

SBDF



Small Business Development Foundation

"Be Your Own Boss"

Pilot Program



**An Entrepreneurship Program for the Youth in
The Marine Sector & The Condominium Maintenance Sector**

By Ludwig Ouenniche

June 2007



USONA

THE APPRENTICESHIP PROGRAM

- ❑ Be Your Own Boss Program is conceived to be a pilot project targeting the youth from the ages of 18 to 24**
- ❑ Presented under the Poverty Reduction Program financed by USONA**
- ❑ From its inception, the program is designed to be implemented in close consultation and cooperation with:**
 - The Community Councils**
 - The Marine Sector**
 - The Condominium Sector**



THE MARINE SECTOR



This sector is one of the fastest growing sector in the Caribbean. The number of Marina Facilities built the last decade has made the Region one of the preferred destination for Sailing Boats and Yachts, not only the Privately owned ones, but also the Chartering. Sint Maarten is presently one of the leading destination in the yachting industry

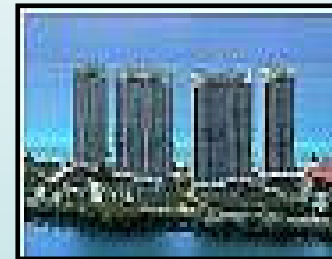
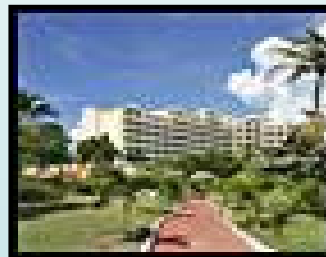


THE MARINE SECTOR in Sint Maarten

- The historical and geographical location of St. Maarten**
- The 16 square miles lagoon, shared between the Dutch and French sides of the island, used as shelter for the yachts (Simpson Bay Lagoon)**
- The diversity and regularity of air lifts from Europe, The United States and South America**
- The availability and diversity of the different supplies, equipments and consumables**
- The increasing number of Marinas developed on St. Maarten shores, both Dutch & French sides**
- The recent widening of the Simpson Bay Bridge, to accommodate the entrance of Mega-Yachts into the lagoon.**
- The cosmopolitan aspects of our society and the availability of the multiple entertainment possibilities**



THE CONDOMINIUM SECTOR



The entire region is experiencing a change in the real Estate Sector from hotel rooms to Condominiums units purchased as a Second Home Investment

These units, beside being an extra burden to our infrastructures, also require regular maintenance

Sint Maarten is the most lucrative destination in the region



THE CONDOMINIUM SECTOR

According the Tourism Master Plan, by the year 2010 Sint Maarten will have over to 2000 new Condominiums. The rental aspect of these units dictates a frequent and expeditious maintenance that needs young independent and skilled entrepreneurs to ensure a high level of service. This lucrative business requires knowledge of the basics in electricity, plumbing, painting, tiling etc...and basic Knowledge in Entrepreneurship It also offers Flexibility, Availability and Independence This sector could be ideal for the Youth

THE APPRENTICESHIP PROGRAMME

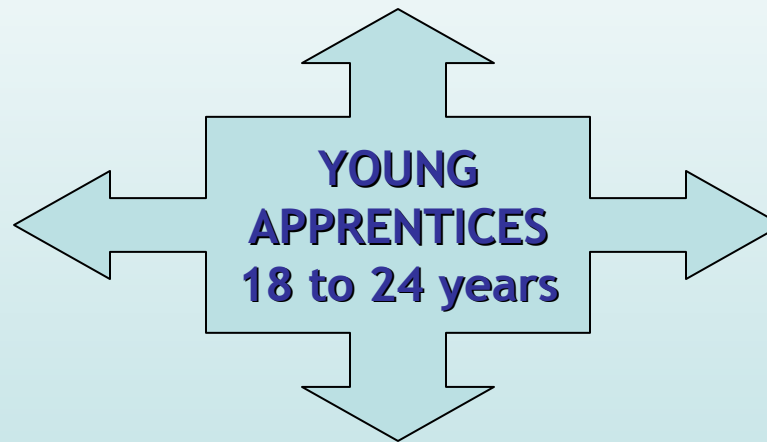
ON-THE-JOB SKILLS DEVELOPMENT:

Comprehensive programme delivered by Private Employer

TRAINING FOR ATTITUDINAL CHANGE:

Work Ethics, Personal SWOT Development

TRAINING FOR Rescue Swimming & Diving Training with diploma



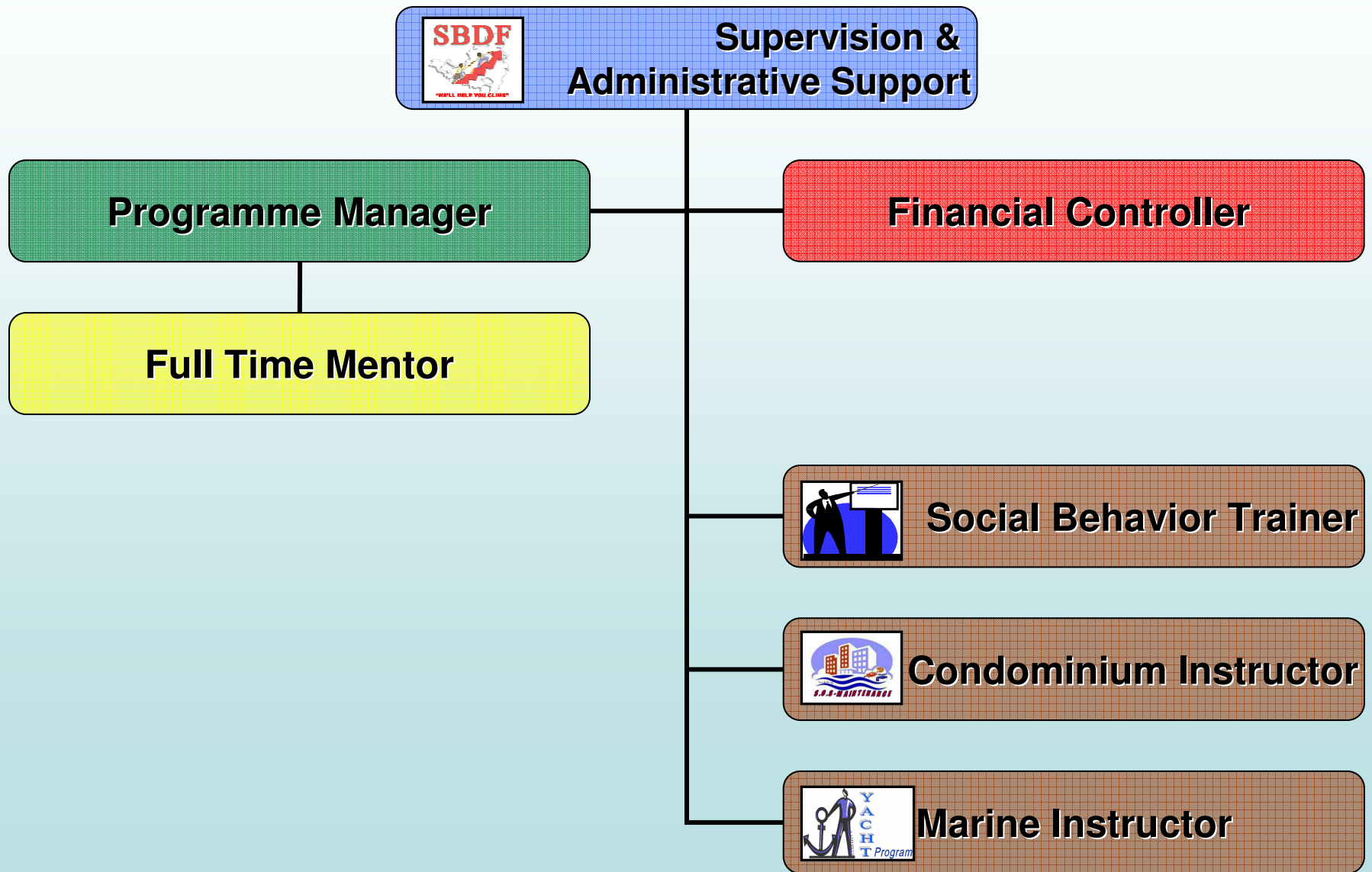
TRAINING FOR MICRO-BUSINESS START-UP:

How to open, manage & run a successful Small Business

MENTORING: OFF-THE-JOB:

Regular liaison with a facilitator for troubleshooting, ventilating issues (etc)

THE PROGRAMME STRUCTURE



HOW THE PROGRAM IS SET UP?

The implementation of the Program is done in 3 Stages

I. STAGE ONE

PRE-SELECTION AND FINAL SELECTION OF THE
CANDIDATES

II. STAGE TWO

THE PRACTICAL TRAININGS

III. STAGE THREE

ENTREPRENEURSHIP TRAINING

THE PRE-SELECTION & SELECTION

- ❑ Pre-Selection of Youth: by The Community Councils**
- ❑ Pre-Placement Training: as many as possible pre-selected Youth will be invited to participate in full time interactive training course: Basic Capacity for Skills in the two Sectors, Work Ethics, Employer Relations, Timekeeping, Dress Code, on the job behaviour etc...**
- ❑ Rescue Swimming Training by a professional teacher and Diving Training for the selected ones**
- ❑ Final Selection: Based on attendance-performance on the above training. This process involves the rating and judgement of the entire Team**

THE PRACTICAL TRAINING

- ❑ Placement of the selected youth on the job training**
- ❑ Skill training provided by private enterprises from the Marine Sector and the Maintenance Sector**
- ❑ Regular follow ups and contacts with the Training Businesses and the Trainees by the Mentor**
- ❑ Regular follow-up of the Trainees on the job by the 2 Instructors:**

For the Marine Sector

For the Maintenance Sector

THE ENTREPRENEURSHIP TRAINING

The last part and at the same time than the Practical Training, Entrepreneurship Trainings are delivered by professional trainers

The Training Courses
Business Accounting
Marketing
Costing & Pricing in Business
Business Administration
Taxes & payroll
Time Management
Customer Services
Financial Management

In addition, and before the end of the programme a final course on “Social Behavior in Entrepreneurship” is delivered

THE PROGRAM MONITORING

- ❑ **The Pilot Program is closely monitored all along the implementation phase**

- ✓ The Program Manager

- ✓ The Mentor

- ✓ The Instructors

- ✓ SBDF Supervise & Facilitate

- ❑ **Financial Control**

The control is done by a Professional in consultation with SBDF

- ❑ **On-The-Job Mentoring**

Carried out by the Program Manager and the Mentor

- ✓ Regularly

- One to One meetings with Apprentices

- One to One meetings with Employers

- ✓ Periodically

- General Meeting with all Apprentices

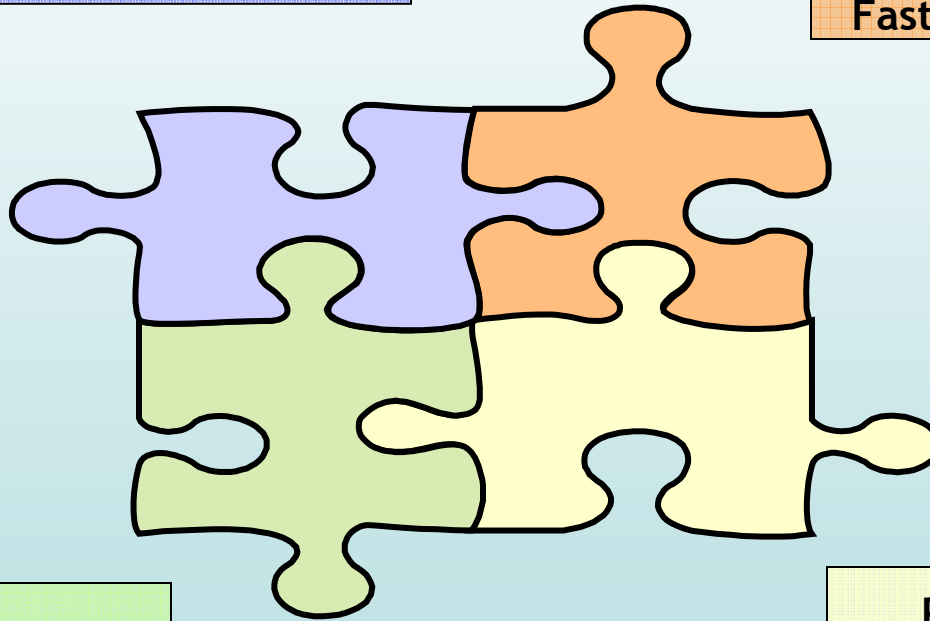
- ❑ **Financial Support to the Trainees**

A monthly compensation is provided for financial independence

The Challenge: Making It All Fit...

Encouraging the Socio-Economic
Re-Integration of Youth
into The Sint Maarten Society

Improving
the delivery of
Technical Training
for Youth in the two
Fastest Growing Sectors



Supporting
Micro-Business
Start-Ups

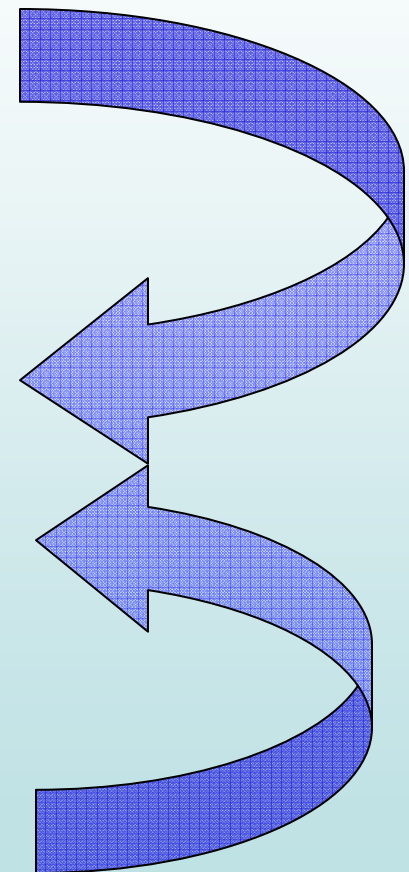
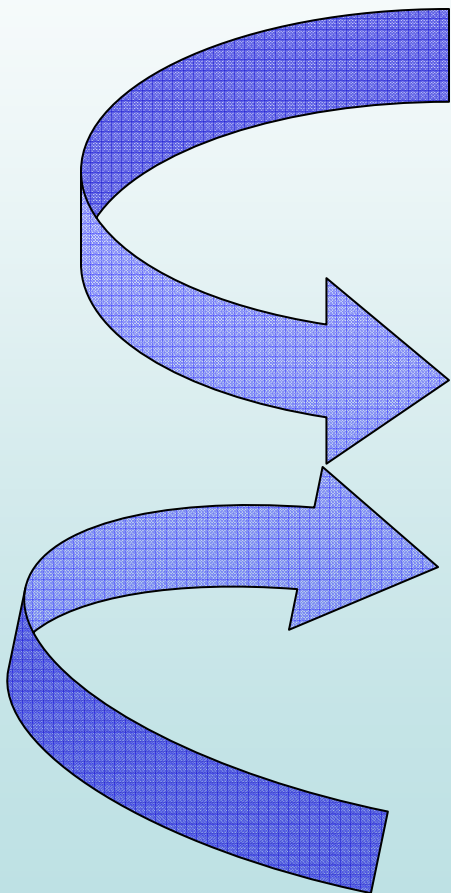
Providing valuable
exposure to the
Local Business Community

THE PROGRAM LINKING IT ALL UP

**SOCIAL AND BUSINESS
BEHAVIOR TECHNICAL
VOCATIONAL TRAINING**



**MICRO-ENTERPRISE START-UP
EMPLOYEMENT & FINANCIAL
INDEPENDENCE**



THE TEAM AT WORK





Small Business Development Foundation

"Be Your Own Boss"

Pilot Program



THANK YOU

