

# Peace Through Prosperity's mini-MBA & on-site Consulting Programs for Street Merchants

## The Programs

The mini-MBA business growth program is delivered over five group sessions, spread over 5 days, each session lasting for a maximum of two hours per evening. Each session is delivered by a lead trainer and facilitators.

This is followed by a six to eight months engagement of on-site one to one Consulting; for the first three months the visits are weekly and last for up to one hour, in the proceeding months the visits are fortnightly.

## The Structure of the mini-MBA

Workshop 1: Introduction to the program, premises, location and hygiene; why are they critical for growing your business.

Workshop 2: Marketing, customer acquisition, retention, pricing and customer behaviour.

Workshop 3: Business Planning (including a simplified cash flow) and planning for growth.

Workshop 4: Financial record keeping (Business records), difference between revenue, cost of goods sold and profit.

Workshop 5: Diversifying service lines, cross selling, up selling and review of the previous sessions and practicing real world applications of the knowledge and skills.

## HOW IS OUR Mini-MBA ANY DIFFERENT?

There are five aspects of our mini-MBA program that differentiate it from all other similar interventions before it:

- 1) PTP's mini-MBA teaches real world tools that can be applied from the very next day, we do not teach the audience concepts. It is designed for practicality and immediate impact.
- 2) PTP's mini-MBA consists of vocation specific guidance, it is vertically focused. Our current program caters for six different street based trades.
- 3) Post mini-MBA PTP provides tailored on-site one to one coaching and mentoring, we build relationships and consult the individual on his/her specific challenges.
- 4) The data we gather from each visit we codify and turn it into business intelligence reports that we utilise to consult individual street merchants.

To our knowledge no other program takes such an in depth, personalised and hands on approach to enabling street merchants to become better owner managers. We deliver a tailored consulting lead business growth program to enable the street merchants to build a better future for themselves, their family and community.

## TESTIMONIALS

You can study individual case studies on [our blog](#) and video testimonials on our [Vimeo channel](#).

We are unconventional and our approach extra ordinary because the conventional and ordinary have failed to deliver game changing results.



**PEACE**  
Through Prosperity

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