas to Consider when Training Adults.....	1
How to Use the Facilitator’s Guide	2
Module One: Introduction.....	5
Module Two: Knowledge and Skills in Entrepreneurship.....	7
Module Three: Documentation Tools and Record Keeping.....	9
Module Four: Knowledge of Business Profit Margin.....	11
Module Five: Marketing Skills	13
Module Six: What is Capital.....	15

FOREWORD

The Tanzania Food and Drugs Authority (TFDA) was constituted under the Food, Drugs and Cosmetics Act, 2003, to ensure the quality, safety, and effectiveness of the food products, medicines, cosmetics, and medical devices in order to protect the health of the general community. In executing this role, TFDA has the responsibility to register all facilities which provide medicine services and ensure that medicines are available.

TFDA is implementing the Accredited Drug Dispensing Outlets (ADDO) Program in the country with the aim of improving Duka La Dawa Baridi (DLDB) and upgrading them to ADDOs with the intention of minimizing the problems encountered in the operation of DLDBs both for human beings and livestock. To facilitate the establishment and operation of the ADDOs according to the established regulations and procedures, TFDA has prepared this guideline.

This guideline is an important tool to be used by every ADDO owner, dispenser, supervisor, and inspector of food, drugs, and cosmetics. In addition, this guideline aims at sensitizing various partners on ADDOs.

It is my hope that all those who are responsible with implementing the ADDO program will read this guideline and ultimately be able to execute their respective responsibilities effectively and efficiently within the program.

M. Ndomondo-Sigonda
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The TDFA would like to encourage you—as stakeholders in the TFDA—to give us your opinion of these materials and guidelines. Please write us at the following address and let us know your opinions and recommendations.

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BACKGROUND

Entrepreneurship Training for ADDO Owners

This facilitation guide has been prepared for accredited drug dispensing outlet (ADDO) entrepreneurship trainers who will train ADDO owners. The training focuses on providing owners with the necessary knowledge and skills to properly manage their business.

At the end of this training they, owners should be able to—

- Identify key methods to manage their business
- Acquire skills on record keeping and documentation
- Use obtained skills to manage the business and be able to generate useful reports for decision making in all vital areas of business (e.g., finance, marketing, investment, and management)
- Conduct business in accordance with governing laws, regulations, and ethics

Important Areas to Consider when Training Adults

To achieve the intended objectives of training adults who are already dealing with pharmaceutical service provision, it is vital for trainers to use participatory method of adult learning and training skills. These methods will enable participants to easily acquire the intended knowledge and skills to improve services rendered by the ADDOs.

Motivating Factors for Adult Learning

An adult will learn more easily if—

- Individual learning style or needs are considered
- There is a desire to learn what is being taught
- The knowledge is practical and seen as an added value for improving services in the trainee's business
- The trainee is held accountable for learning
- The training is seen an opportunity for exchanging experiences with other participants on subject matter

- Training area is organized and comfortable and allows participants to focus on teaching without distractions
- The trainee is respected, trusted, and listened to, and is engaged in the learning process

Beginning the Training

- Facilitators should inspect the classroom and ensure that there is good ventilation and adequate light.
- Facilitators should be at the training sight at least one hour before the start of the training to do the following—
 - Arrange participants into classes
 - Make sure all training materials are complete and available to hand out
 - Introduce themselves to trainees
 - Ask participants to introduce themselves giving their names, domicile, workplace, and occupation
 - Provide name tags to all participants
 - Provide administrative information for the training—how will the training be conducted, tea and lunch breaks, and other relevant information
 - Distribute training materials including Training Manual for ADDO owners and the training timetable
 - Facilitate participants' election of lead trainer, class representative, and timekeepers

How to Use the Facilitator's Guide

What Should the Facilitator Do

- Read and clearly understand the relevant chapter(s) of the facilitator's guide for entrepreneurship training for ADDO owner
- Prepare lesson plan and training materials as guided

Teaching Method

- Select the teaching methods according to the subject content and teaching environment

- Make sure the teaching materials required for demonstrations, group discussion, case studies, and role play are available
- Lead group discussions and role playing

Time

- To give the necessary weight to each module, it is necessary to adhere to the suggested time for each chapter

Monitoring the Training

- Make sure that the trainees are attentive and participate fully in group discussions, brainstorming, and demonstrations
- Keenly observe class and categorize participants according to their ability to understand the course contents; identify slow learners and make sure to assist them
- Adopt the teaching methodology to what the group is able to understand

Course Evaluation

- Ask questions at the end of every topic
- Ask participants to evaluate the training by filling out an evaluation form at the end of each module

MODULE ONE: INTRODUCTION

Duration: 2 hours

Main Objective

Explain the course background and objectives to help participants to understand training objectives

Specific Objectives

At the end of this module, participants will be able to—

- Identify major topics taught regarding business management
- To mention four objectives of the training

Teaching Aids

Training Manual for ADDO Owners, flipchart, masking tape, evaluation forms, name tags, marker pen, writing board, and chalk

Teaching Plan

- Set up comfortable, organized training area that allows participants to focus on teaching without distractions
- Introduce trainers
- Introduce participants
- Give summary of modules
- Mention the main objective for the training
- Explain background of this training
- Have students fill out preliminary evaluation forms

Request participants to complete evaluation form for the module.

Teaching Methodologies

- Lecture
- Discussions

Facilitator's Role

- Provide introduction to training
- Distribute learning materials

Participants' Tasks

- Introduce themselves
- Be attentive
- Fill in evaluation forms
- Follow training guidelines, such as turning cell phone off or set to vibrate and respecting other classmates' point of view; elect leaders among participants

MODULE TWO: KNOWLEDGE AND SKILLS IN ENTREPRENEURSHIP

Duration: 4 hours

Main Objective

To train participants on the skills and knowledge they need to become entrepreneurs.

Specific Objectives

At the end of the module, participants will be able to—

- Explain the concept of entrepreneurship
- To identify skills and qualities of an entrepreneur.
- To explain how to build entrepreneurial skills
- Identify benefits of entrepreneurship

Teaching Aids

- Flip chart, chalk and board, marker pen, case study–How Judith Became an Entrepreneur
- Framework of entrepreneurship

Teaching Plan

- Set up comfortable, organized training area that allows participants to focus on teaching without distractions
- Introduce trainers
- Introduce participants
- Discuss chapter contents and objectives
- Describe entrepreneurial qualities and skills
- Explain how to build skills in entrepreneurship
- Assign participants to groups to discuss advantages of entrepreneurship
- Allow each group to present what was discussed and summarize results

- Ask groups to review case studies (refer to training manual first chapter) and provide feedback
- Facilitator should summarize results from discussed case studies
- Summarize the chapter in a question and answer session to gauge participants' understanding

Training Methodologies

- Lecture
- Discussion and brain storming
- Group discussions—case studies

Facilitator's Role

- Facilitate group work
- Ask questions and respond to questions asked by participants

Participants' Tasks

- Participate in group discussions
- Respond to questions asked by facilitator and class members
- Listen attentively

MODULE THREE: DOCUMENTATION TOOLS AND RECORD KEEPING

Duration: 6 hours

Main Objective

Orient participants on tools required for documentation and how to use the tools to build capacity in record keeping process.

Specific Objectives

At the end of this module participants will be able to—

- Mention advantages and disadvantages of documentation
- Explain necessity of cash book
- Explain how to use the cash book
- Explain how analysis book is used for storing accounting reports
- Demonstrate the use of analysis book for keeping records and producing summary of accounting reports.
- Keeping business records

Teaching Aids

Training Manual for ADDO Owners, flipchart, marker pens, cash book, analysis book, ruler, pencil, calculator, and eraser

Teaching Plan

- Set up comfortable, organized training area that allows participants to focus on teaching without distractions
- Introduce trainers
- Introduce participants
- Discuss chapter contents and objectives

- Explain the meaning and importance of record keeping in business
- Discuss cost of record keeping in business
- Select four participants for role play (refer to pages 11–13 of the training manual)
- Lead participants to respond to asked questions
- Divide participants into groups for exercises and allow them to use flip charts and present later
- Lead participants in exercises two and three using cash and analysis books
- Check with each participant to see if anyone needs help
- Repeat the exercise on the black board/flip chart to outline correct procedures that can be followed.
- Summarize the chapter in a question answer session to gauge participants understanding.

Training Methodologies

- Lecture
- Discussion
- Brainstorming

Facilitator's Role

- To guide group tasks
- Asking and respond to questions from participant's
- Time keeping

Participants' Task

- Be attentive
- Participate in group discussions
- To ask and respond to questions from both facilitator and other participants

MODULE FOUR: KNOWLEDGE OF BUSINESS PROFIT MARGIN

Duration: 6 hours

Main Objective

Teach the meaning and importance of business profits and margins for owners. Explain that they can use it to increase their capital, meet expenditures, and make their business sustainable.

Specific Objectives

At the end of this chapter, participants will be able to—

- Explain how to identify whether the business is making a profit or loss
- Analyze business reports on profit and loss
- Differentiate sales from profit.
- Use information from profit and loss statement to make informed business decision
- Manage and control inventory

Teaching Aids

Training Manual for ADDO Owners, flipchart, marker pens, cash book, cash analysis book, ruler, pencil, calculator, and rubber

Teaching Plan

- Set up comfortable, organized training area that allows participants to focus on teaching without distractions
- Introduce trainers
- Introduce participants
- Discuss chapter contents and objectives
- Copy Mwendapole exercise to the flip chart
- Explain how to fill out a profit and loss statement (P/L) of the project
- Divide participants into groups to perform Exercise 4
- Lead groups to present what was discussed

- Facilitator should summarize responses from Exercise 4
- Ask participants to perform individually Exercise 5 on given books
- Choose one participant to perform the given exercise on the flipchart in front of others
- Give Exercise 6 to participants as homework
- Explain how to conduct stock taking
- Conclude with question and answer session

Training Methodologies

- Lecture
- Discussion
- Brainstorming

Facilitator's Role

- To lead group efforts and explain terms
- Time keeping
- Asking and responding questions from participants

Participants' Task

- To be fully engaged
- To participate in group discussions
- To ask and respond to questions from both facilitator and participants
- To do homework as required

MODULE FIVE: MARKETING SKILLS

Duration: 3 hours

Main Objective

Teach ADDO owners the importance of market, customer, and marketing strategies for a sustainable business.

Specific Objectives

At the end of the chapter, participants will be able to—

- Explain importance of market in business development
- Identify and explain basic principles of pricing mechanism
- Outline advantage of satisfying customers in business

Teaching Aid/Tools

Training Manual for ADDO Owners, flipchart, marker pens

Teaching Plan

- Set up comfortable, organized training area that allows participants to focus on teaching without distractions
- Introduce trainers
- Introduce participants
- Discuss chapter contents and objectives
- Explain the meaning of market and capital
- Elaborate on important issue to suffice business communication with clients
- Have participants brainstorm on challenges of marketing program
- Elaborate on the seven principles (7 Ps) of marketing—product, price, place, promotion, people, process, and physical evidence
- Analyze marketing surveys and pricing strategies
- Summarize the topic in a question and answer session

Teaching Methodologies

- Lecture
- Brainstorming
- Discussion

Facilitator's Role

- Explaining
- Asking and responding to questions from participants
- Time keeping

Participants' Task

- Be attentive
- Respond to questions

MODULE SIX: WHAT IS CAPITAL

Duration: 3 hours

Main Objective

To understand what capital is, its sources, and the correlation between capital investment and business sustainability

Specific Objectives

- To identify the linkage between different sources of capitals
- To identify sources of capital and how to use them
- To identify and understand the consequences of unreliable capital sources

Teaching Aid/Tools

Training Manual for ADDO Owners, flipchart and marker pens

Teaching Plan

- Set up comfortable, organized training area that allows participants to focus on teaching without distractions
- Introduce trainers
- Introduce participants
- Discuss chapter contents and objectives
- Review the contents of a balance sheet and explain the different entries
- Split participants into groups to perform Exercise 7 and summarize responses
- Explain relationship between source of capital and its effects (Duka la Benjamin)
- Draw a table of a balance sheet
- Split participants into groups to do Exercise 8 on balance sheet and summarize responses.

- Discuss relationships between financial institutions (banks and savings and credit co-operative societies [SACCOS])
- Discuss with participants how to establish SACCOS
- Summarize what was discussed

Teaching Methodologies

- Lecture
- Brainstorming
- Discussion

Facilitator's Role

- Explain materials and ask questions
- Supervise group efforts
- Time keeping

Participants' Task

- Listen carefully, and ask and respond to questions
- Present group efforts
- Discussion
- Fill in evaluation form