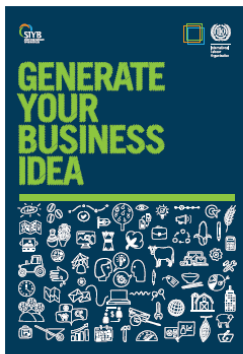




# ENTREPRENEURSHIP TRAINING & CONSULTANCY

## ILO SIYB Program (Start and Improve Your Business)

From Idea to Income: Build Businesses That Last



GYB Manual



SYB Manual  
+ Business Plan booklet



IYB Planning  
For Your Business  
+ Buying & Stock Control  
+ People & Productivity  
+ Record Keeping  
+ Marketing  
+ Costing



EYB Manual

For: Aspiring Entrepreneurs | Existing SMEs | Cooperatives | Youth Groups | Women Entrepreneurs | Growing Businesses

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## Table of Contents

<b>ENTREPRENEURSHIP TRAINING &amp; CONSULTANCY</b> .....	1
<b>ILO SIYB Program (Start and Improve Your Business)</b> .....	1
<b>1. EXECUTIVE SUMMARY</b> .....	3
<b>2. WHO THIS SOLUTION IS FOR</b> .....	4
<b>Aspiring Entrepreneurs (GYB + SYB)</b> .....	4
<b>Existing SMEs Struggling with Operations (IYB)</b> .....	4
<b>Women Entrepreneurs &amp; Groups</b> .....	4
<b>Growing Businesses Ready to Scale (EYB)</b> .....	4
<b>3. THE REAL-WORLD PROBLEM</b> .....	5
<b>Why 60% of Kenyan Start-ups Fail</b> .....	5
<b>4. THE SOLUTION: ILO SIYB PROGRAM</b> .....	6
<b>What Makes SIYB Different</b> .....	6
<b>5. THE 4 SIYB MODULES EXPLAINED</b> .....	6
<b>Module 1: GYB (Generate Your Business Idea)</b> .....	6
<b>Module 2: SYB (Start Your Business)</b> .....	7
<b>Module 3: IYB (Improve Your Business)</b> .....	7
<b>Module 4: EYB (Expand Your Business)</b> .....	8
<b>6. REAL SUCCESS STORY: JANE - FROM IDEA TO INCOME</b> .....	8
<b>7. SERVICE PACKAGES &amp; PRICING</b> .....	9
<b>Individual Training</b> .....	9
<b>Group Training (20-50 Participants)</b> .....	10
<b>Government &amp; Ngo Programs</b> .....	10
<b>Add-On Services</b> .....	11
<b>8. WHY CHOOSE ILO SIYB PROGRAM</b> .....	11
<b>9. WHY TRAIN WITH US</b> .....	12
<b>10. FREQUENTLY ASKED QUESTIONS</b> .....	12
<b>11. GETTING STARTED</b> .....	13
<b>For Individuals</b> .....	13
<b>For Organizations</b> .....	13
<b>12. YOUR NEXT STEP</b> .....	13

# 1. EXECUTIVE SUMMARY

## The Problem

**60% of Kenyan start-ups fail within 3 years** due to poor planning, inadequate market research, weak financial management, and lack of business skills. Aspiring entrepreneurs have ideas but don't know how to validate them, create bankable business plans, or access financing. Existing SMEs struggle with operations, costing, stock control, and scaling.

## Our Solution

The **ILO SIYB (Start and Improve Your Business) Program** provides structured, step-by-step training across the full business lifecycle using internationally recognized methodology tested in 100+ countries with 20M+ entrepreneurs trained globally.

### 4 Training Modules:

- **GYB (Generate Your Business):** Idea validation and market fit
- **SYB (Start Your Business):** Business plan creation for financing
- **IYB (Improve Your Business):** Operations, costing, stock, HR, marketing
- **EYB (Expand Your Business):** Strategic growth, quality, funding readiness

## The Value

Participants gain:

- **Internationally recognized ILO certification**
- **Bankable business plans** that attract financing and supports business operations
- **Practical operations skills** not just theory
- **Market validation** to reduce failure risk
- **Reduced failure rate** from 60% to under 20%

## Investment

- **Individual Training:** KES 8,000 - 20,000 per participant (per module)
- **Group Training (20-50 pax):** KES 300,000 - 1.2M per cohort
- **Government/NGO Programs:** KES 500,000 - 2M per program
- **Business Plan Development:** from KES 50,000 (depending on size and nature of business)
- **Post-Training Consultancy:** from KES 20,000 (depending on size and nature of business)

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## 2. WHO THIS SOLUTION IS FOR

### Aspiring Entrepreneurs (GYB + SYB)

**You have a business idea but don't know if it will work.**

- Employed but want to start side business
- Unemployed seeking self-employment
- Have savings/loan access but unsure what to start
- Don't want to waste money on failed ventures

**What You Get:** Systematic idea validation + bankable business plan

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### Existing SMEs Struggling with Operations (IYB)

**You're operating but barely breaking even.**

- Been in business 2-10 years
- Revenue KES 200,000-800,000 monthly
- Can't figure out why profits are so low
- Poor stock control and cash flow
- No proper costing or pricing

**What You Get:** Operations overhaul + profitability improvement

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### Women Entrepreneurs & Groups

**You want to start or grow collectively.**

- Women's groups with business ideas
- Lack confidence in business management
- Want access to women-focused financing (Women Enterprise Fund, Uwezo Fund etc.)
- Need training that addresses gender-specific barriers

**What You Get:** Confidence + skills + recognized certification that unlocks funding

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### Growing Businesses Ready to Scale (EYB)

**Your business is working but chaotic at scale.**

- Revenue KES 800,000-3M monthly
- 10-60 employees
- Growth creating operational chaos
- Quality inconsistent
- Need systems to scale properly

**What You Get:** Strategic growth planning + quality systems + funding readiness

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## 3. THE REAL-WORLD PROBLEM

### Why 60% of Kenyan Start-ups Fail

#### 1. Poor Planning

- Jump into business without proper research
- No realistic financial projections
- Underestimate capital needs
- Overlook key expenses

**Example:** Started salon with KES 300,000. Ran out of cash in month 3 because didn't budget for slow initial months.

#### 2. Inadequate Market Research

- Assume demand exists without validation
- Don't research competitors
- Wrong location or target market
- Pricing not aligned with market

**Example:** Opened 8th salon within 500m radius. Market oversaturated. Failed within 6 months.

#### 3. Weak Financial Management

- Mix business and personal money
- Don't track expenses
- Poor pricing (don't know true costs)
- No cash flow management

**Example:** Restaurant owner thought he was profitable. Proper costing revealed losing money on 40% of menu items.

#### 4. Lack of Business Skills

- No understanding of marketing
- Poor customer service
- Can't manage employees
- Don't understand legal/regulatory requirements

**Example:** Had great product but zero marketing. Relied on walk-ins. Business died slowly.

#### 5. No Access to Finance

- Can't create business plan banks accept
- Don't know funding sources
- Can't articulate business model clearly
- Poor credit history or no collateral

**Example:** Great idea, rejected by 3 banks. Reason: "Your business plan doesn't show us how you'll repay."

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## 4. THE SOLUTION: ILO SIYB PROGRAM

### What Makes SIYB Different

#### 1. Internationally Recognized

- Developed by International Labour Organization (ILO)
- Used in over 100 countries
- 20M+ entrepreneurs trained globally
- Banks and investors recognize SIYB certification

#### 2. Proven Methodology

- Not theory—practical, action-oriented
- Learn by doing (create actual business plan)
- Real tools and templates
- Tested over 40+ years

#### 3. Complete Business Lifecycle

- **GYB:** Validate your idea
- **SYB:** Start with proper planning
- **IYB:** Improve operations
- **EYB:** Scale strategically

#### 4. Bankable Business Plans

- Banks recognize SIYB business plans
  - Format meets financial institution requirements
  - Financial projections properly done
  - Increases loan approval rates by 300%+
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## 5. THE 4 SIYB MODULES EXPLAINED

### Module 1: GYB (Generate Your Business Idea)

**Duration:** 2-3 days | **Investment:** KES 8,000-15,000

**For:** People with NO clear business idea or multiple ideas

#### What You Learn:

- Systematic market research methods
  - Competitor analysis
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- Demand assessment
- Idea screening and selection
- Feasibility analysis

**Deliverable:** Validated business idea with market evidence

**Example:** Jane wanted to start salon. GYB research showed her area oversaturated (7 salons within 500m). She pivoted to mobile beauty services targeting corporate offices. Now earning KES 180,000/month.

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## **Module 2: SYB (Start Your Business)**

**Duration:** 5-7 days | **Investment:** KES 15,000-20,000

**For:** People with validated idea ready to launch

### **What You Learn:**

- Complete business plan development
- Marketing plan creation
- Financial projections (3 years)
- Pricing strategies
- Legal/regulatory requirements
- Financing options

**Deliverable:** Complete bankable business plan (30-50 pages)

**Example:** After SYB training, secured KES 400,000 loan from Equity Bank. Launched successfully, hit KES 160,000 revenue by month 3.

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## **Module 3: IYB (Improve Your Business)**

**Duration:** 4-6 days | **Investment:** KES 15,000-20,000

**For:** Existing businesses struggling with profitability/operations

### **What You Learn:**

- Accurate costing and pricing
- Stock control systems
- Cash flow management
- Marketing and sales strategies
- Customer records management
- Basic accounting

**Deliverable:** Operations improvement plan with specific actions

**Example:** Peter's hardware shop—revenue KES 400,000/month, barely breaking even. IYB revealed poor costing (losing 40K/month), excess stock (600K tied up), no customer database. After implementing: profit increased from KES 15,000 to KES 85,000 monthly.

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## **Module 4: EYB (Expand Your Business)**

**Duration:** 5-7 days | **Investment:** KES 20,000-25,000

**For:** Successful businesses ready to scale

### **What You Learn:**

- Strategic growth planning
- Quality management systems
- Funding readiness for investors/major loans
- Process documentation
- Delegation and organizational structure
- Exit strategies

**Deliverable:** Strategic expansion plan with funding proposals

**Example:** Grace's catering business (60 employees, KES 2.4M/month revenue) but chaotic. EYB helped document processes, implement quality control, create org structure. Secured KES 5M bank loan for kitchen expansion and second location. Revenue now KES 4.8M/month with 35% margin (up from 18%).

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## **6. REAL SUCCESS STORY: JANE - FROM IDEA TO INCOME**

### **Starting Point:**

- Age 26, unemployed graduate
- Wanted to start salon
- Had KES 250,000 savings
- No business experience

### **GYB Training (Week 1-2):**

- Learned systematic market research
- Surveyed 150 potential customers
- Analysed 5 competitors
- **Discovery:** Area oversaturated—7 salons within 500m
- **Decision:** Pivot to mobile beauty services

### **SYB Training (Week 3-6):**

- Created comprehensive business plan
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- Targeted corporate offices and residential estates
- Financial projections: KES 180,000 monthly revenue
- Applied for loan with SIYB-certified plan

### **Launch (Month 1):**

- Secured KES 400,000 Equity Bank loan (SIYB plan approved immediately)
- Bought equipment and supplies
- Launched with 5 corporate contracts

### **Results (Month 3):**

- Revenue: KES 160,000/month
- 12 regular corporate clients
- 45 individual clients
- Profit margin: 38%
- Hired 1 assistant

### **12-Month Update:**

- Revenue: KES 320,000/month
- 3 full-time staff
- 25 corporate contracts
- Expanding to second team

**Jane's Quote:** *"GYB saved me from wasting KES 250,000 on a salon that would have failed. SYB gave me a plan that banks trusted. I'm now earning more than I would in employment."*

**Investment in Training:** KES 23,000 (GYB + SYB)

**Return:** Built KES 3.8M annual revenue business

## **7. SERVICE PACKAGES & PRICING**

### **Individual Training**

#### **Per Participant, Per Module**

- **GYB:** KES 8,000-12,000 (2-3 days)
- **SYB:** KES 15,000-20,000 (5-7 days)
- **IYB:** KES 12,000-18,000 (4-6 days)
- **EYB:** KES 18,000-25,000 (5-7 days)

#### **Includes:**

- Training materials and workbook
- ILO-certified trainer
- Tools and templates
- Certificate of completion
- 30-day email support

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## **Group Training (20-50 Participants)**

### **Corporate, NGO, Government Programs**

**Pricing:** KES 300,000 - 1.2M per cohort

#### **Depends On:**

- Number of participants
- Module(s) selected
- Location (Nairobi vs upcountry)
- Customization needs

#### **Includes:**

- All individual training benefits
- Customized content
- Venue arrangement (if needed)
- Progress tracking system
- Post-training report

#### **Example Pricing:**

- 20 participants, SYB, Nairobi: KES 300,000
- 30 participants, IYB, Nakuru: KES 420,000
- 50 participants, GYB+SYB, Nairobi : KES 1.2M

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## **Government & Ngo Programs**

### **Large-Scale Entrepreneurship Initiatives**

**Pricing:** KES 500,000 - 2M per program

#### **Scope:**

- Multiple cohorts (100-500+ participants)
- Multiple locations
- Long-term engagement (6-12 months)
- Train-the-trainer components
- Impact assessment and reporting

#### **Past Partners:**

- County government SME programs
- Youth empowerment initiatives
- Women economic empowerment projects
- Microfinance institution capacity building

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## Add-On Services

### Business Plan Development:

- From KES 50,000 depending on size and nature of business (one-on-one support to create plan)

### Post-Training Consultancy:

- From KES 20,000 depending on size and nature of business (implementation support after training)

### Business Mentorship (3 months):

- From KES 50,000 depending on size and nature of business (monthly check-ins and guidance)
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## 8. WHY CHOOSE ILO SIYB PROGRAM

### 1. International Recognition

Banks, investors, and donors worldwide recognize ILO SIYB certification. Your business plan carries weight because of the rigorous methodology.

### 2. Proven Success Rate

SIYB-trained entrepreneurs have **under 20% failure rate** vs 60% for untrained entrepreneurs. That's 3x better success odds.

### 3. Practical, Not Theoretical

You don't just learn—you CREATE. By end of SYB, you have an actual business plan. By end of IYB, you have operations improvements implemented.

### 4. Financing Access

Many microfinance institutions and banks PREFER SIYB-certified business plans. Some offer preferential rates to SIYB graduates.

### 5. Lifetime Skills

Business skills learned in SIYB apply to any venture you start—now or in future. It's education that pays dividends forever.

### 6. Network Access

Join alumni network of SIYB graduates for peer learning, partnerships, and support.

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## 9. WHY TRAIN WITH US

### Certified ILO SIYB Trainer of Entrepreneurs

Simon Muchiri is internationally certified by ILO to deliver SIYB training with strict quality standards.

### 100+ Businesses Launched

We've trained over 100 entrepreneurs, with 50+ successful business launches and 85%+ still operating.

### Practical Experience

Not just a trainer—active business consultant who understands real-world challenges.

### Post-Training Support

Unlike others who train and disappear, we offer ongoing email support and optional consultancy.

### Kenya-Specific Adaptation

While using ILO framework, we adapt examples, tools, and advice to Kenyan market realities.

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## 10. FREQUENTLY ASKED QUESTIONS

**Q: I have no business idea yet. Should I start with GYB?** A: Yes! GYB helps you systematically generate and validate ideas. Don't skip this—it prevents costly mistakes.

**Q: I already have a business. Is SYB still relevant?** A: If you started without proper planning, SYB helps you create the plan you should have had. Many existing businesses benefit. However, IYB might be more immediately useful for operations.

**Q: How long until I can start my business after SYB?** A: Immediately! Many launch within 2-4 weeks of completing SYB. Some take 2-3 months to secure financing first.

**Q: Is the certificate recognized in Kenya?** A: Yes. Many Kenyan banks, MFIs, and government programs recognize ILO SIYB certification. Women Enterprise Fund and Uwezo Fund particularly value it.

**Q: Can I take multiple modules?** A: Yes! Recommended path: GYB → SYB (for start-ups) or IYB → EYB (for existing businesses). Can take individually or combined.

**Q: Do you help with actual business registration?** A: Training covers the process, but we don't register for you. However, we can refer you to our Financial Management Consultancy service for registration assistance.

**Q: What's the difference between your training and other entrepreneurship courses? A:** SIYB is standardized ILO curriculum with international recognition. Other courses vary in quality and aren't recognized by financial institutions.

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## 11. GETTING STARTED

### For Individuals

**STEP 1:** Contact us to discuss which module fits your needs

**STEP 2:** Register and pay for upcoming cohort

**STEP 3:** Attend training (bring notebook, ideas, enthusiasm)

**STEP 4:** Complete deliverables and receive certificate

**STEP 5:** Implement your plan with our email support

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### For Organizations

**STEP 1:** Free consultation call (discuss needs, numbers, goals)

**STEP 2:** Receive customized proposal

**STEP 3:** Sign agreement and make deposit

**STEP 4:** Schedule training dates (2-4 weeks lead time)

**STEP 5:** Training delivery + follow-up support

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## 12. YOUR NEXT STEP

### Book Your Spot or Request Proposal

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*Stop dreaming. Start building. Your business journey begins with proper training.  
Contact us today.*

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