GYB/SYB

Generate Your Business Idea and Start Your Business Training Package

Start and Improve Your Business (SIYB) Programme

Background Information

The Start and Improve Your Business (SIYB) training package, developed by the ILO, is one of the largest global business management training programmes designed for micro, small and medium enterprises. It focuses on stimulating start-ups as well as improving existing enterprises by providing essential and practical business management skills. Successfully implemented in over 100 countries around the world, the programme was launched in Myanmar in 2014. The SIYB methodology emphasizes on action learning and peer-to-peer sharing and encourages trainees to adopt systematic and innovative business practices. Three SIYB packages have been introduced in Myanmar; Generate Your Business Idea (GYB), Start Your Business (SYB) and Improve Your Business (IYB).

Objectives

Generate Your Business Idea (GYB) and Start Your Business (SYB) target potential small and medium-scale entrepreneurs who are eager to start their own business. The training is designed to support such potential entrepreneurs in generating a feasible business idea and developing a comprehensive business plan that match their capacities and the needs of the targeted market. GYB and SYB aim to
increase the chances of success for start-ups, which will contribute to the creation of more decent jobs.

**Target Sectors and Groups**

- Potential small and medium entrepreneurs in all sectors
- Business development services (BDS) providers and training institutes

**Partners**

- Business development services (BDS) providers, training institutes and NGOs across Myanmar

**Key Activities**

The global GYB and SYB manual and training materials have been translated and adapted to reflect the realities of Myanmar and to better suit the needs of Myanmar potential entrepreneurs.

The ILO training team trained Master Trainers and Trainers who now train potential and existing entrepreneurs on the SIYB packages. The IYB trainers come from more than 200 different organizations, including business development service providers and training institutes.

**Delivered Outputs in Myanmar**

By November 2017:

- 1090 Trainers and 39 Master Trainers had been trained.
- Over 4,600 potential and existing entrepreneurs received either GYB or SYB training
- Active trainers providing regular trainings in all major cities and towns across Myanmar including Yangon, Mandalay, Taunggyi, Lashio, Kyaing Tong, Loikaw, Mawlamyine, Hpa-an, Kalay, Magway, Pathein and Myeik.

**Future Steps**

- A platform of Myanmar Master Trainers is now being supported to act as a sustainable institution which is capable of performing the functions necessary to maintain and further develop SIYB training in Myanmar independently after the project has finished
- Active trainers will continue to organize SIYB trainings regularly.
Improve Your Business

Improve Your Business Training Package

Start and Improve Your Business (SIYB) Programme

Background Information

Start and Improve Your Business (SIYB) developed by the ILO (International Labour Organisation) is one of the largest global business management training programmes designed for micro, small and medium enterprises. It focuses on stimulating start-ups as well as improving existing enterprises by providing essential and practical business management skills. Successfully implemented in over 100 countries around the world, the programme was launched in Myanmar in 2014. The SIYB methodology uses action learning and peer-to-peer sharing, and encourages trainees to adopt systematic and innovative business practices. Three SIYB packages have been introduced in Myanmar; Generate Your Business Idea (GYB), Start Your Business (SYB) and Improve Your Business (IYB).

Objectives

The Improve Your Business (IYB) training package targets owners and managers of small and medium sized enterprises who want to improve their business. IYB package consists of six modules: Marketing, Record Keeping, Buying & Stock Control, Costing, Business Planning and People & Productivity. Each
module introduces good management principles regarding the respective topic in a simple and practical way. This helps entrepreneurs run their business more effectively and increases their chances of business success, which will contribute to the creation of more decent jobs.

**Target Groups/Sectors**

- Existing small and medium entrepreneurs in all sectors
- Business development service providers (BDS) and training institutes

**Key Activities**

The original IYB manual and training materials have been translated and adapted to reflect the realities of Myanmar and to better suit the needs of Myanmar entrepreneurs. IYB manuals have also been adapted to the tourism sector.

The ILO training team trained Master Trainers and Trainers who would in turn train potential and existing entrepreneurs on the SIYB packages. The IYB trainers come from more than 200 different organizations, including business development service providers and training institutes. This helps to greatly expand the outreach of SIYB trainings.

**Delivered Outputs**

By November 2017:

Around 548 Trainers and 39 Master Trainers certified.

Over 17000 potential and existing entrepreneurs received one or more SIYB trainings.

Active trainers providing regular trainings in all major cities and towns across Myanmar including Yangon, Mandalay, Taunggyi, Mawlamyine, Kalay, Magway, Pathein and Myeik.

**Future Steps**

- A platform of Myanmar Master Trainers is now being supported to act as a sustainable institution which is capable of performing the functions necessary to maintain and further develop SIYB training in Myanmar independently after the project has finished.
- Active trainers will continue to organize SIYB trainings regularly.
Business Eye Opener

Eye-Opening for Basic Business Concepts (Business Eye Opener)

Background Information

This training program was initiated as part of a collaboration between the Entrepreneurship Development and SME support in Myanmar project and the Peace, Reconciliation and Development Programme, both of which are implemented by the International Labour Organisation. The projects have worked together to produce a training which aims to raise awareness of business concepts among households carrying out farming and other income generating activities in villages in Shan State. The objective of this one-day training is to help rural entrepreneurs, who are mainly farmers, to recognise the importance of applying basic business practices in their income generation activities and to recognise that additional business management training can help them to develop their business further or to start a new businesses. The combined project team works with local Community Base
Organization (CBOs) and NGOs to train local trainers who then deliver the training to villages and local communities.

**Objectives**

The training program, aims to help rural entrepreneurs in Southern Shan State, who are mainly farmers, to recognise the importance of applying core business practices in order to help their businesses to grow.

**Target Groups/Sectors**

- Rural entrepreneurs carrying out farming and other income generating activities
- Potential rural entrepreneurs
- Local CBOs and NGOs

**Partner**

- SME Development Department, under Ministry of Industry
- GIZ
- ILO Peace, Reconciliation and Development Programme

**Key Activities**

- A one-day training has been designed to enable rural entrepreneurs to recognise the importance of applying core business practices in order to help their businesses to grow
- SIYB master trainers have trained trainers from local CBOs and NGOs. The new trainers then organize trainings in remote villages across Shan State

**Delivered Outputs**

By November 2017,

- 3 Training of Trainers (TOT) had been conducted training 60 trainers from local CBOs and NGOs. Among them 41 trainers had fulfilled the requirements to be certified.
- Over 2144 villagers had received the trainings.

**Future Steps**
• Active trainers will continue providing trainers to new villagers.
• The training curriculum will be adapted and improved based on the feedback and experience of finished trainings to better meet the needs of the local target communities.

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Coca-Cola Leht Li Business Training

Background Information

Many big companies have close relationships with a large number of SMEs who act as retailers of their products or who supply them with raw materials. It is in the interests of large companies to ensure that these SMES become stronger and better organised. As such, large companies can benefit from providing training to enable the SMEs in their supply chain to develop.

The ILO’s Entrepreneurship and SME support Project Myanmar has been successfully developed a partnership with Coca Cola Myanmar to provide business management skills training to SMEs that retail Coca Cola products. A specialised training package called Coca Cola Leht Li Business Training has been developed, which is based on the ILO’s SIYB training methodology and aims to teach key business management skills. A Master Trainer in the SIYB methodology has then trained trainers, who then deliver the training to SMEs that retail Coca Cola products. With the support of Coca Cola Myanmar, the new trainers have the opportunity to tap the network of over 150,000 retail businesses linked to Coca Cola Myanmar’s supply chain in both urban and rural areas across Myanmar.
Objectives

To support SMEs that retail Coca Cola products to improve and grow their businesses by training them to manage their businesses systematically and effectively.

Target Groups/Sectors

- Retail sector
- Small and medium retail shop owners and managers

Partners

- Coca Cola (leading)
- Myanmar Retailers Association
- Convenience Store Ltd
- SME Development Department, under Ministry of Industry

Key Activities

- The MSME Project designed a training curriculum which addresses the issues and skill gaps of the retail SMEs in Myanmar based on the Start and Improve Your Business (SIYB) methodology. The training curriculum has been shortened and designed to be delivered in two-hour sessions to fit in the schedule of busy retailers.
- The Project finances the first training of trainers (TOT), which is provided by an SIYB Master Trainer, and monitors the activities of the trainers and provides technical support.
- With the funding of Coca-Cola, new TOTs have been conducted in Mandalay, Taunggyi, Magway Myitkyina and lower Myanmar, expanding the reach of the program.

Delivered Outputs

By November 2017;

- 125 trainers have been trained of which 51 trainers have been certified after meeting strict requirements. Among the certified trainers, 4 have been selected and trained as master trainers, which means they can train other trainers

- Over 1441 retailers have received the trainings paying the training fees by themselves.

Future Steps
The certified trainers will continue providing trainings as they expand their outreach among over 150,000 retailers linked with Coca Cola Myanmar and potentially among other retailers outside this supply chain.

With the support of Coca Cola Myanmar, new TOTs will be conducted in other areas of Myanmar.

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Business Start-Up Campaign

Background

The emergence of new Small and Medium Enterprises (SMEs) can play an important role in economic growth, but many potential entrepreneurs find it hard to start their business. To support these entrepreneurs, the ILO’s Entrepreneurship and SME support Project provided technical support to AAT Business Park to run campaigns which aim to stimulate potential entrepreneurs to start their businesses. The aim of these Business Start-Up campaigns, known as “Hands together”, is to identify potential entrepreneurs and supported through a rigorous preparation process to successfully launch their business. The support includes coaching and feedback on their business plans by successful entrepreneurs from the private sector.

Objectives

The campaign aims to support individuals with entrepreneurial potential and provide the motivation and support they need to start their business. It also aims to connect these entrepreneurs with the
local business community and investors, which will help them develop their network and access the finance they need to grow.

**Target Groups/Sectors**

- Potential small and medium entrepreneurs from all sectors
- Potential investors willing to invest in small and medium start-ups with a high growth potential

**Partners**

- AAT Business Park
- SME Development Department, under the Ministry of Industry
- Myanmar Retailers Association
- Yoma Bank and UAB Bank,
- Coca Cola

**Key Activities**

Involvement of the business community of the area where the campaign is launched, to secure the funding, support for the campaign and attract potential entrepreneurs in a business matching atmosphere.

A panel of business owners and bankers selects and guides the candidates. This includes providing coaching and feedback on their business plans.

A final evaluation of the entrepreneurs is carried out, based on their business progress and commitment. The top three are then awarded with seed capital.

The campaigns are entirely funded by the private sector and the potential entrepreneurs.

**Delivered Outputs**

By November 2017,

Two business start-up campaigns have now been carried out in Mandalay and Myitkyina Townships

Around 200 individuals applied of which 48 final candidates were selected.
All the 48 final candidates developed and worked on their comprehensive plan. By one month after the end of the process, all of them have started their intended businesses.

**Future Steps**

Further business start-up campaigns are planned for Mandalay and Taunggyi Townships. The campaign model can be applied in all the major cities as an annual or biannual process.

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Tourism Value Chain Assessments

Assessment of Skills Gap and Potential for Entrepreneurship Development in Tourism Value Chains in Myanmar

Background Information

Value chain analysis for high-potential tourist destinations is a key activity which has been implemented under the ILO’s “Supporting Tourism in Myanmar through Business Management Training” program. The methodology applied is a rapid, participatory tourism value chain analysis, which is implemented by a team of local stakeholder from the value chain itself, with the collaboration of the Ministry of Hotels and Tourism and Myanmar Tourism Federation. This approach aims to ensure that local value chain actors are fully engaged in identifying present opportunities and constraints, as well as future actions that will promote the development of the value chain.

Objectives

To identify main opportunities and constraints in high-potential tourism value chains in Myanmar, and to plan actions that will promote the development of these value chains.

Target Groups/Sectors
• Tourism value chains in high-potential tourist destinations of Myanmar
• Entrepreneurs, SMEs owners and other stakeholders along the tourism value chain
• Policy makers in the tourism sector

Partners

• Ministry of Hotels and Tourism
• Myanmar Tourism Federation (MTF)
• Myanmar Hoteliers Association (MHA)
• Myanmar Restaurants Association (MRA)
• SIYB Platform

Key Activities

• Advanced analysis of the legal and regulatory business environment of the tourism value chain

Delivered Outputs

• A final assessment presentation to tourism stakeholders at the final presentation event for each destination.
• A participatory analysis report for each destination has been published that includes proposed action plans and a chapter on the analysis of legal and regulatory environment, as well as an updated rough methodology guideline that will support the in country replication of the analysis in other tourism locations.

Future Steps

• Follow up on the implementation of the potential project champions and collaborators on the proposals for action
• Utilize the network of Start and Improve Your Business (SIYB) trainers, who can deliver business management skills training for tourism entrepreneurs
• Conduct value chain assessments in potential tourism destinations in Myanmar.

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SCORE (Tourism)

Background Information

The ILO has also developed a version of SCORE which is tailored to the needs of hotels and restaurants in the tourism sector. This training package is based on materials from ILO’s SCORE for tourism and Swisscontact’s adaptation of this, called HoCo. These materials have been adapted into a new package, called SCORE HoCo, which is tailored to suit the needs of hotels and restaurants in Myanmar. This training combines classroom training with on-site consultancy to improve their productivity, competitiveness and sustainability.

A pilot of the SCORE HoCo training was conducted in Bagan from May to October 2017. Two hotels and four restaurants participated in the training and 13 experienced trainers were trained to become SCORE Tourism trainers by an international expert trainer. The outcomes and effectiveness of the pilot training have been reviewed and additional adaptations have been made to further improve the training programme.

Objectives

The SCORE HoCo training programme aims to assist tourism-related businesses in Myanmar to increase service quality and efficiency, to reduce costs, to improve working conditions and create more decent jobs.

Target Group/Sectors

- Small and medium sized hotels and guest-houses
- Tea-shops and restaurants
- Other tourism-related businesses
Trainers and consultants to the tourism sector

Key Activities

The ILO’s SCORE for tourism global training materials and Swisscontact’s adaptation of this, HoCo, have been tailored to meet the needs of tourism-related businesses in Myanmar and translated into Myanmar language. An international expert carried out training of trainers in the SCORE methodology. These trainers are now training tourism-related businesses in the SCORE package.

Delivered Outputs

By November 2017:
- 13 trainers had been trained in the SCORE HoCo methodology
- 2 hotels and 4 restaurants had been trained in the SCORE HoCo training package

Partners

- Ministry of Hotels and Tourism
- Myanmar Tourism Federation (MTF)
- Myanmar Hoteliers Association (MHA)
- Myanmar Restaurants Association (MRA)
- SIYB Platform

Future Steps

- Relevant course materials will be developed to enhance the capacity of both trainers and trainees.
- More Training of Trainers (ToT) will be conducted in different locations of Myanmar to ensure that a larger number of businesses in the tourism sector can be trained
- Strong partnerships and mutual understanding will be built between government agencies and private sector associations in relation to provision of SCORE training

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Sustaining Competitive and Responsible Enterprises (SCORE) for food processing SMEs

Background Information

SCORE is a global enterprise training programme that teaches cutting-edge practices to increase productivity and quality, as well as improving workplace cooperation and safety. The global SCORE programme has been adapted to meet the needs of SMEs in the food processing industry in Myanmar. The training process combines classroom training with on-site consulting, to meet the individual needs of each company.

Objectives

The SCORE training programme aims to assist food processing SMEs to increase productivity and quality, improve working conditions and create more decent jobs.

Target Groups/Sectors

- Small and medium food processing SMEs
- Trainers and consultants in the fields of productivity improvement, quality improvement, food safety, human resource management and occupational safety and health

Key Activities

The SCORE global training materials have been adapted to meet the needs of food processing SMEs in Myanmar and translated into Myanmar language. An international expert carried out training of
trainers in the SCORE methodology. These trainers are now training food processing factories in the SCORE package.

Delivered Outputs

By November 2017:

- 10 trainers had been trained in the SCORE for food processing SMEs methodology and 5 trainers had been certified
- 9 factories had been trained in the SCORE for food processing SMEs training package

Future Steps

- The project plans to greatly expand the provision of SCORE under the Entrepreneurship and SME support Project, which runs from 2017-2021. Additional trainers will be identified and trained in how to deliver SCORE in 2018. They will go on to deliver the training package in Yangon, Mandalay and other cities with large numbers of food processing SMEs.

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