

MODULE 1: DEVELOPING COMPETITIVE PRODUCTS



“You can look at competition and say you’re going to do it better. You have to look at the competition and say you’re going to do it differently” Steve Jobs said. Another great mind said that “competition only exists if you are doing the same thing as everyone else”. What does these quotes mean? They mean that you have to strive to produce differently or package your products differently from everyone in the same field as you is producing and, or packaging.

For example, brasseries du Cameroun was the only company producing juice in 1 liter plastic containers for some years and they had the market. Then another company came in with Planet juice of almost the same quality but in a bigger bottle of 1.25 liters and many people switched from Brasseries bottles to Planet because of the .25litre difference. That is competition, that it doing something differently.

While developing your product, you should bear in mind that it has to stand out so as to survive competition. The difference may be because of the price, quality, convenience, performance or service combination.

What makes a product competitive?

Here, you need to define your vision first. What is your idea? What is your plan?

Know what you are producing and for who? Develop a product identity. Products that are aimed at everybody have no identity. The products must target somebody or a specific market. Make a statement with your products. Let it speak for itself and draw potential customers. For example, popular Cameroonian female designer, Fese Eva of Eholi world, is a brand specialized in luxury cotton outfits for men, woman and kids. Their target is the “high class” of society. That is who they are. All their products are original designs. That is their signature.



In the same way, you can decide on an aspect that will make your product stand out. Be it the place where it is located, the price, the class in the society it targets, or the material that you use. What makes you unique? You must answer such questions.

What is your long term goal? Look for strategies to meet such objectives. Ask yourself questions on how to expand your production sphere. You can even go check out global competition, go online and see how big companies in your field market themselves. It is true you may have started small, but know where you are right now and aim at what you want your business to become tomorrow.

How can these competitive products be developed?

Developing products that can survive competition in the global market involves the following stages.

1- Finding Inspiration

Thinking about what form you want your product to have, what you want people who use your product to feel are all tools that can help you come out with good design for your products. Do you want them to feel classic, luxurious, smart or young? You should also ask yourself why

you want to create that product. All these questions can filter your mind and get you prepared as to how the design of your product is actually going to be.

2- Selecting material

Note that the type of material you use for your product can influence the design of that product. As such, when selecting your material you can even decide to go out of the ordinary and do something unique to your brand. Do not exaggerate. Always keep the social status of your target population in mind. You can opt for materials that can enable you to customize a particular product into different sorts of shapes.

3- Sketching

Sketching can be very useful when you want to try different versions of your product, to have a glimpse of how each design can look upon the completion of the product.

4- Manufacturing

Manufacturing products typically have two phases. The Prototype phase, and the phase where you actually develop the actual product that will be put on the market. It is always a good idea to first begin by building a product prototype because it can save you from unnecessary expenditure. It gives you a real idea of how your product is actually going to look like, and also how it is going to function. This is important





because it prevents you from spending on a whole scale production, only for you to realize an error along the line and try to repair it.

To produce competitive products in a given market, you need quality products and maintain it. Strive for excellence. Do things differently. Don't be stereotyped to the formula passed down to you by your grandparents or parents only. Be innovative, don't be left behind. Follow trends, Ask questions like what is new? What attracts customers? What sells and what does not? Etc. Build a brand story. A brand story tells the customer more about the producer and the Listening to the costumer helps the producer not only to produce competitive products but also to know the needs of the consumer and monitor competition.

MODULE 2: HOW TO REGISTER YOUR BUSINESS



Registering your business is an all-important step in your journey as a businessman or woman. Registering your business will not only save you from harassments from tax collector agents, but also make you eligible to benefit from several opportunities put in place by public and private institutions.

There are two ways to easily register a business in Cameroon: the council, or via Centres for Business Creation Formalities. Regardless of which option you use, the process can typically take around 72 hours. We will begin with the easiest and cheapest, which is the council.

To register your business at the council, **you start by declaring your business**. Declaring a business consists of submitting an application file comprising a photocopy of your National Identity Card and a localization plan of your business. This localization plan should carry a municipal stamp. After that, **the declaration is sent to the fiscal office** where the declaration will be studied and your business assigned to a particular category. There are 4 main categories, ranging from category A to D. Prices to pay vary depending on the category, and can be paid either yearly or by trimester.



Category A businesses are the cheapest to register, costing 10,000 FCFA per year. Category B businesses cost 40,000 FCFA per year, category C 50,000 FCFA yearly, and category D 100,000 FCFA per year.

These amounts are paid as taxes at the council. After payment, a receipt is given to you. You proceed by taking the receipt

to the “Assiette Fiscale”, where you will be given a “Fiche de Suivre de l’Impôt Libérateur” that you then take to your business and post it on the wall.

The main advantage of using this method of business registration is that it is cheap and simple, with only two documents required in the application file. Its major inconvenience is that it prevents your business from participating in major public and private bids.

The second option to register a business in Cameroon is passing through Centres for Business Creation Formalities. This process is more expensive than the first, which costs easily starting at 70,000 FCFA per year, with application files consisting of:

- A Company Memorandum and Articles of Association that must carry fiscal stamps of the current year on each page.
- Business premise location plan
- Non-conviction certificates for both nationals and foreigners who are shareholders
- A sworn declaration or criminal record for those who will manage the company
- A declaration of regularity and conformity drawn up by a public notary and duly signed by shareholders.





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The main advantage of using this second method of business registration is that it makes your company eligible to participate in private and public bids, be it locally, nationally or internationally. Its major disadvantage lies in its expensive and complicated nature.

So that was it about registering your business in Cameroon. Remember, you can register your business either through the council or via Business Creation Centres. Council registration is way cheaper, with costs starting at 10,000 FCFA per year, while Business Creation Centres can cost up to 70,000 FRS just to compile your application. If you registered your business through the council, remember to make a declaration informing your council you have stopped your business activity. If you don't do that, council agents will keep registering your name in their list of business owners who are not regular with their taxes.

MODULE 3: DEFINING A BUSINESS PLAN



Engaging in a business is like going into a tropical forest on a treasure hunt. There are rewards to be won, both in material wealth and in personal satisfaction, but there are dangers lurking and you can easily lose your way. The aim of this module is to help you develop a business strategy that will help you move forward in an organised manner, and achieve your business goals.

Define your goal



A goal is simply what you seek to achieve. A good business strategy begins with a clear goal. Your goal should be quantifiable, reasonable, and set within a timeframe. For example, a business that produces cotton bags can have as goal to

make 500,000 FCFA in profit within 2 months.

Assess your market

Do a market assessment to understand who your competitors are, what they sell, how their products differ from yours, or how they are similar. Also seek to understand if there is a need for your products. If yes, who needs them more?



Define your competitive advantage

You should clearly identify how your business can deliver unique value to its customers. In many sectors of the economy, businesses are stuck in a sea of sameness. A well-thought-out business plan should consider how your business can create space from competition in its service offering, pricing model, delivery system and more.

Define your target



One of the most significant barriers to growth is poor targeting. Having a clear target audience helps you to better align your messaging. You can achieve this by defining your niche and direct your resources towards touching them with your messages. If you produce cotton bags, you could decide to produce bags for specific groups of people, such as female bags for young women within the ages of 16 to 28.

Evaluate your Production cost

You should be able to have a good understanding of how much it costs you to produce an item. Production cost involves all the material and financial inputs required to produce a product. This can include issues like money naturally, but also office/workplace rents, production materials, packaging among others.

The aim of evaluating your production cost is to help you know how to price your products, as well as identify where you can minimise cost. For instance, a small business may not necessarily need to rent an office, but instead produce from home. You could also hire an apprentice to reduce human resource cost.

Build your reputation



Reputation is critically important for every business. You have to be trustworthy. Having a good reputation can be achieved by having good product quality, being prompt to respond to customers queries, quick delivery of products. You can even go a step further to have a return policy, which enables the buyer to return your product in case of non-satisfaction.

So there you have it. Remember, running a successful business requires organisation. It requires having a plan. It will not always be easy, but the most important is to start.

MODULE 4: PACKAGING



It is often said that first impressions matter or is everything. You remember that feeling when you want to meet someone important to you, or going for an important meeting? Men shave, women do their hair and nails and all just to make that first strong, positive impression? That is the same with packaging. The first impression that you create on the mind of your customers last for long. If you want clients to stop and take a closer look or touch and feel your products instead of another one, then you have to capitalize on packaging.

For example, imagine organic chocolate produced by an artisan, not packaged at all or just put in transparent plastic bowls versus “chocolat” Mambo or some other chocolate packaged more or better. On the international or modern market, clients will prefer to go for the well packaged chocolate because it captivates more than one wrapped in just thin foil wrapper.



Ex. 1



Ex. 2



Ex. 3

From the images above, what chocolate packaging do you think will get the attention of a customer first?

Have you ever wondered what particular type of packaging you could use to add value to your finished cotton products? Are you confused between using plastic, cardboard papers or some other form of packaging? Or using all of them at the same time like in image 3 above? Let's move on.

What is Packaging?

Packaging is the art of enclosing or protecting products for **distribution, storage, sale and use**. In simpler terms, packaging is the sealing of products to make them look appealing and prevent them from getting destroyed during a transportation or preservation process. 75% to 80% of the consumer's decision to buy is made while looking at the packaged product as most consumers are captivated by unique products. Packaging is the main vehicle for persuading the customer.

Types of material used for packaging

There are different types of packaging materials which serve different purposes.

1. Plastic

Plastic is one of the most commonly used material for packaging around the world. This is because it is cheap and highly beneficial to companies and individuals. Also, plastic is easy to use as it can be created to be flexible, depending on what is going to be placed in it. There exists



several types of plastics which can be used depending of the product to be sealed. Plastic is good for many kinds of products.

Advantages

- It is cheap
- It is easy to get
- It is easy to use
- Easy to store
- Adapted to all shapes

Disadvantages

- Not very durable. If care is not taken, plastic cannot be reused
- Not every plastic is biodegradable

2. Cardboard or carton

Another common material that is used for packaging by many is cardboard. Cardboard packaging is generally parceling using what is commonly known as cardboard paper. Sometimes, products that are packaged using cardboard are first wrapped in other types of packing material such as plastic. Artisans who want to ship goods from Garoua to Douala for example can wrap them up then put them in cartons so that transporters handle them carefully.



Advantages

- Cost is relatively cheap
- Offered in a wide range of types, qualities, and sizes
- Light and easy to work with when cutting and folding
- Supports different types of assembly (stapling, gluing, flaps)
- Easy to store flat, not bulky
- Easy to repair
- Recyclable and biodegradable.

Disadvantages

- Cannot be adapted to all shapes
- Untreated, it is sensitive to humidity and is flammable during storage and use

3. Glass

Although glass is very fragile, it can also be used as packaging material. It can provide excellent packaging, depending on the product that needs to be packaged. Cotton oil can be safely stored in glass containers. (For cotton oil, plastic bottles can also be used to minimize cost.)

Advantages

- Recyclable and reusable if handled with care.
- Many options for shapes, colors, and sizes
- Can be sterilized.
- Does not rust
- Does not discolor



Disadvantages

- Too costly (three times the cost of plastic packaging)
- Price of foil lid and identification tag adds to the cost
- Compared to other packaging, transportation cost is high because glass weighs more
- Obligation to protect primary packaging if transported
- Fragile to shock and differences in temperature
- Glass can be broken and a piece of broken glass is a serious danger to health when it is in contact with foodstuffs.

Added importance of packaging

Protection. It protects the product against shock, heat, cold, dust or chemical hazards such as humidity, corrosion, spatters of detergent and microbiological hazards such as yeasts, mold, and pathogenic germs in food. Packaging protects the product from being destroyed in the course of transportation.

Information. Packaging provides information. This is because sometimes, important information about a product is provided on the material used for packaging. For food items for example, information about their expiry dates can be provided on the packaging material.

Packaging aids Transportation and facilitates use by customers.

Securing and Safeguarding. Packaging beautifies a product and makes it appealing to the consumer. Packaging equally safeguards customers in the sense that it prevents them (especially children) from getting in contact with dangerous objects and products. In a nutshell, packaging is the thing that makes that first strong impression on potential clients. The better the packaging, the more the customers that it will attract. This will also make your products to stand a chance in the world market where there will be a lot of competitors.

All the various types of packaging materials are available in markets in Cameroon such as marche central in all cities of the country, marche Mokolo in Yaounde, marche Mboppi in Douala, among others.

NB: for more information on where to buy packaging materials, please contact your regional coach for details.



MODULE 5: BRANDING

Take a good look at this bedsheet (show bedsheet on screen). It is a Charlotte Thomas “Bespoke” Bed sheet and it is the most expensive in the world. Can you guess how much it cost? I will tell you. It cost \$2,400 equivalent to about 1,350,000fcfa and thousands of people buy these sheets all year round. Unbelievable isn’t it? I mean, it looks like an ordinary bedsheet. What make it so expensive? How different is it from the local bedsheets we have around that cost maximum 25,000fcfa?

BRANDING!



In this module, we will be teaching you about how to brand your business in other to make more money.

Primarily, you have to know what a brand is.


In clear terms, a brand is the peculiar identity of a product, a business or an individual.

Consider the Mobile Telephone Network (MTN) as an example.

MTN has unique and specific aspects common to it alone which people use to identify it. For example, it has a unique:



- Name: Mobile Telephone Network
- Logo
- Colour: Yellow
- Acronym: MTN
- Slogan: MTN, everywhere you go



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Qualities of a brand

Your brand should

- Reflect what your business stands for.
- Distinguish you from your competitors.

- Express the qualities, strengths and personality of your business.

Therefore, **branding** is a business and marketing concept that helps people to recognize and experience your business, or your product.

Another example is our Damaor that is made in Cameroon from cottonseeds, which is used for cooking. It is said to have no cholesterol making it good for your heart health.

In terms of branding, notice its colours (yellow and green), and its packaging (plastic bottle). These two aspects are seen in every single bottle of the product. This makes for branding.



How do you develop a business brand?

1. Conduct market research: Ask yourself.

- Who are my potential customers?
- Who are my direct and indirect competitors?
- What will make my business stand out from the competition? This is commonly referred to as your competitive advantage.

2. Pick your focus and personality. Your brand has to reflect the personality and values of your business. Be honest about what your business is like and who your customers are because customers can be put off if their experiences with a business are different from what the branding promises to deliver. For example, do not show me a beautiful dress from your catalogue and you are unable to realize it just as it looks on the catalogue.

3. Consider your entire business: As said above, branding is not limited to having a name and a logo. It should encompass every aspect of your business. Your brand needs to be reflected in your

- Business name
- Logo
- Slogan

- Colour(s): Research on colours and their meanings before opting for yours. For example, yellow stands for hope and happiness, white for purity, green for peace etc
- Customer service style: As a tailor, you can design and add tags on your clothes like the tags we see on already made clothes. That is branding.
- Marketing materials.



4. Keep it simple: Adding too many elements, such as colours, images, complicated names, long acronyms etc. can rather make your brand difficult to use and hard to recognize. The simpler the brand the easier it will be for customers to understand your business and what to expect.

5. Be consistent: Brand consistency is a nonnegotiable factor for the success of a business. Continuity is the rule of the game. Avoid changing your logo, colours every now and then. Stick to one.

6. Seek professional advice: While it might be tempting to design your own logo, or create your own website to save money, unless you have the required skills and experience, you will benefit more from seeking professional help. You may also need to seek legal advice for issues such as intellectual property, patents and trademarks.

7. Find out how to incorporate your brand in your marketing plan.

How to build your brand awareness

Once you have developed a brand, you need to derive ways to build awareness of it. This can be done via

- Advertising
- Sales
- Marketing activities. On social media particularly Facebook and Instagram, using flyers, billboards etc.



Once you have a brand, adopt the marketing placebo rule. A scientific research was carried out where people in one group were given the tested drug, while the others receive a fake drug, or placebo, but the goal was to cure all those who were sick. The study showed that, many who received the placebo or fake drug got cured even more than those who received the tested drug. To say that, mindset has a lot to do with decision-making.

People think that the more expensive a product, the better quality is it.

What are we trying to say? Give good value to your business. And be sure it is worth it as well. Know how to strike the balance.



An expert said, “A strong brand can help your business attract new customers and retain existing ones. If you decide you need a brand for your business, it should be fully developed before you begin using it in advertising or on marketing material. A brand can give your business direction and it should be included in your overall business planning”.

MODULE 6: LOCAL LOGISTICS (SHIPPING)



Shipping is the new normal when you start having orders online. The more people buy from you, the more you have to ship. What is the best way to ship from one town to another? How can you get your goods to a customer in a practical and affordable way within the same country? Local or national logistics (shipping) refer to the distribution of goods within a country. This is the time when you have already parceled the product and you are ready to send it to your client. Let's say you are in Baffoussam and you want to send a product to Maroua or Bertoua. How do you go about it, and which means of transportation will you use that will be cheaper and safe enough for the products? You have to first identify potential distributors (or transporters) and decide on their accessibility and effectiveness. We are going to see ways through which you can ship your products within Cameroon.

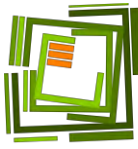
Various ways to ship in Cameroon

- By CAMPOST

Cameroon Post is a government owned courier service which has been in operation for several years. (Campost has included air and sea freight in their portfolio.) Campost ships a maximum of 30kilograms at a time to clients worldwide. Prices at Campost vary depending on the weight of the item that is to be exported and the country it is to be exported to. They ship products out of the country within 4 business days.

The exporter needs to go to Campost, hand over the product and the required information as to where and who it is going to, pay the money needed. See Campost price list for a few countries below.





Poids (Kg)	El Salvador	Sint Maarten	Turks and Caicos Islands	Trinidad and Tobago	United States of America	Uruguay	Saint Vincent and the Grenadines	Venezuela	Virgin Islands British
0,5 à 0,5	30 500	27 000	29 500	22 500	35 000	31 000	27 000	34 000	29 000
0,5 à 1	40 000	34 500	37 500	31 000	45 000	41 000	35 000	43 000	37 500
1 à 1,5	49 000	47 500	45 500	39 000	55 000	51 500	43 000	51 500	45 000
1,5 à 2	58 500	50 500	53 500	47 500	65 500	62 000	51 000	60 000	53 500
2 à 2,5	67 500	58 500	61 500	55 500	75 500	72 500	59 500	68 500	61 000
2,5 à 3	76 500	66 000	70 000	63 500	85 500	83 000	67 000	76 500	69 000
3 à 3,5	86 000	74 500	77 500	72 000	95 500	93 500	75 000	85 000	77 000
3,5 à 4	95 000	82 500	86 000	80 500	105 500	104 000	83 000	93 500	85 000
4 à 4,5	108 500	90 500	94 000	88 000	115 500	114 500	91 500	102 000	93 000
4,5 à 5	114 000	98 000	102 500	96 500	125 500	125 000	99 000	111 000	101 000
5 à 5,5	121 000	106 000	110 500	105 000	136 000	135 500	107 000	119 000	108 500
5,5 à 6	132 500	114 000	118 000	113 000	146 000	146 000	115 500	127 500	117 000
6 à 6,5	142 000	122 000	126 500	121 500	156 000	156 500	123 500	136 000	125 000
6,5 à 7	150 500	129 500	134 500	129 500	166 000	167 000	131 500	144 500	133 000
7 à 7,5	160 000	137 500	143 000	137 500	176 000	177 500	139 500	153 000	140 500
7,5 à 8	169 500	145 500	150 500	146 000	186 000	188 000	147 500	161 000	149 000
8 à 8,5	178 500	153 500	159 000	154 500	196 000	198 500	155 500	170 000	157 000
8,5 à 9	188 000	161 000	167 000	162 000	206 000	209 000	164 000	178 500	165 000
9 à 9,5	197 500	169 500	175 500	170 500	216 500	219 500	172 500	187 000	172 500
9,5 à 10	206 500	177 500	183 000	179 000	226 500	230 000	180 000	195 500	180 500
10 à 10,5	216 000	185 500	191 000	187 000	236 500	251 000	196 000	203 500	189 000
10,5 à 11	225 000	193 000	199 500	195 500	246 000	261 500	203 500	212 000	197 000
11 à 11,5	234 000	201 000	207 500	203 500	256 000	272 000	212 000	220 500	205 000
11,5 à 12	243 500	209 000	216 000	211 500	266 000	282 500	220 000	229 500	212 500
12 à 12,5	253 000	217 000	223 500	220 000	276 000	286 000	228 000	238 000	220 500
12,5 à 13	262 000	224 500	232 000	228 500	286 500	303 500	236 500	246 000	229 000
13 à 13,5	271 500	232 500	240 000	236 500	296 500	314 000	244 000	254 500	237 000
13,5 à 14	281 000	240 500	248 000	244 500	306 500	324 500	252 000	263 000	244 500
14 à 14,5	290 000	248 500	256 000	253 000	316 500	335 000	260 500	271 500	252 500
14,5 à 15	299 500	256 500	264 000	261 000	326 500	345 500	268 500	280 000	260 500
15 à 15,5	308 500	264 500	272 500	269 500	336 500	356 000	276 000	288 500	269 000
15,5 à 16	317 500	272 500	280 500	277 500	346 500	366 500	284 000	297 000	277 500
16 à 16,5	327 000	280 500	289 000	285 500	356 500	377 000	292 500	305 500	285 500
16,5 à 17	336 000	288 000	296 500	294 000	367 000	387 500	300 500	314 000	293 500
17 à 17,5	345 500	296 000	305 000	302 500	377 000	398 000	308 000	322 500	302 500
17,5 à 18	355 000	304 000	313 000	310 500	387 000	408 500	316 500	331 000	311 500
18 à 18,5	364 000	312 000	321 000	318 500	397 000	419 000	324 500	339 000	320 500
18,5 à 19	373 500	319 500	329 000	327 000	407 000	429 500	332 500	347 500	329 500
19 à 19,5	382 500	327 500	337 000	335 000	417 000	440 000	340 500	356 000	338 500
19,5 à 20	391 500	335 500	345 500	343 500	427 000	450 500	348 500	365 000	347 500
20 à 20,5	401 000	343 500	353 500	352 000	437 000	461 000	356 500	374 000	356 500
20,5 à 21	410 500	352 000	362 000	359 500	447 500	471 500	365 000	383 500	365 500
21 à 21,5	419 500	359 500	370 500	368 000	457 500	482 000	373 500	392 500	374 500
21,5 à 22	429 000	367 500	379 000	376 500	467 500	492 500	382 000	401 500	383 500
22 à 22,5	438 500	375 500	386 000	385 000	477 000	503 000	390 500	410 500	392 500
22,5 à 23	447 500	383 500	394 000	393 500	487 000	513 500	399 000	419 500	401 500
23 à 23,5	457 000	391 000	402 000	401 000	497 000	524 000	407 500	428 500	410 500
23,5 à 24	466 000	399 000	410 000	409 000	507 000	534 500	416 000	437 500	419 500
24 à 24,5	475 000	407 000	418 500	417 500	517 500	545 000	424 500	446 500	428 500
24,5 à 25	484 500	415 000	426 500	426 000	527 500	555 500	433 000	455 500	437 500
25 à 25,5	494 000	422 500	434 500	433 500	537 500	566 000	441 500	464 500	446 500
25,5 à 26	503 000	430 500	442 500	442 000	547 500	576 500	449 500	473 500	455 500
26 à 26,5	512 500	439 000	450 500	450 500	557 500	587 000	457 500	482 500	464 500
26,5 à 27	522 000	447 000	459 000	458 500	567 500	597 500	465 500	491 500	473 500
27 à 27,5	531 000	454 500	467 500	466 500	577 500	608 000	473 500	500 500	482 500
27,5 à 28	540 000	462 500	475 000	475 000	587 500	618 500	481 500	509 500	491 500
28 à 28,5	549 500	470 500	483 000	483 000	598 000	629 000	489 500	518 500	500 500
28,5 à 29	558 500	478 500	491 500	491 500	608 000	639 500	497 500	527 500	509 500
29 à 29,5	568 000	486 000	499 500	500 000	618 000	650 000	505 500	536 500	518 500
29,5 à 30	577 000	494 000	507 500	507 500	628 000	660 500	513 500	545 500	527 500



Poids (Kg)	France	Georgia	Germany	Gibraltar	Greece	Croatia	Hungary
Jusqu'à 0,5	25 000	29 500	28 500	28 500	28 500	21 000	28 000
0,5 à 1	30 000	35 000	32 500	33 000	33 500	25 000	32 500
1 à 1,5	34 000	41 000	37 500	38 000	38 500	30 000	37 500
1,5 à 2	39 000	46 500	41 500	42 500	43 500	34 000	41 500
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3 à 3,5	52 500	64 000	54 000	56 500	59 000	48 000	55 000
3,5 à 4	57 000	70 500	59 000	61 500	63 500	52 000	60 000
4 à 4,5	61 500	76 000	63 000	66 000	69 000	56 500	64 500
4,5 à 5	66 000	82 000	67 000	71 000	74 000	61 000	69 000
5 à 5,5	71 000	87 500	71 500	75 500	79 000	65 000	73 500
5,5 à 6	75 000	93 500	75 500	80 500	84 000	70 000	78 000
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6,5 à 7	84 500	105 000	84 500	90 000	94 000	79 000	87 000
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8 à 8,5	98 000	123 000	97 000	104 000	109 000	92 000	101 000
8,5 à 9	102 500	128 500	102 000	108 500	114 000	96 000	105 500
9 à 9,5	107 000	134 500	106 000	113 500	119 000	101 000	109 500
9,5 à 10	112 000	140 000	110 500	118 000	124 500	105 000	114 500
10 à 10,5	116 000	146 000	114 500	123 000	129 000	109 500	119 000
10,5 à 11	121 000	151 500	118 500	127 500	134 500	114 000	123 500
11 à 11,5	125 500	157 500	123 500	132 500	139 000	118 500	128 000
11,5 à 12	129 500	163 500	127 500	137 000	144 500	123 000	133 000
12 à 12,5	134 500	169 500	132 000	142 000	149 500	127 000	137 000
12,5 à 13	139 000	175 500	136 000	146 500	154 500	132 000	142 000
13 à 13,5	143 500	181 000	140 000	151 000	159 500	136 000	146 500
13,5 à 14	148 000	187 000	145 000	156 000	164 500	140 500	150 500
14 à 14,5	153 000	192 500	149 000	160 500	169 500	145 000	155 500
14,5 à 15	157 000	198 500	153 500	165 500	175 000	149 500	160 000
15 à 15,5	161 500	204 000	157 500	170 000	179 500	154 000	164 500
15,5 à 16	166 500	210 000	161 500	175 000	185 000	158 500	169 000
16 à 16,5	170 500	216 500	166 500	179 500	189 500	163 000	174 000
16,5 à 17	175 500	222 000	170 500	184 500	195 000	167 000	178 000
17 à 17,5	180 000	228 000	175 000	189 000	200 000	171 500	182 500
17,5 à 18	184 500	233 500	179 000	193 500	205 000	176 000	187 500
18 à 18,5	189 000	239 500	183 000	198 500	210 000	180 500	191 500
18,5 à 19	193 500	245 000	188 000	203 000	214 500	185 000	196 500
19 à 19,5	198 000	251 000	192 000	208 000	220 000	189 500	201 000
19,5 à 20	202 500	256 500	196 500	212 500	225 000	193 500	205 500
20 à 20,5	207 500	262 500	200 500	217 500	230 000	198 000	210 000
20,5 à 21	211 500	269 000	205 000	222 000	235 000	202 500	214 500
21 à 21,5	216 500	274 500	209 500	227 000	240 000	207 000	219 000
21,5 à 22	221 000	280 500	213 500	231 500	245 000	211 500	223 500
22 à 22,5	225 000	286 000	218 000	236 500	250 000	216 000	228 500
22,5 à 23	230 000	292 000	222 000	241 000	255 000	220 500	232 500
23 à 23,5	234 500	297 500	226 500	245 500	260 500	224 500	237 500
23,5 à 24	239 000	303 500	231 000	250 500	265 500	229 500	242 000
24 à 24,5	243 500	309 000	235 000	255 500	270 500	233 500	246 000
24,5 à 25	248 500	315 500	239 500	260 500	275 500	238 000	251 000
25 à 25,5	252 500	321 500	243 500	265 000	280 500	242 500	255 500
25,5 à 26	257 500	327 000	248 000	270 000	285 500	247 000	260 000
26 à 26,5	262 000	333 000	252 500	274 500	291 000	251 500	264 500
26,5 à 27	266 000	338 500	256 500	279 500	295 500	255 500	269 500
27 à 27,5	271 000	344 500	261 000	284 000	301 000	260 500	273 500
27,5 à 28	275 500	350 000	265 000	289 000	305 500	264 500	278 500
28 à 28,5	280 000	356 000	269 500	293 500	311 000	269 000	283 000
28,5 à 29	284 500	362 500	274 000	298 000	316 000	273 500	287 000
29 à 29,5	289 500	368 000	278 500	303 000	321 000	277 500	292 000
29,5 à 30	293 500	374 000	282 500	307 500	326 000	282 500	296 500

- **Road and rail transportation**

Transportation by road is by **bus** or railway services. Prices at either railways or buses vary depending on the weight of the item that is to be exported and the zone it is to be exported to. Most at times, bus mail services such as General Express, Touristique Express and Vatican Express, have a defined time frame for the delivery of products as well as the transportation of passengers. There are many advantages in using bus including:



- Cost-effectiveness as vehicle costs are low and expansion can be made within any budget
- Delivery is speedy as long as the road network is good
- Ongoing location of goods is simple to monitor.
- Communication with the driver is easy
- Short distances don't pose any problems



Rail transportation is popular for long-distance shipping and used for the distribution of heavy goods that need to be moved safely. Benefits of using rail transport consist of;

- A more environment-friendly mode of transport

- Reliable and efficient service (but sometimes Camrail is not very reliable as there are breakdowns that take days to fix)
- Lower fuel costs when shipping a high volume of freight
- Trains aren't hindered by traffic and weather

Bikes are used to deliver goods within a limited distance, mostly in the same town or locality as they are more likely to be damaged by rain, chemicals or collision with external factors such as cars.

To conclude, as you grow your business, the need to ship will increase. So getting the right shipping means is in indispensable part. Check what works for you and keep the safety of your products in mind when making a choice.



MODULE 7: INTERNATIONAL LOGISTICS



How do I get my products out of Cameroon is a question that comes to mind when a producer starts having orders coming from abroad. The more people buy from you, the more you have to ship. What is the best way to ship out of the country? International shipping is often considered by many as transportation by airlines. With this type of shipping, cargo is transported by air in specialized cargo aircraft and in the luggage compartments of passenger aircraft. Air freight is typically the fastest mode for long-distance freight transport, but it is also the **most expensive**. To export products by air, transporters could either go through the procedure themselves or get specialized agencies to help them sort the procedure. It is important to note here that if you are traveling yourself with the products, you are allowed to have extra luggage that you will pay for but this is relatively cheap than sending it by freight. What most people do is that they either travel with their products or ask an acquaintance to help them have it as extra paid luggage.

If **Shipping by Air Freight**, like at Campost or DHL for instance, parcels **must** be less than 30 kilograms. Heavier packages will require the exporter to pay extra charges. With shipping by air, Harmonized Tariff System (STH) Codes must be included on Commercial



Invoices to facilitate customs clearance of the cargo. The shipping documents must be scanned and sent by e-mail or otherwise to the receiver for pre-clearance. Custom officials will check for required documents from the Ministry of Commerce or the Ministry of Culture for shipping crafts out of the country and the goods can be examined to make sure that no contraband goods are exported. By Airfreight you can have your products delivered within a week.

Shipping by Sea. Much freight transport is done by ships. An individual nation's fleet and the people that crew it are referred to as a merchant navy or merchant marine. Merchant shipping is the lifeblood of the world economy, carrying 90% of international trade with 102,194 commercial ships worldwide on rivers and canals, barges are often used to carry bulk cargo.



You may want to check the following documents if you plan to export by sea.

1. Maritime Container Loading Customs Authorization & Inspection Loading Plan - Loading Unit, Palletizing Container Inspection & Dry Bags Container Loading,
2. Fumigation & Seals – that is, disinfection Seal and Customs seal delivered by the shipping company.
3. Container No., Number of Packages, Total Weight of Packages, Seals No., Packing List & Commercial Invoice

Note: Though only three ways through which products can be shipped have been mentioned, remember that there are various specialized agencies that are in charge of helping exporters through the cumbersome process of exportation. Cameroon Gallery is one of such.

If shipping by bus or small local international boats to nearby countries like Nigeria, Congo, Gabon etc, you have to parcel the products well such that they don't get damaged in the course of transportation. You will need to arrange for someone who will be available to pick up the goods immediately they arrive.



What to note when shipping products to America, Europe and beyond.

Make sure you respect and provide information on the following key points before hand.

1. Packing Documentation that is: Packing List, Packing No etc.
2. Product Description (Product Description Code, Package Size, Net Weight & Gross Retail Invoice, Product Quantities, Unit Price, Total Value).
3. Shipping Instructions – Sender's Address and contact, Recipient's Address and contact, Transport's information and other details.

To conclude, remember that to ship your products out of the country, you could travel yourself or get someone have it along as extra luggage that will be paid for, at affordable rate or you could get all necessary documents and have a specialized agency carry out the process for you at relatively high cost. You could also use boats or buses if traveling from one country to another by road. When shipping within a country, you can use local bus agencies as they are reliable and there are several options, you could use bikes for short distance deliveries. With either cases, remember to seal the products such that they don't get damaged in the course of transportation.

MODULE 8: MAKING MONEY ONLINE



Do you have products that can sell? Do you want to increase your customers? Do you want to be able to sell not just around you, but also all over the country, and even internationally? Imagine being able to sell your products to thousands of people all over the world. There has never been a better time to start making money online from home or anywhere with an internet connection. You don't have to be a tech expert to set up a successful online business. In this module, we will show you how to make money online using four main components, namely: using the right platform, presenting your products online, building your reputation, and online marketing.

Using the right online platform.



To make money online, you need to have the right tool, which typically consists of a website and social media platforms. Let's begin with websites. You can begin by creating a website for your business, which will greatly help to make you accessible around the world. Today there are several tools that can be used to create websites, and one of them is bridgeafrica.com. Bridgeafrica.com is an online platform that helps business like yours to quickly create websites in under 5 minutes, access an online marketplace to sell your products, get integrated into a localised business directory to make your businesses visible, and easily communicate with your customers through business posts and messages. On Bridgeafrica.com, you can use basic functionalities like posts and search without internet connection via SMS. Businesses that use advanced accounts can even sell and receive money directly from their websites via mobile money. More details will be given to on how you can create your websites on Bridgeafrica.com and sell your products in other videos.

Other than having a website, you can also use social media platforms like Facebook, Instagram and WhatsApp. There are several social media outlets out there, but Facebook, Instagram and WhatsApp are the most popular in Cameroon. Facebook and Instagram are great to help make your business popular, while WhatsApp is good to promote your products or services among your circle of contacts through your WhatsApp Status. However, bear in mind that unlike with bridgeafrica.com, money cannot be traded on Facebook and Instagram from Cameroon. This means that someone cannot buy your product directly from your Facebook or Instagram shop and pay you, say via mobile money or bank accounts.

Regardless of whether you are using bridgeafrica.com or social media platforms to sell your products or make your business popular, make sure you regularly update your websites, either through pictures, short videos or texts.

Earning money online is relatively straightforward, if you have the right approach. The best ideas can also be very lucrative, when done right.

One reason for online businesses' high profit potential is because digital businesses aren't limited to a certain geographical location. In theory, anyone in the world is a prospective customer or client. This means almost **limitless scalability** for your company.

Presenting your product online



One of the biggest issues with selling products online is that people can't try them. Consequently, the way you display your products could make the difference between someone buying or not buying. You have to create engaging, visually appealing images, in different angles. This means that you have to take good photos of your products, showing the left, right, top and bottom sides of your product. You need a camera with good quality to do this. A decent phone can do the job. Also, take pictures in neutral backgrounds, preferably white, if the product has a dark color, or a white background, if the product has a light color. If you can afford the means, get the services of an image editor to help you edit your photos. If you have an android phone, you can also use simple apps like Snapseed or Google Photos to quickly edit your photos in a few touches.

Building your reputation



Once you have uploaded your products online, and you have people making orders, it is important to build a solid reputation. This is one of the most important aspects of making money online. A good way to have your customers keep coming back to you is to establish trust with them. Trust is crucial

because it builds word-of-mouth reputation between your loyal customers and potential new customers. To build your reputation, you have to **be prompt in replying inquiries from your customers**. Even small comments can make customers feel that you are listening to them, paying attention to their problems, and helping them with their products. You should also ensure that the products you produce should match the expectations of your clients. Also very important is to let buyers know by when their orders will be delivered, and to stick to that. If you tell buyers their order will arrive in 3 days, make sure it arrives in 3 days, and not 4.

Online marketing



Having a website or an active social media page will definitely help in increasing the popularity of your products, and help make more money. However, if you want to increase your sales, engaging in online marketing is a have-to. This can typically be done by paying for ads on the platforms you use, such as Facebook, Instagram, or even your website on bridgeafrica.com. When you pay for ads, your products get boosted, and more people tend to see them, which increases the number of visits, likes and subscriptions you have on your pages or website. You can easily pay



for a Facebook or Instagram ad using a prepaid or a credit card, which can easily be gotten from most banks all over Cameroon.

We have arrived at the end of this training module. Remember, before embarking on your money-making online journey, remember that there are four major things to consider. One, start by choosing the online tool you will use, which can be a website or a business page on a social media platform like Facebook or Instagram. Two, create engaging, visually appealing images for your products. Three, build a solid reputation to maintain your customers and attract new ones. And finally, engage in online marketing through paid ads to increase your reach.

MODULE 9: DIGITAL PAYMENT SYSTEMS

Payment is the biggest thing in e-commerce. Remember e-commerce does not allow face-to-face handling of cash. It is for this reason that we want to show you the easiest digital payment systems.

Digital payment systems refer to the entities that enable transactions via online modes, with no physical exchange of money involved. In other words both the payer and the payee, use electronic mediums to exchange money.

For instance, if you create your website with bridgeafrica.com, you will have the possibility advertise your product on the site, interact with potential customers and businesses and sell your products online through her online marketplace and their payment gateway BridgePay.

Equally, today's companies like Go Students, Premier bet Cameroon, Betmomo Cameroon and many others use Mobile Money as their primary payment methods for their online businesses.



In other to use either MTN or Orange money, you need to have an active MTN or Orange sim card or even both, and you need to create a mobile money account with the sim card in case you do not have one.

To create your money account, you will simply have to go to an MTN or Orange stand with only your National ID card and within minutes, an account will be created for you.

You can use it for your transactions.

Please note the following:

- Build your reputation. Be sure what you deliver what you advertised or specifically what the client asked for.
- Clearly state the terms of payment with your customer beforehand. This implies, you either agree that the client pays for the product prior to delivery or they pay 50% prior to product delivery and the rest after they have received the product or they pay the complete payment after the client has received the product. However, the latter is risky.
- Clearly state the guarantee period
- State whether money is refundable or not and in what condition. Be specific to avoid misunderstanding.

Conclusion:

In every business, cash flow is king. Cash still holds supremacy at the point of sales. So, a well-structured payment system should be put in place for the smooth flow of your business.

MODULE 10: BUILDING AND DEVELOPING MARKET LINKS

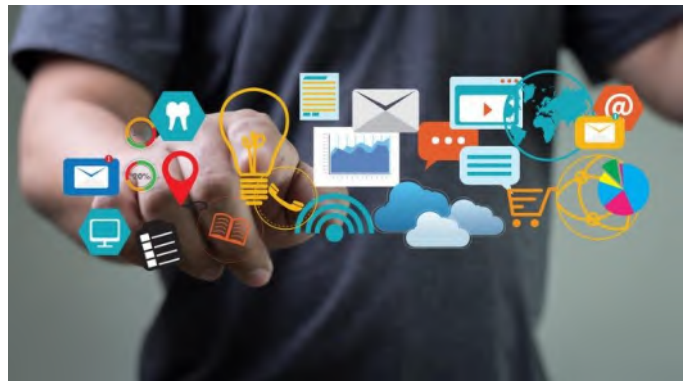


Have you heard the African proverb, which says, “**If you want to go fast, go alone. If you want to go far, go with others.**” This means, no man nor business can succeed alone. That is why you need to know how to build and develop market links, which is our point of focus in this module.

Here are 6 simple steps to Identify and create market links

1. Increase your niche: Your niche means your audience/customer base. For example, if you have built a business serving a particular slice of the pie, know that other segments could also be receptive to your offerings. For example, if you have built your business with a focus on consumers (B2C), consider whether your goods or services would be of use by other businesses (B2B).

2. Advertise and sell online: Selling online widens your audience, facilitates your reach to potential customers. Make sure you have a presence on any relevant websites such as bridgeafrica.com and social networks. You can create a Facebook and Instagram page, and a WhatsApp group.



3. Open new outlets: Research consumer demand for your goods or services in different locations. If the demand is large enough, determine how to go about serving those customers. For example, do you want to open and run a physical location or would franchising be an option for you?

4. Vertical or horizontal integration: If you are a wholesaler, think about adding a retail outlet. Likewise, if you are a retailer, it might make sense to add a wholesale channel.

5. Advertise your brand: Get your brand out there by attending conferences, networking, and surveying your loyal customers to gather their opinions.



6. Ask for referrals: Do not neglect the power of word of mouth. Tell someone to someone to tell someone that you sell this product. The truth is your customers likely know other people just like them who could benefit from your products and services and many customers are more than willing to refer your business if you simply ask.

Conclusion:

Finding new customers and markets could open the door to business growth, but it requires foresight, action, and patience. So get started and do not give up in a hurry.



**Existing
customers**



Prospects



**Target market
users**

MODULE 11: CREATING AND MANAGING SOCIAL MEDIA ACCOUNTS

I am sure that at this time of the year in the 21st century, we all must have heard of social media and the internet. That notwithstanding, we are going to see in this module, how to create social media accounts, how to manage them well in order to make money.

Social media is an important part of your online presence that improves your chances of generating additional revenue and building customer loyalty. It allows customers, potential customers and other interested parties to engage easily via a channel that plays an important role in their everyday lives.

Although not every social media channel will be relevant to each business, it's definitely worth looking into your options. For example, Facebook and Instagram will serve a purpose for almost any business – it is a great place to post news, tips, photos and videos and ask and answer questions.

In addition to Facebook and Instagram, you might find, Google+, LinkedIn, YouTube, Pinterest and WhatsApp helpful. Make sure to research available channels and find out if they will work for you. Instagram, for example, is a photo-sharing network, so it works wonderfully for businesses selling 'beautiful' products such as jewelry, food or housewares. It's important to consider your target demographic – Instagram has around [130–150 million users](#), over two-thirds of which are women between the ages of 18 and 35. With Instagram and other social media platforms like Facebook and WhatsApp, you will also need to keep a smartphone handy to properly access your account and engage with your audience.

Once you have decided on which social media channels to use, get a clear idea of the kind of content you can share. The more compelling and engaging your material is, the more likely your followers will like, comment and share your posts. Engagement is key to promoting your brand – not only will it make you more appealing to existing customers, the more positive social activity that goes on, the higher the chance that their friends will be exposed to your brand and intrigued by what you have to offer.



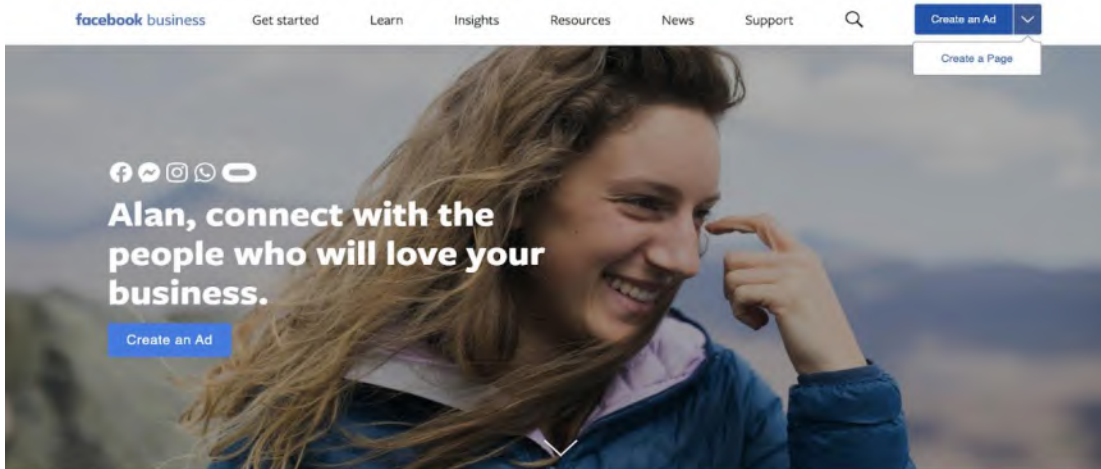
Social Media Logos | 48 icons



When they do this, they are engaging with your brand and their networks (friends, family, and colleagues) are seeing that engagement and may be prompted to check you out for their own needs.

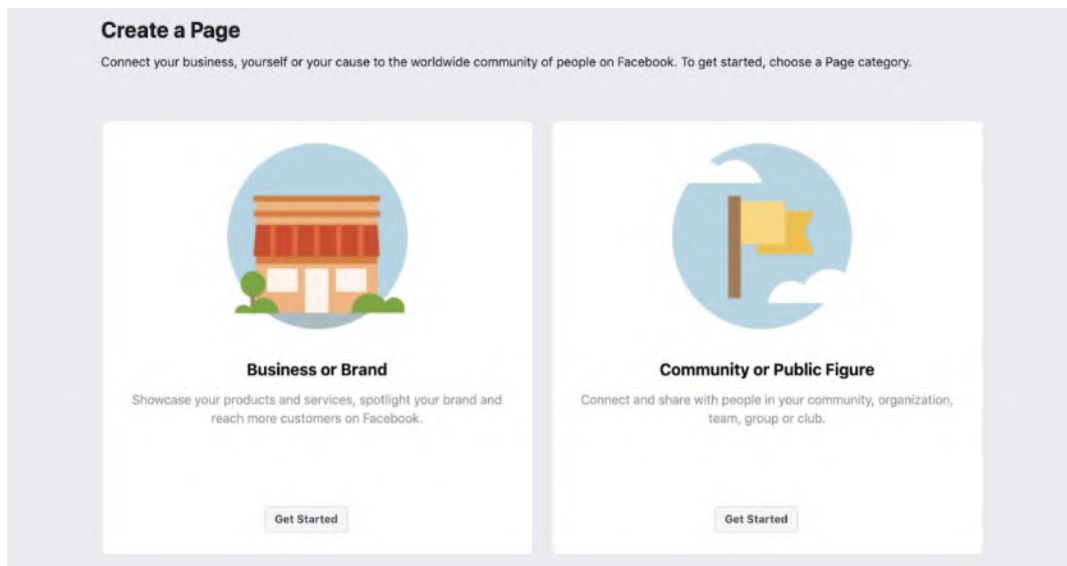
17 simple steps to create the perfect Facebook Page for your *business in 2021*

1. Begin setting up your page



To begin setting up your page, visit facebook.com/business and click the 'Create a page' button in the drop-down menu in the top-right of the page.

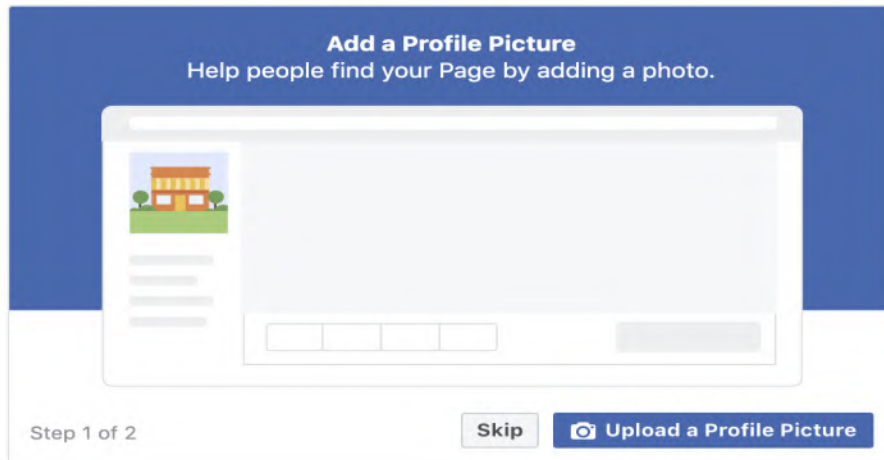
2. Create your page



Here you'll choose that you're a business, give your business's name, and select a few categories that your business falls into, for example, you could be a retailer or full cotton production company. Remember to

be accurate because choosing the most appropriate option will make it easier for customers to find your page!

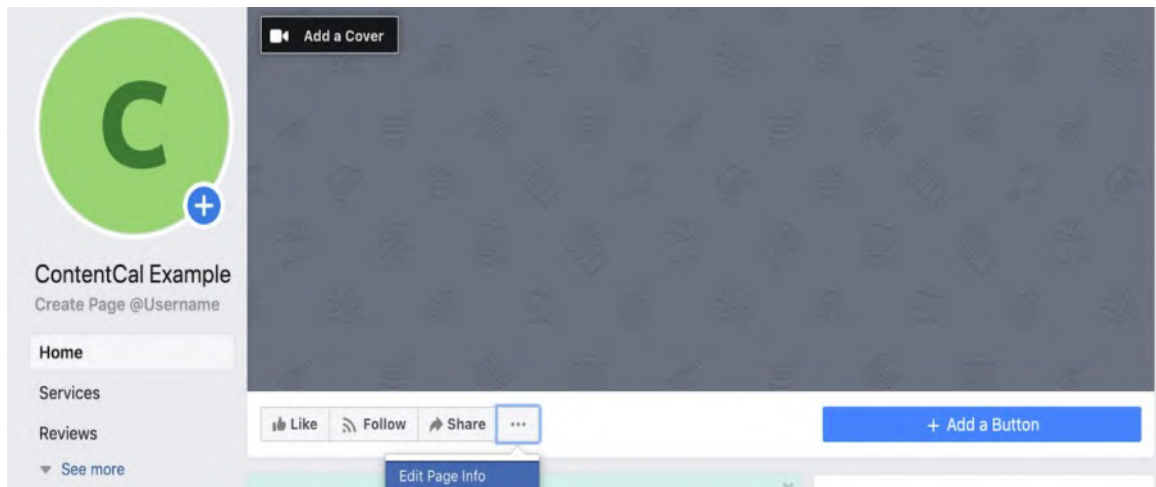
3. Add a profile and a cover picture



You'll then be asked to upload a profile picture for your business. This is pretty much always your company's logo, but it could technically be anything you want. If you're a solo entrepreneur, why not add a professional-looking photo of yourself? This should be an image saved to your computer and at least 720x720 pixels (which means a medium quality image, so not grainy). All Facebook images are square, but you can use Facebook to crop the image to make it a square once you've uploaded it.

Once you've added your profile picture, it's time to upload your cover photo. This is a horizontal, lengthways image that sits on top of your profile photo. This is a good opportunity to maybe add any contact details, other social media handles, or tell users what your business is really about.

4. Edit your Page info and add the name of your business



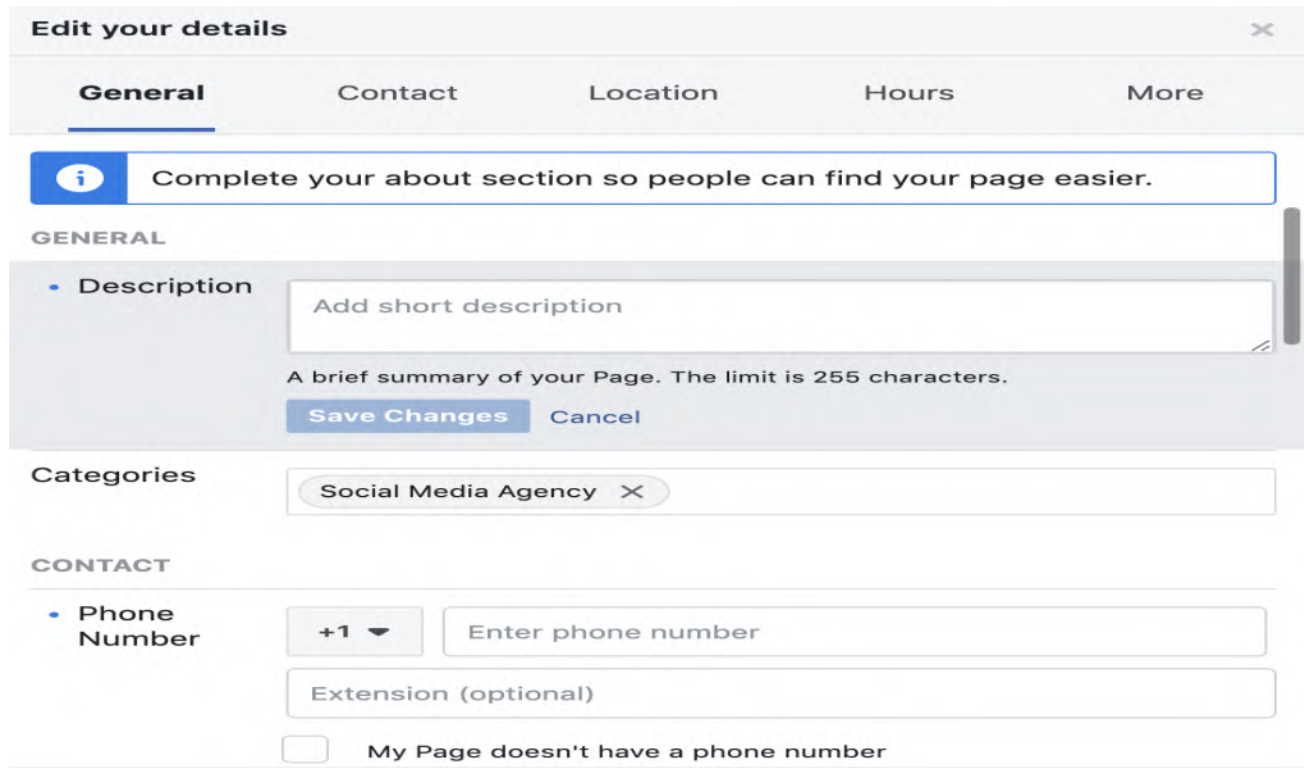
Now your page looks the part visually, you'll need to add a few more pieces of key information. Select the three dots to the right of 'Share', then select 'Edit Page info'.

This will take you through to a pop-up where you will add some key details. Bear in mind that all of this information will be shared publicly, unless you specifically choose otherwise.

- Description
- Category
- Phone number (if you have one)
- Website (if you have one)
- Email (if you have one)
- Business location
- Hours your business is open
- Impressum (ignore this unless you're in a German-speaking country)
- Price range
- Privacy policy (if you have one)

Think about what you want your business page to do. If you want to start conversations, give people the option to email you. If you want to drive traffic to a sign up page without speaking to them first, add your website. Be strategic.

5. Add a Call to Action



Edit your details ✕

General Contact Location Hours More

i Complete your about section so people can find your page easier.

GENERAL

- Description**
Add short description
A brief summary of your Page. The limit is 255 characters.
Save Changes Cancel

Categories
Social Media Agency ✕

CONTACT

- Phone Number**
+1 ▼ Enter phone number
Extension (optional)
 My Page doesn't have a phone number

What's the main action you want people to take when they're on your page?

Would you like them to get in touch, would you like them to download your app, or would you like them to visit your shop?

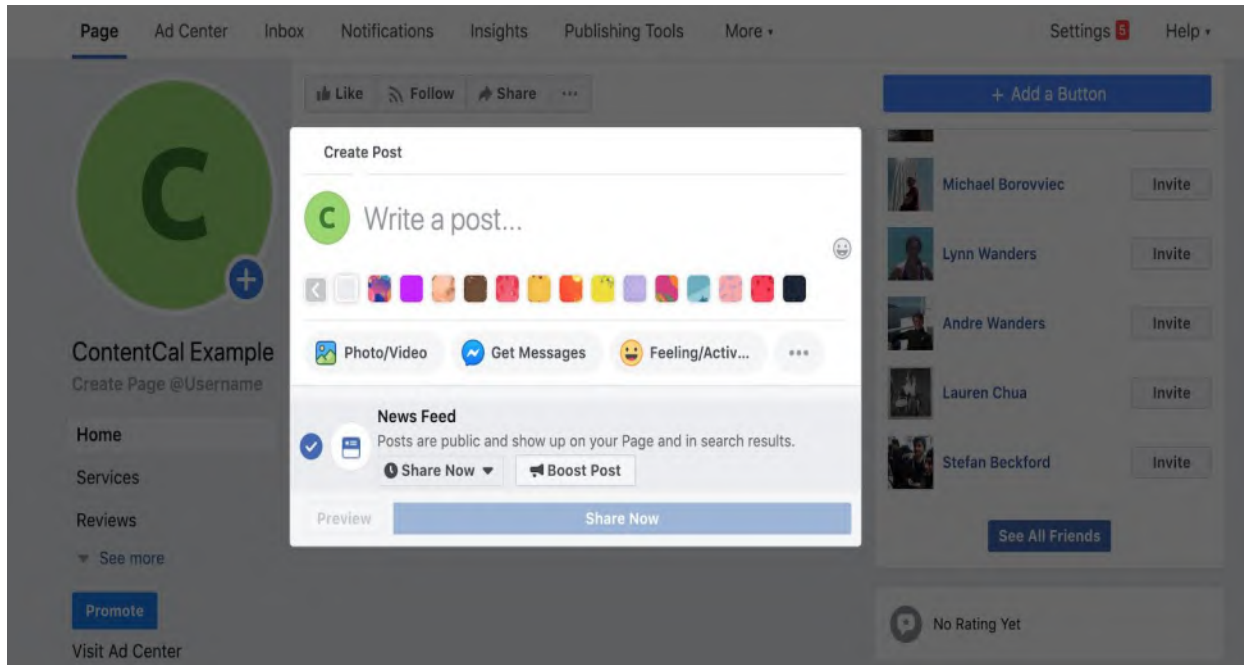
When you've decided on where your business's Facebook page is going to point, you can click 'Add a Button'.

The different button types include:

- Book with you
- Contact you
- Learn more about your business
- Shop with you

- Download your app or play your game

6. Add your first post




First of all, click the 'Create Post' button on the company page.


We would recommend adding a post that tells the reader about any initiatives that you've got on at the moment would be the best way to introduce them to your page, and will let them know more about what they can expect to see on your Facebook page.


Bear in mind that people that come to your page will use your first post to judge whether they'll like the page. Liking the page means that they're automatically subscribed to future posts.


7. Add some photos and videos


Create Post

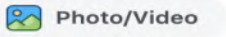
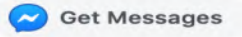
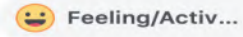

 **Upload Photos/Video**
Add photos or video to your status.

 **Create Photo Album**
Build an album out of multiple photos.

 **Create a Photo Carousel**
Build a scrolling photo carousel with a link.

 **Create Slideshow**
Add 3 to 10 photos to create a video.

 **Create an Instant Experience**
Now you can tell a more immersive story by combining images and videos.

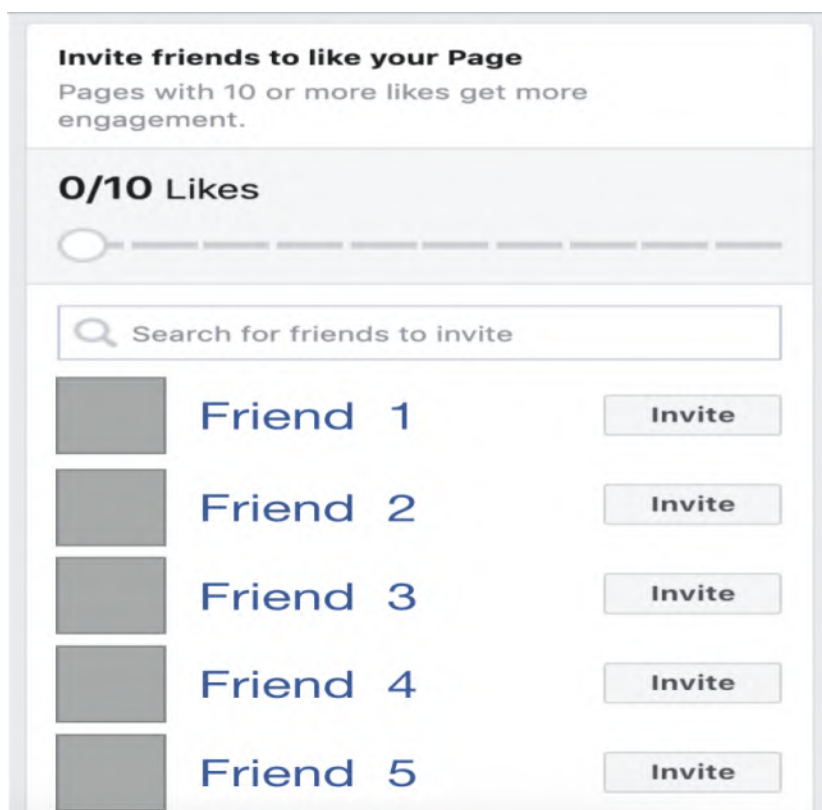
   

As Facebook quickly learned, engaging users is more than just about publishing words. Images play a huge role in publishing your first Facebook page, because they more quickly demonstrate who you are, show your brand & add a bit of color to your page.

The first steps of adding an image are the same as adding a post. Head to 'Create Post' and choose 'add an image'. There are a few image types, and Facebook does a better job of me at explaining what each of these mean.

Note: Post frequently to keep your audience engaged!

8. Invite people to like your page

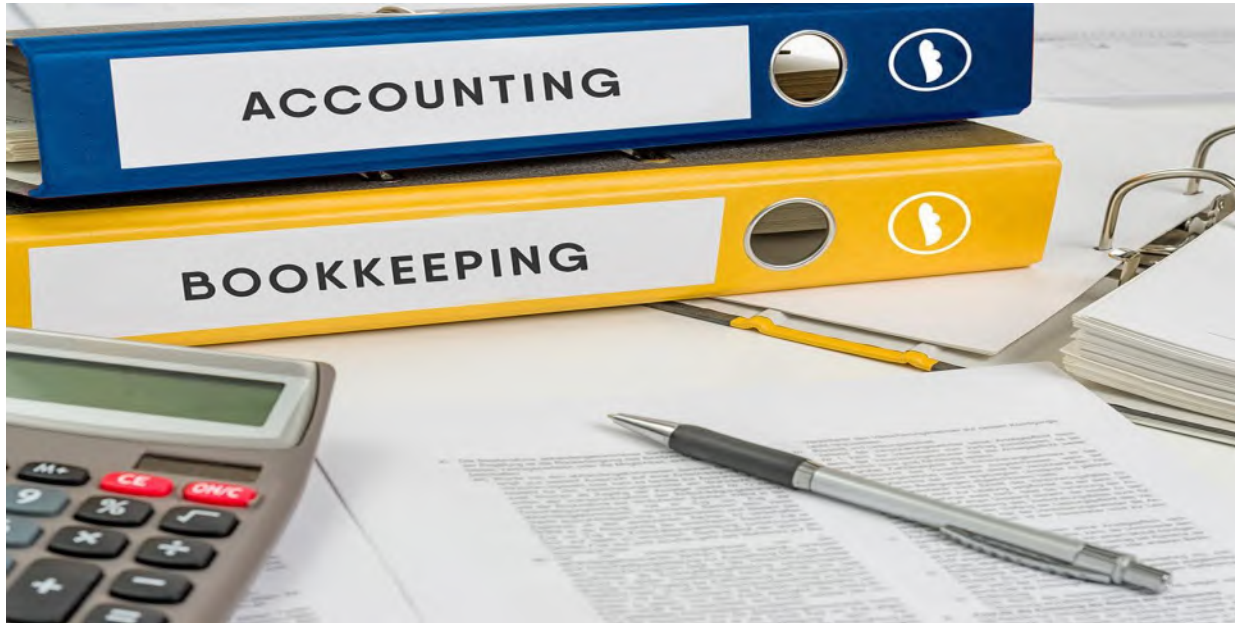


If you've followed most of the above steps, your Facebook page will be ready to show the world! But people won't land on your page by themselves. You've got two options: you can manually invite people to like your page, or you can run a paid advert to help people view the site. First of all, I'd recommend inviting your friends to like the page. You can do this by going to the right of the page, and selecting friends in the menu that you think would like and engage with your page. Use the search bar to add more friends.

With the steps above, I believe you are well equipped to create your own Facebook page. Note that this procedure is almost the same with creating an Instagram page. It is also important to create a Facebook

page first before the Instagram page because Instagram always asks to affiliate an already existing Facebook page. Get creative!

MODULE 12: KEEPING RECORDS: TRACK YOUR BUSINESS' PROGRESS



If business owners know they are likely to have 10 per cent more customers in six months' time, they can begin to make structural changes to prepare such as hiring new employees or purchasing new equipment. It is like when a family is expecting a new member in it. They clear up space, make purchases and lots of changes to make sure that they are ready when the new baby comes in. This module will look at how to measure and maintain business growth.

Set goals to track growth

The first step to measuring business growth is to decide on your goals. The goal may simply be to build a customer base and grow sales, even if it means making a short-term loss due to costs associated with the expanding business. Factors used to track growth include;

- **Revenue.** Revenue shows how much money a company is bringing in.
- **Higher profits.** Higher profits are generally a sign that everything is going well. However, businesses will still have to look at factors like the number of customers being on boarded or leads coming in to ensure future success.

- **Higher sales.** Increases in sales usually suggest a company is growing. Business owners should be wary if a short-term sales increase has been brought about by factors such as heavy discounts or if the increase in sales causes the company to be in danger of overtrading.
- **More customers.** More customers are a sign of growth. However, it can be an issue if customer acquisition costs are high and customer retention is poor.

The more data companies have, the more accurately they can measure growth. Don't forget outside factors. For example, if you have a toy shop made with cotton materials in the month of December and you have increase in sales, the increase in sales is just as likely to be due to the holiday season. Having long term data can help here as businesses can use this to get a view of wider trends.

Another important factor to consider when tracking your business' growth is book keeping/accounting.

What is bookkeeping and why is it important?

Bookkeeping refers to the different recording techniques businesses can use to record the company's financial transactions into organized accounts on a daily basis. Bookkeeping is an essential part of your accounting process for a few reasons. When you keep transaction records updated, you can generate accurate financial reports that help measure business performance and it will also be handy in the event of a tax audit.

Objectives of Bookkeeping



- Identification of Business transactions
- Recording of Business transactions
- Determining financial effects on business



There are several ways to carryout book keeping.

Single-entry bookkeeping

Single-entry bookkeeping is a straightforward method where one entry is made for each transaction in your books, incoming revenue and outgoing expenses. You do not need formal accounting training for the single-entry system. The single-entry method will suit small private

companies and sole proprietorships that do not buy or sell on credit, own little to no physical assets, and hold small amounts of inventory.

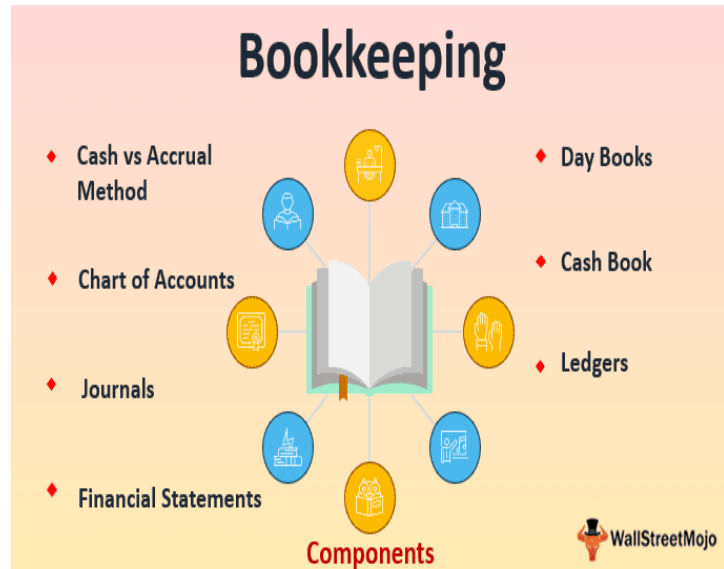
Other methods include;

- 1. Double-entry bookkeeping**
- 2. Cash-based or accrual-based**
- 3. Cash registers**
- 4. The journal**
- 5. The ledger**
- 6. Financial statements**

Stay on top of your bookkeeping

Proper bookkeeping drives your company to success. It is a foundational

accounting process. Yet as important as bookkeeping is, implementing the wrong system for your company can cause challenges. Some companies can still use manual methods with physical diaries and paper journals. However, as technology gets more and more advanced, even smaller companies could get benefits from going digital. This is where a cloud bookkeeping solution like Zoho Books comes in. The software helps you keep accurate records of your business finances. It provides quicker and easier solutions for cash management, accounts payable/receivable, bank reconciliation, and generating financial statements.



Key notes

Cash Book
For the Period 1st Apr'18 - 30th Jun'18

Date	Particulars	Income (\$)	Expenses (\$)	Bank/Cash Balance (\$)
01.04.2018	Balance B/F			1000
05.04.2018	Sales	500		1500
05.04.2018	Rent Paid		80	1420
10.04.2018	Sales	1000		2420
15.04.2018	Printing & Stationery		60	2360
30.04.2018	Interest Income	10		2370
05.05.2018	Chair Purchases		150	2220
05.05.2018	Rent Paid		80	2140
10.05.2018	Sales	200		2340
31.05.2018	Interest Income	12		2352
05.06.2018	Rent Paid		80	2272
10.06.2018	Sales	300		2572
10.05.2018	Legal Fees		20	2552
31.05.2018	Interest Income	12		2564
	Balance C/F			2564
	Total	2034	470	

- Book-keeping is the process of keeping track of every financial transaction made by a business firm from the opening of the firm to the closing of the firm.
- Accounting analyzes, reviews, interprets, and reports financial information for the business firm. The accountant also prepares year-end financial statements and the proper accounts for the firm.
- In cash accounting, you record your transaction when cash changes hands. Using accrual accounting, you record purchases or sales immediately, even if the cash doesn't change hands until a later time,
- Effective bookkeeping requires an understanding of the firm's basic accounts. These accounts and their sub-accounts make up the company's chart of accounts.

MODULE 13: HOW TO CREATE A WEBSITE ON BRIDGEAFRICA.COM

Do you remember shopping malls? Large spaces, many stores, people walking. Well, the internet is a lot like a mall, and your online store is your storefront.



A beautiful storefront attracts passers-by. In contrast, an unattractive storefront with peeling paint means those passers-by will keep walking. Today we are going to learn how to set up and operate your online store at bridgeafrica.com.

There are several online marketplaces around the world that can host your online store. Note that an online marketplace is a place where different suppliers (business) can sell their products. Imagine a mall filled with many different stalls, each run by an individual. This makes it possible for your products to be searched on a larger scale.

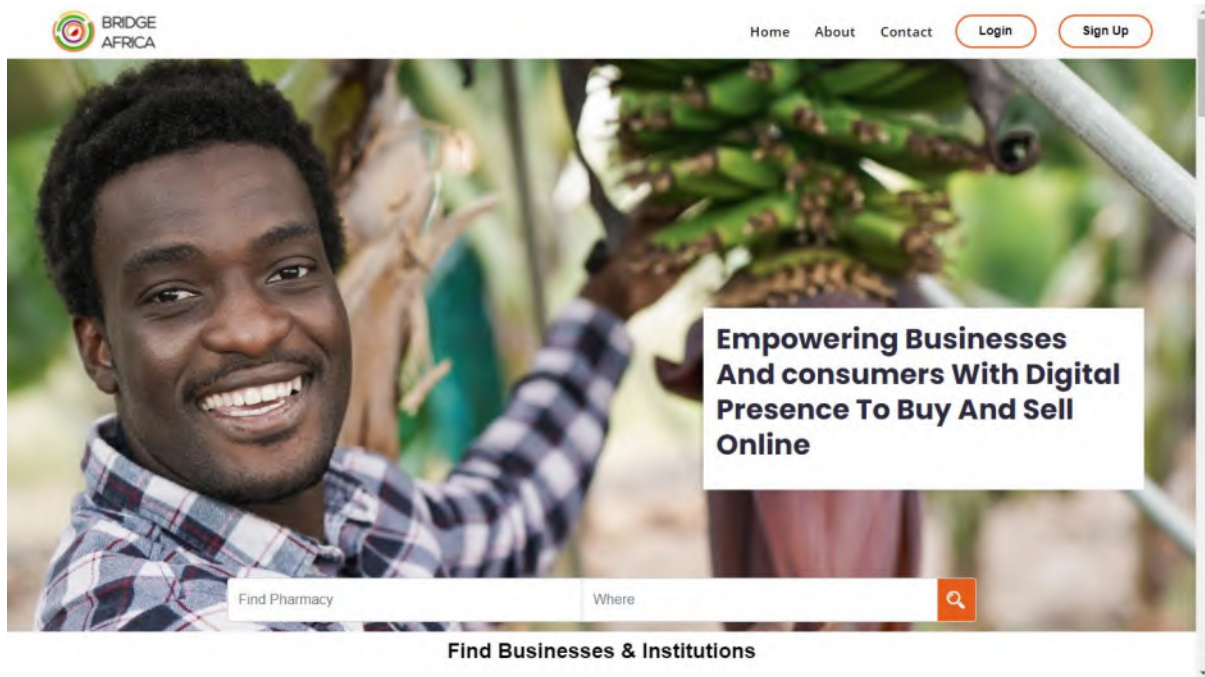
In Cameroon, we can cite bridgeafrica.com when talking about online marketplaces. This platform allows you to have your own space, your own online store. [Bridgeafrica.com](https://bridgeafrica.com) gives you the possibility to create your own commercial website, to have your own online store, bearing your company name. Exciting, isn't it?

Creating a website at bridgeafrica.com is quick and easy. To do this, you must first register on the platform. Registering will allow you to enjoy all the features of bridgeafrica.com, such as creating

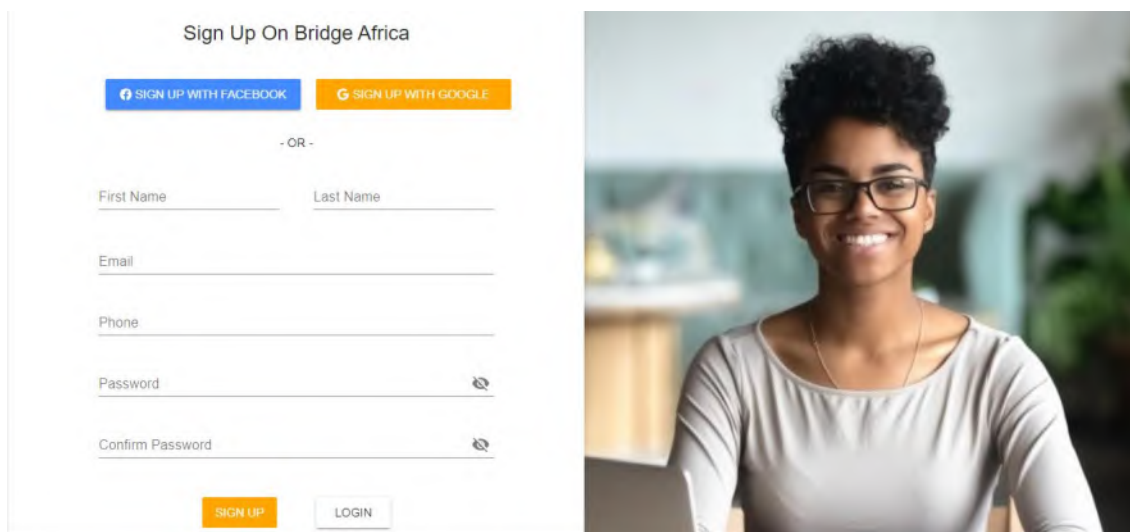
your website, selling your products online through its marketplace, engaging with customers, and even networking with other companies.

To register:

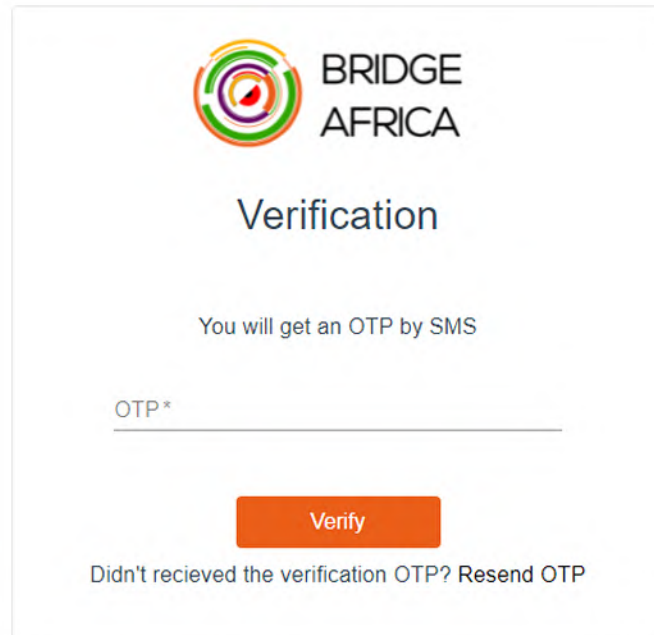
- Go to www.bridgeafrica.com



- Click on **Sign Up**. You will be required to enter your name, email, phone, and password. The email field is not mandatory.

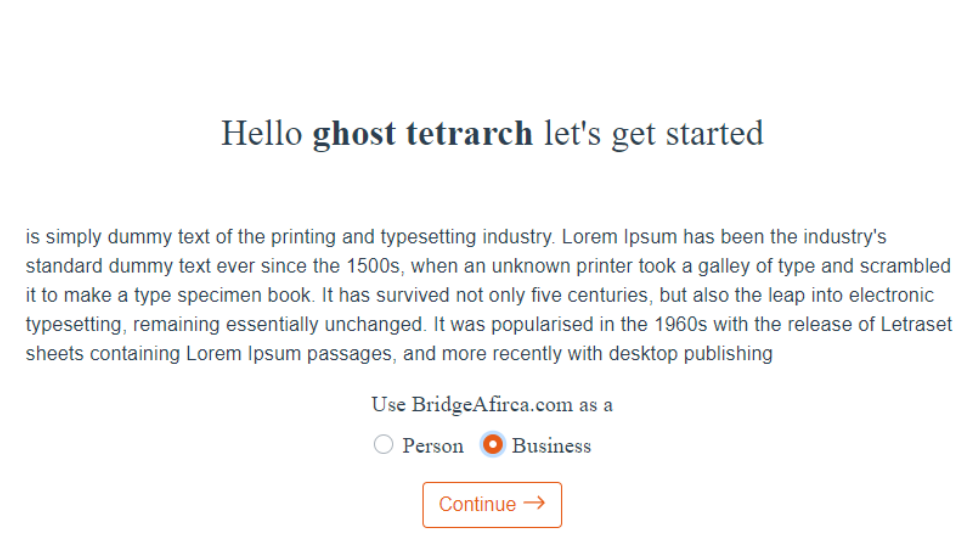


- Upon signup, a verification code will be sent to your phone number, which you will have to enter in the next window to confirm your registration, as shown below.



The screenshot shows a verification page for Bridge Africa. At the top left is the Bridge Africa logo, a colorful circular icon with a stylized 'A' inside. To its right, the text 'BRIDGE AFRICA' is displayed in a bold, sans-serif font. Below the logo and text, the word 'Verification' is centered in a large, dark font. Underneath, a smaller line of text reads 'You will get an OTP by SMS'. A text input field is positioned below this, with 'OTP *' as a placeholder. A solid orange button with the word 'Verify' in white text is centered below the input field. At the bottom of the form, there is a link that says 'Didn't recieved the verification OTP? Resend OTP'.

- Once your registration is confirmed, you will be redirected to a welcome message page, where you can choose to use bridgeafrica.com as a person (a normal buyer) or a business

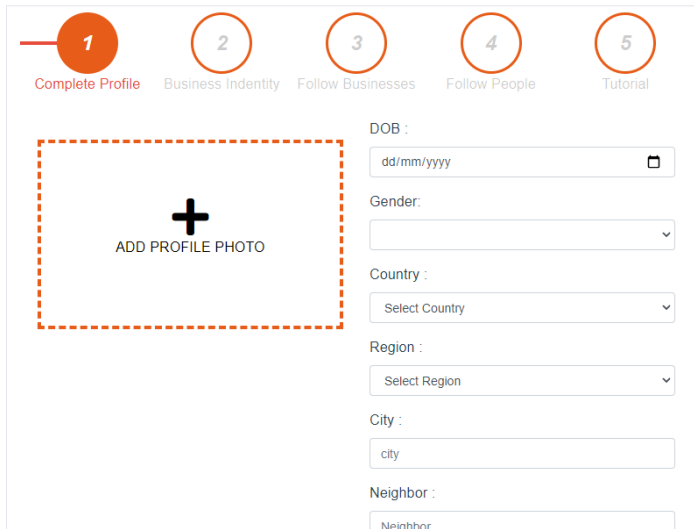


The screenshot shows a welcome page for Bridge Africa. At the top, the text 'Hello ghost tetrarch let's get started' is displayed in a bold, dark font. Below this, there is a paragraph of placeholder text: 'is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing'. Below the text, there is a heading 'Use BridgeAfirca.com as a' followed by two radio button options: 'Person' and 'Business'. The 'Business' option is selected, indicated by a filled orange circle. Below the radio buttons is a solid orange button with the text 'Continue →' in white.

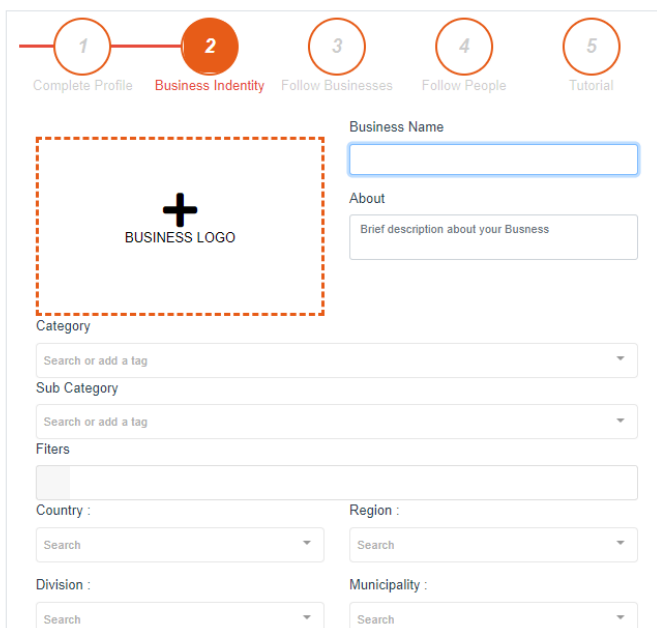
(a seller). Since you are business owners, you will choose the second option (Business), and click on Continue.

- Clicking on “Continue” will take you through a series of steps aimed at having you complete your profile. These steps will involve:

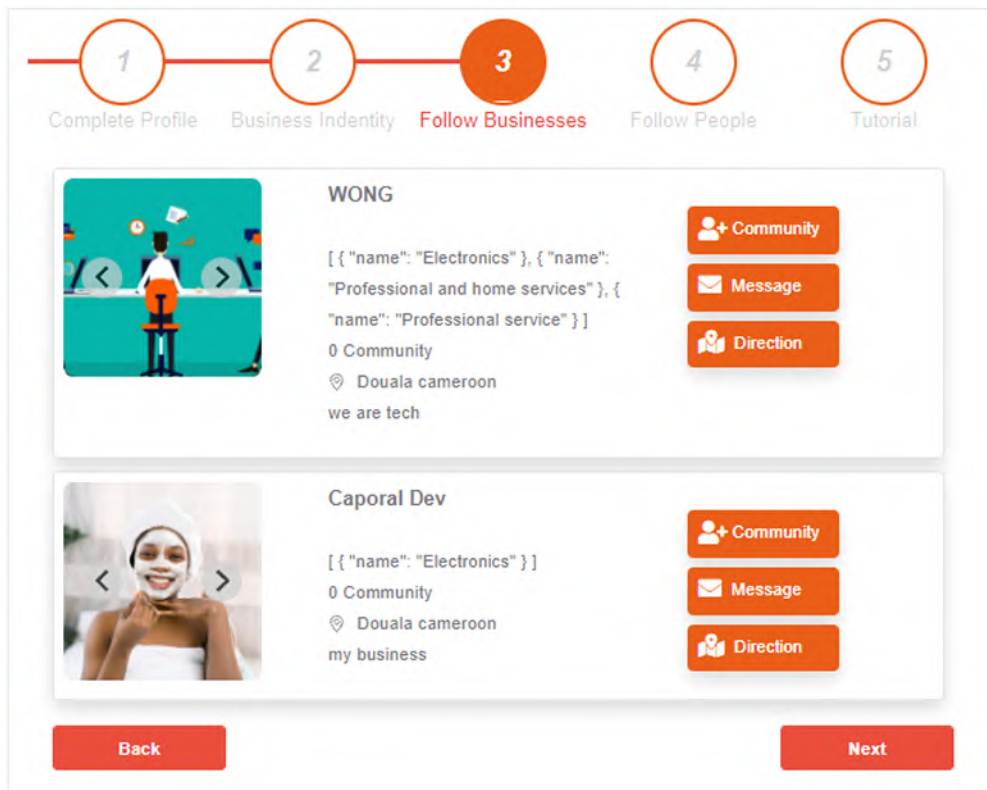
1- **Complete Profile**, where you can add your profile photo, date of birth, gender, location among others. When all the information here is field, click **Next** to go to step 2.



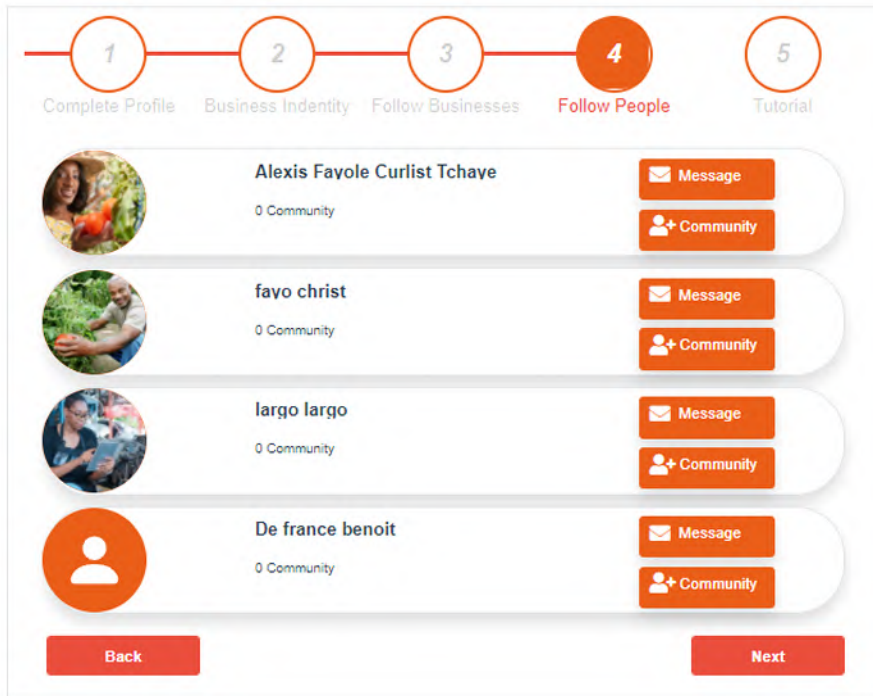
2- **Business Identity**, from where you can create your website. Here you will have to add elements of your websites like the logo, give it a name, choose a category within which it falls (such as handicraft or agriculture). When done, click on Next.



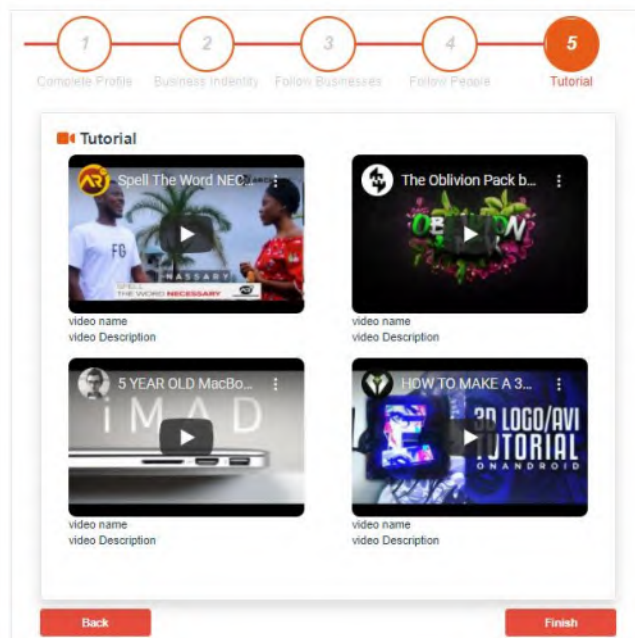
3- Follow business, here you can select some top businesses to follow, in order to receive updates whenever they post new content.



4- Follow People, here you can follow people (potential customers).

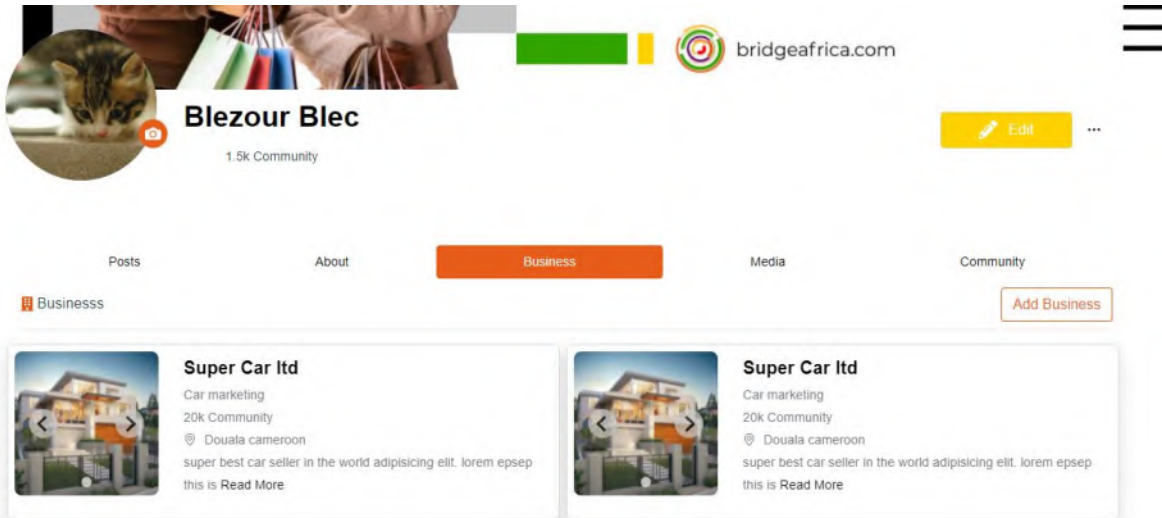


5- **Tutorial**, here you can watch video tutorials to have a better understanding on how to use the different features of bridgeafrica.com. Once you are done, click **Finish**, and your website would have been created.



As you can see, creating a website on bridgeafrica.com is very easy. You should also note that if you are an existing user, (that is, you already have an account on bridgeafrica.com), you can also create your website from your profile page. To do that:

- Log in to your profile page, and click on the “**Business**” tab, as shown below.



- Next, click on the **Add Business** button. This will open a popup box from where you can create your website by simply following the different steps.

Add Bussiness ×

1
General

2
Contact


3
Location

City

Neighbourhood

Three Location Descriptions

Choix



Cancel
Previous
Save



There you have it. With your new website, you can now share pictures of your products, sell on bridgeafrica.com's marketplace, and receive payment directly through your mobile money account.

MODULE 14: SELLING ON BRIDGEAFRICA.COM

The grand goal of every business is to make more money. You can make more money as a business by selling on bridgeafrica.com. Even more interesting is the fact that bridgeafrica.com connects businesses to consumers, both locally and internationally, thereby giving more business openings to the business owners that you are.

Before selling on bridgeafrica.com, you have to understand that there are two types of accounts: normal and advanced accounts.

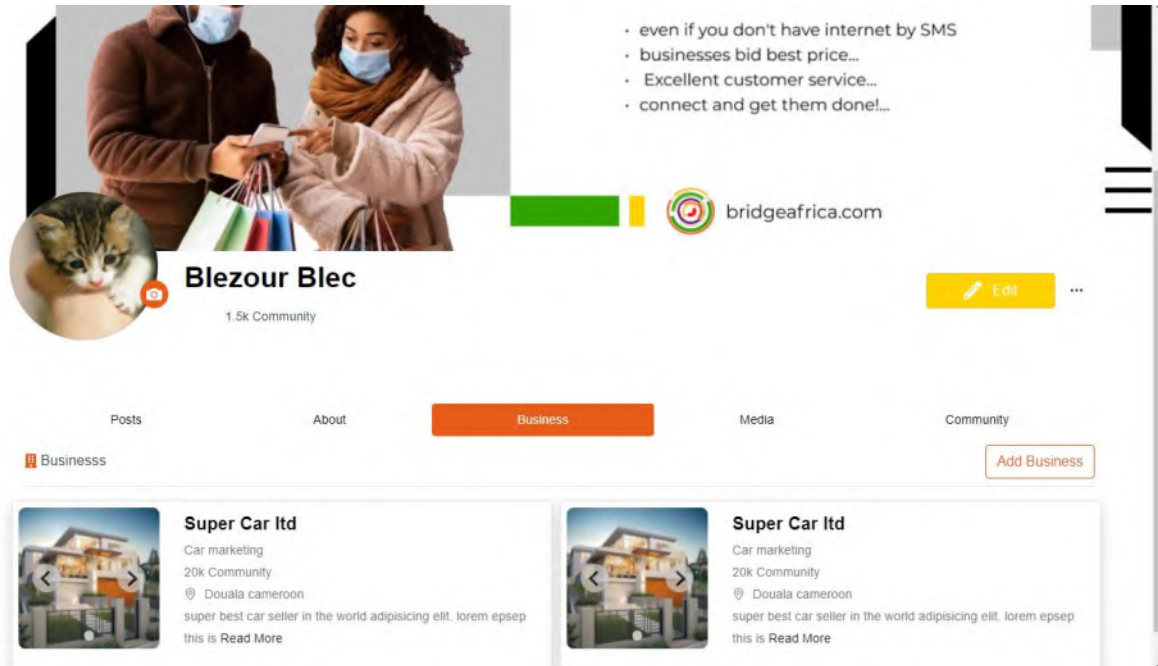
Normal accounts allow you to create a business website, exhibit your products in our market. You can also communicate with your customers through messaging, and follow each other.

As for advanced accounts, they offer all the functionality of a normal account, with additional benefits. First, it gives a customer the ability to purchase and pay directly from your business website via mobile money. Secondly, users of advanced accounts benefit from assistance in determining the cost of shipping products to different regions of the country and abroad. Thirdly, advanced users are given a verification badge, which enhances the credibility of the business.

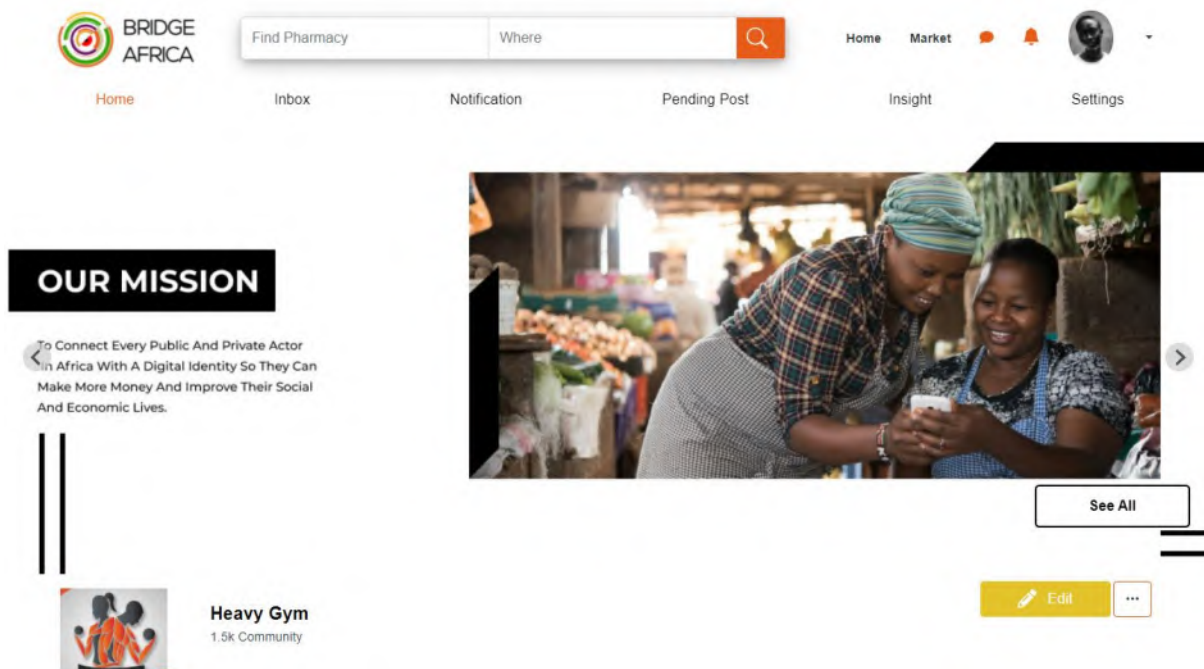
As you can see above, the most important difference between normal accounts and advanced accounts lies in the fact that normal accounts can only display their products on their websites, and someone who wants to buy will have to contact the caller by phone to discuss the process. With advanced accounts, a customer does not need to call the buyer to order for a product. He just needs to go to the website of the business, order and pay directly from the website via mobile money.

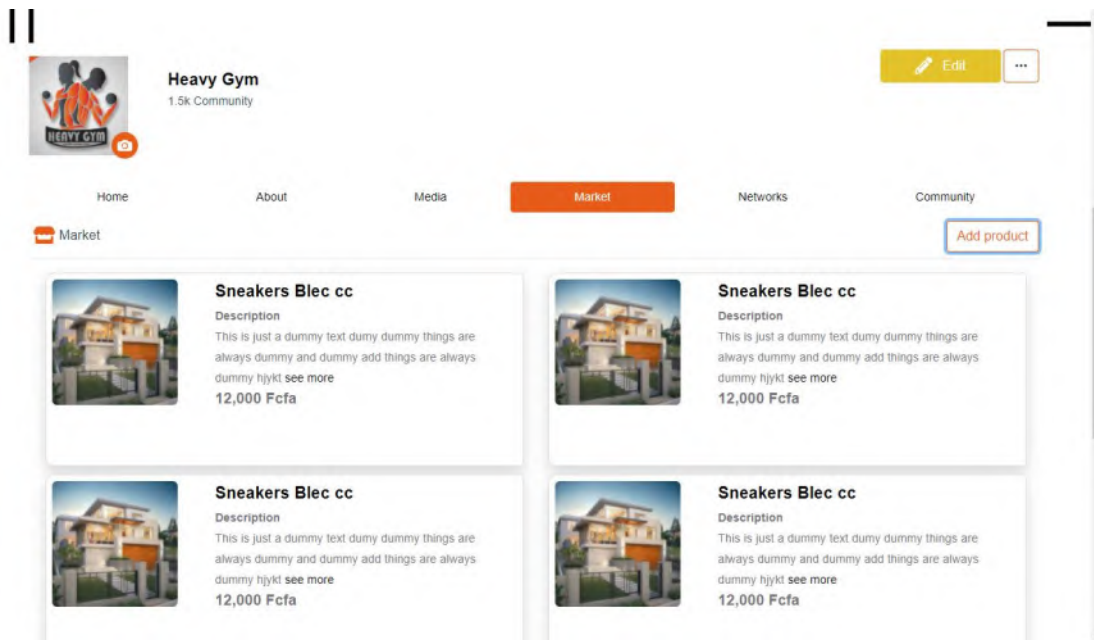
Having said this, let's now look at the steps of selling on bridgeafrica.com.

- Having created your website, all you have to do to sell on bridgeafrica.com is to upload pictures of your products or services on the **Market** section of your website.
- To do that, go to www.bridgeafrica.com and login to your profile.



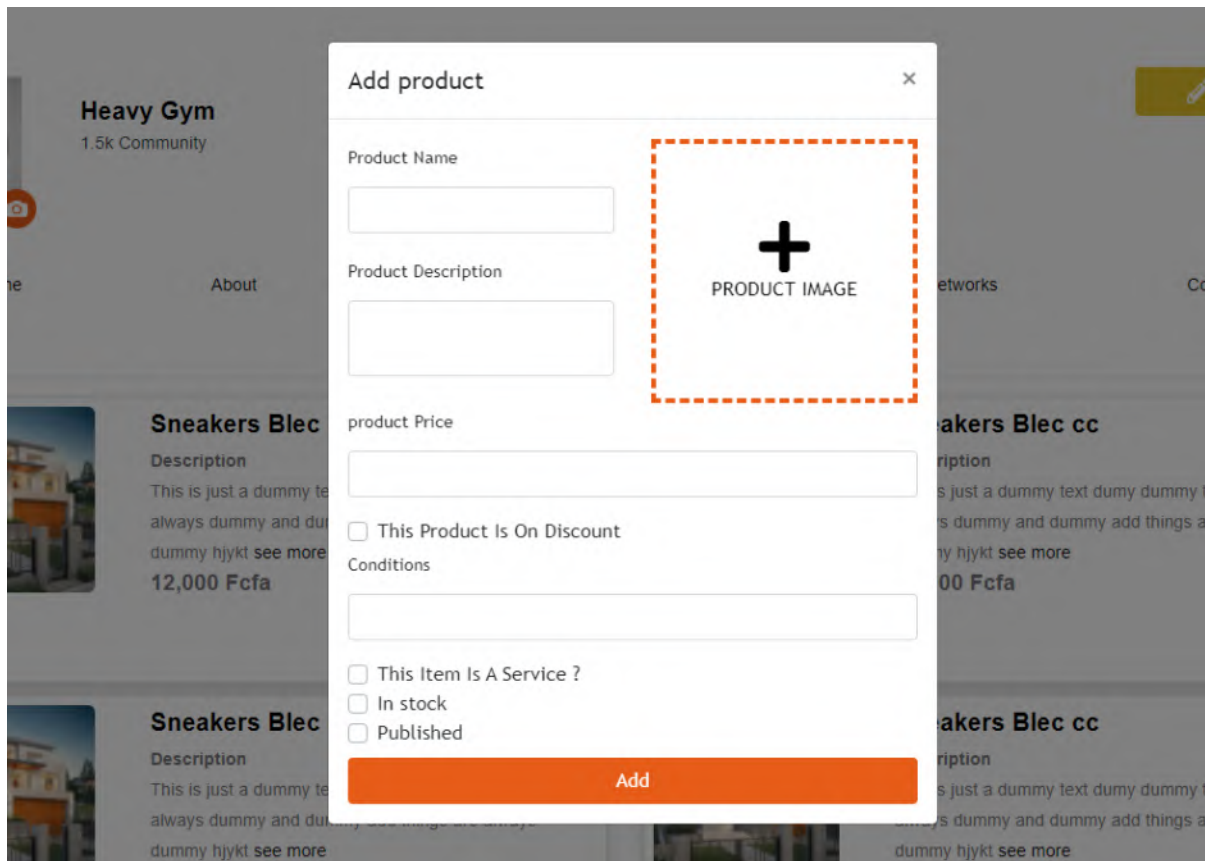
- From your profile page, navigate to the **Business** tab to see a list of all the businesses you have added on bridgeafrica.com as shown above. Click on the business from which you want to add a product or service. This will open your Bridge Africa business website.





The screenshot shows a business profile for 'Heavy Gym' with 1.5k Community members. The navigation menu includes Home, About, Media, Market, Networks, and Community. The 'Market' tab is active, displaying a grid of four product listings for 'Sneakers Blec cc'. Each listing includes a placeholder image of a house, a description, and a price of 12,000 Fcfa. An 'Add product' button is visible in the top right corner of the market section.

From your business page, go to Market, and click on **Add Products**. This will open a popup where you can fill the necessary information such as product name, description, price, product picture, etc. Make sure you check the **Published**, and **In Stock** option at the bottom of the page, and click on **save**. The In Stock button lets buyers know that the product is currently available, while the Published button will make your product visible on the Search.



- Once you have added a product on your Market, customers can now find your products, contact you or buy directly from your website.
- In case you want to edit your products, from within your Market, simply click on the edit button on the product you wish to edit. Effect the necessary corrections, and save.

There you have it. The process of selling on bridgeafrica.com is pretty straightforward.

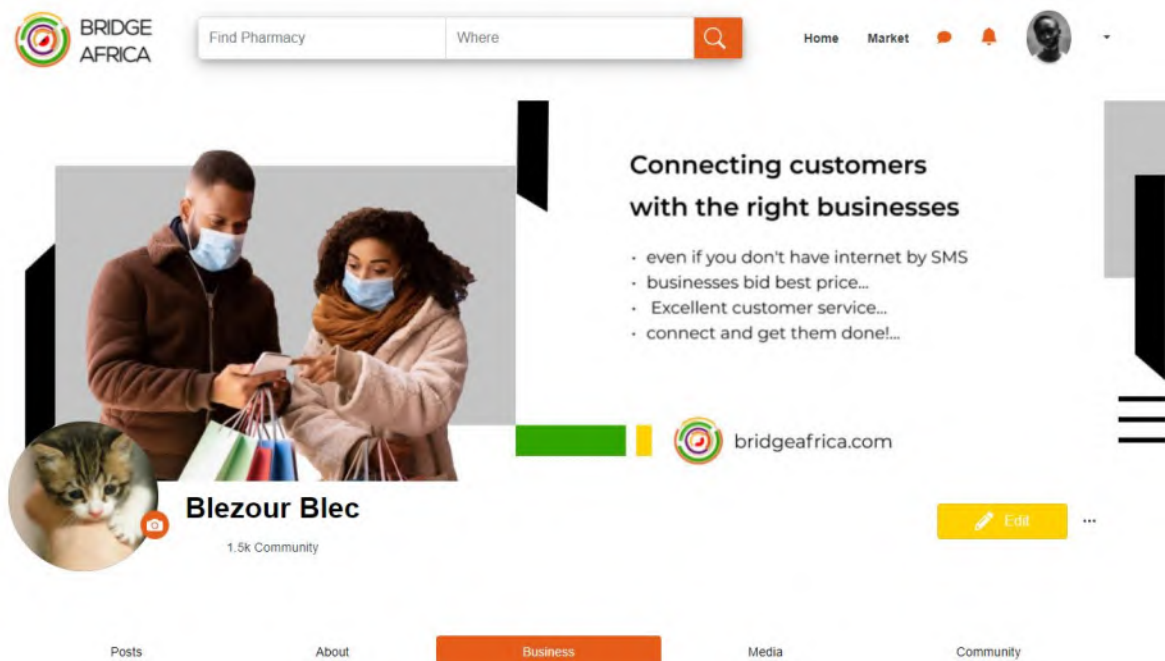
Remember

MODULE 15: USING BRIDGEAFRICA.COM AS A CUSTOMER

Regardless of whether you are a business or customer, bridgeafrica.com have you covered. Even as a business, sometimes you may need to buy something, like raw material for your products, or simply something for yourself. Bridgeafrica.com makes it possible for customers to directly buy from different vendors around the world, network with key groups of people and businesses, follow businesses with the best offers, and compare product prices to have the best products at the best prices.

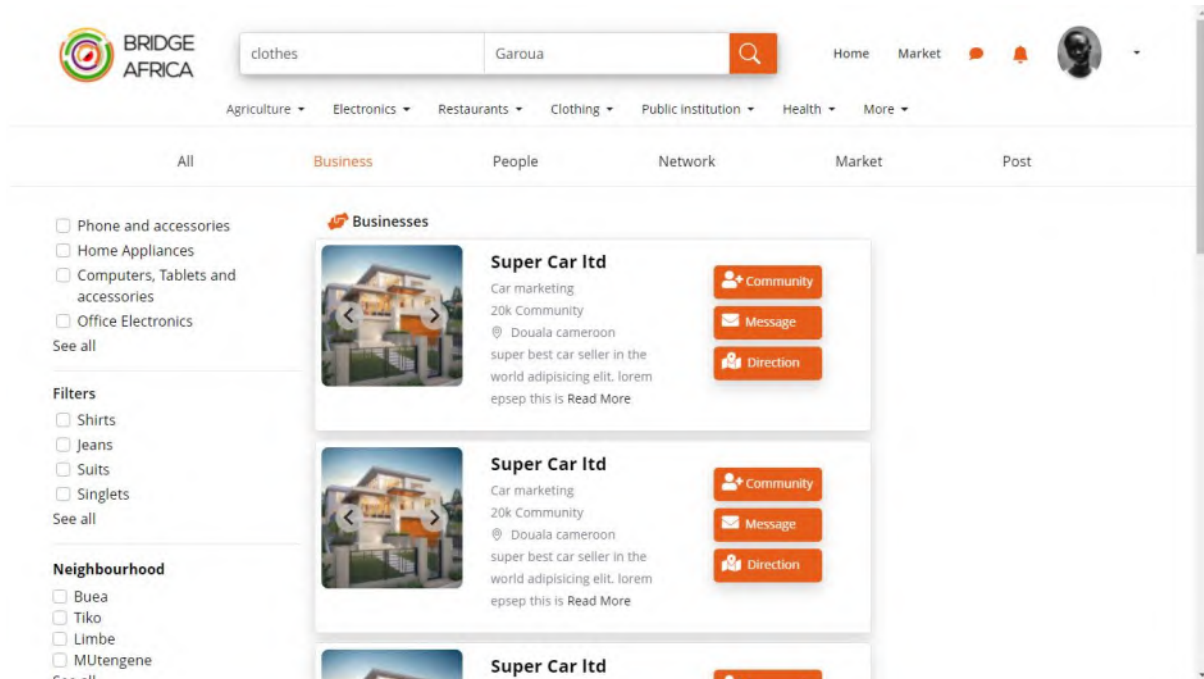
To enjoy all these features, you have to be registered. In an earlier module (How to create a website on bridgeafrica.com), we showed you how you can register on bridgeafrica.com. So don't hesitate to check back that module if you have any questions on how to register on bridgeafrica.com.

- To search on bridgeafrica.com, login to your profile page, and from the navigation bar, use our search tool to look for what you want.



The screenshot displays the Bridge Africa website interface. At the top left is the Bridge Africa logo. A search bar contains the text "Find Pharmacy" and "Where" with a magnifying glass icon. The navigation bar includes "Home", "Market", a notification bell, and a user profile icon. The main content area features a large image of a man and a woman wearing face masks and holding shopping bags. To the right of the image, the text reads "Connecting customers with the right businesses" followed by a list of bullet points: "even if you don't have internet by SMS", "businesses bid best price...", "Excellent customer service...", and "connect and get them done!...". Below the image is a circular profile picture of a kitten and the name "Blezour Blec" with "1.5k Community" underneath. A yellow "Edit" button is visible. At the bottom, a navigation bar has tabs for "Posts", "About", "Business" (highlighted in orange), "Media", and "Community".

- You can search for businesses, people, networks, market (products) and posts. You can also use our filters to refine your search results, depending on what you are looking for. For example, if you are looking for businesses selling clothes, in the search bar you will



enter a keyword such as “clothes”, enter a location, and choose the category **Business**. You will be presented with a list of businesses that match your search. You can now visit their websites, or contact them.

- If you want to buy a product, enter your keyword, say “shirt”, and choose the category **Market**.
- You can browse the market for what you need. Select the product you are interested in, then click on **Buy** to place your order.
- You can pay either via Orange Money or Mobile money.
- However, note that you can only directly buy from businesses that have advanced accounts. If the business from which you are trying to buy is on a normal account, you will be given the option to Message the seller to pass your order.
- A message box will popup where you can place your order. While composing your message, make sure to indicate who you are, and where you would want your product to be delivered.
- The vendor will be notified of your order, and will contact you to finalise the purchase.



**BRIDGE AFRICA
VENTURES**

- Remember you can also use bridgeafrica.com to search for products, people, businesses; compare prices so as to get the best product at the least price; as well as directly communicate with vendors through SMS. To know more about how you can