

# **Basic Business Skills Course for Accredited Drug Shop (ADS) Owners**

## **Module 1**

### **Understanding Your ADS Business**

# Objectives

As a result of actively participating in this module, the individual will be able to:

1. State the ideal qualities of a business entrepreneur.
2. State the responsibilities of a business entrepreneur.
3. Assess the status of your business.
4. Identify the stakeholders of your business.

# Session 1: The Business Entrepreneur

# Entrepreneur

“A person who organizes and operates a business or businesses, taking on greater than normal financial risks in order to do so.”

# Business Person's Characteristics

- Ambitious
- Creative
- Good with people
- Knowledgeable
- Open-minded
- Willing to take reasonable risks
- Very careful planner

# Actions of An Entrepreneur

1. Identifies a need in society.
2. Identifies a solution to address that need.
3. Takes risk to invest to meet the need.
4. Makes profits by managing the business well.
5. Provides employment to others.
6. Contributes to government revenue by paying taxes.
7. Contributes to community welfare.

# Your ADS

1. Why did you start your ADS?
2. What are you committed to doing to ensure that you run the best ADS in town?
3. What will your ADS be like in 5 years' time?
4. What do you have to do now to ensure that your ADS becomes what you desire it to be in 5 years' time?

# Keys to Business Success

1. Love the business.
2. Be committed to the quality of the business.
3. Improve (and perhaps expand) the business.
4. Run the best business possible.



## **Session 2: Assessing Your Business**

# SWOT Analysis

To assess your business, do a SWOT analysis:

- Strengths
- Weaknesses
- Opportunities
- Threats

# Exercise: SWOT Analysis

1. Identify 1-2 steps you are going to take to maximize your STRENGTHS. (5 min.)
2. Identify 1-2 steps you are going to take to minimize or eliminate your WEAKNESSES. (5 min.)
3. Identify 1-2 steps you are going to take to maximize OPPORTUNITIES. (5 min.)
4. Identify 1-2 steps you are going to take to minimize or eliminate your THREATS. (5 min.)

## **Session 3: Stakeholders of the ADS**

# ADS Stakeholders

1. Customers
2. Suppliers
3. Service Providers
4. Staff
5. Bankers
6. Shareholders
7. Family
8. Community/Government

Each of these stakeholders has different expectations.