



# **Business Seminar Evaluation Report 2016**

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# Business Seminar

The 2016 Business Seminar, hosted in partnership with the Christian Haitian Entrepreneurial Society (CHES), hosted 80 business owners and aspiring entrepreneurs for a professional development training in Cap-Haitien, Haiti. This seminar provided training on best business practices on June 27 – 29, 2016.

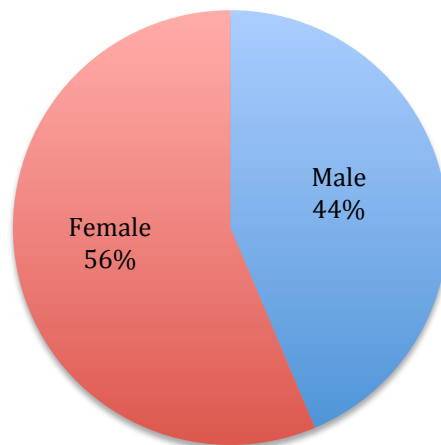
## Methodology

A demographic survey was administered after the 1<sup>st</sup> day of the Business Seminar, and a summative evaluation report was administered at the end of the training. This survey was translated into Haitian Creole, and was filled out anonymously by attendees. Of the business owners in attendance, a sample of 56 demographic and evaluation surveys were filled out. All data in the Business Seminar Evaluation Report 2016 are taken from the administered survey, of which a copy is available in the Appendix.

## Demographic Information

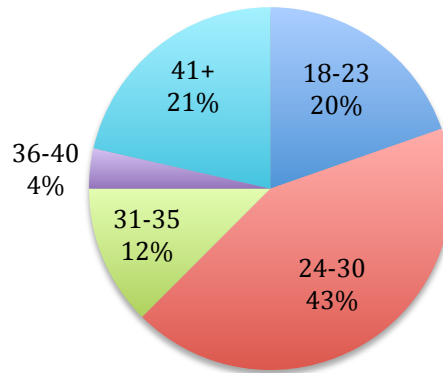
### Gender

Of the entrepreneurs in the sample, 56% were female and 44% were male. (N=55)



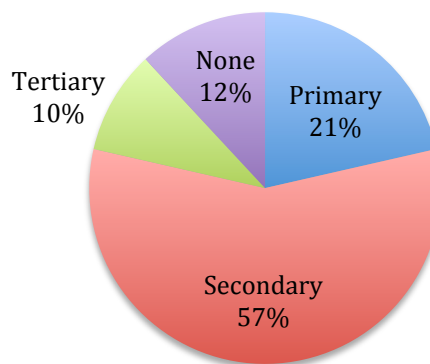
## Age

The 2016 participant survey indicates that 63% of the seminar attendees were between the ages of 18-30, while 21% were over the age of 41. (N=44)



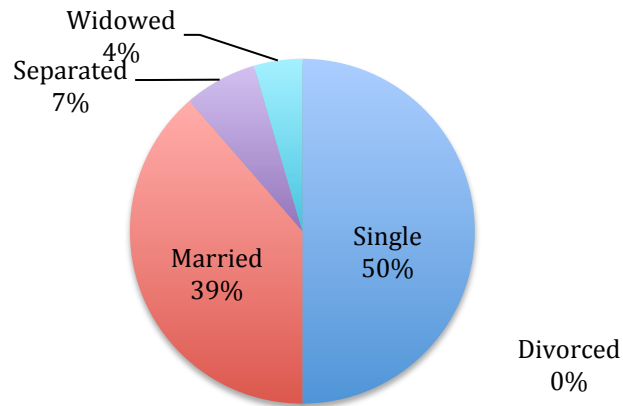
## Education

On the Formative Evaluation Survey, participants were asked to indicate how far they went in school. Of the total seminar participants, 10% claim to have finished a Tertiary level education, while 57% claim to have only finished a Secondary level education, and 12% claim to have received no formal education. (N=42)



## Marital Status

When asked about their marital status, 50% of the evaluation sample indicated that they were single, and 39% indicated being married. (N=44)



## Household Size

Participants of the 2016 Business Seminar Demographic Survey were asked how many people lived in their current household. The average household size of the sample was 5.46, with a maximum of 12. (N=55)

## Business Experience

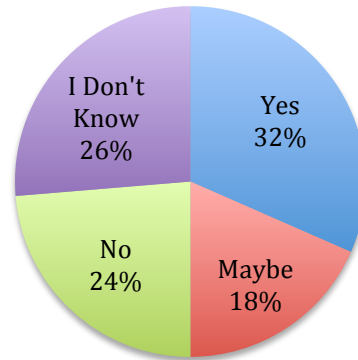
Seminar attendees were asked how many years their current business has been operating. The average length of business in the sample was 4.75 years, with a maximum of 18 years. (N=38)

## Number of Employees

Attendees were asked to indicate the number of people employed by their business. Participants indicated an average of 1.39, with a maximum of 10. (N=28)

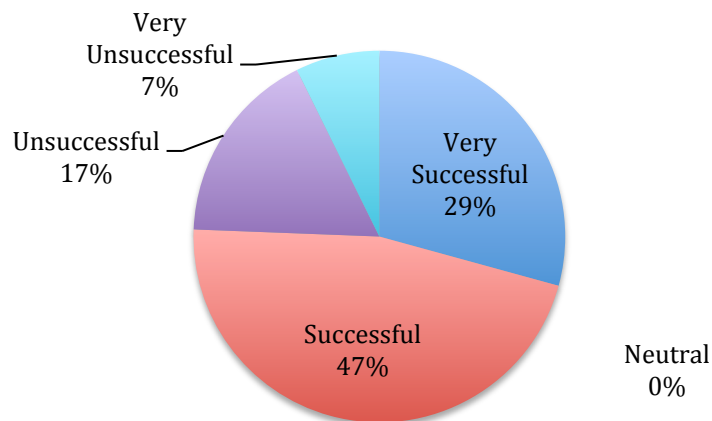
## Desire to Employ

Participants in the sample were asked whether they wanted to hire an additional employee or not. Of the evaluated sample, 32% indicated “Yes,” 24% indicated “No,” and 26% indicated “I don’t know.” (N=38)



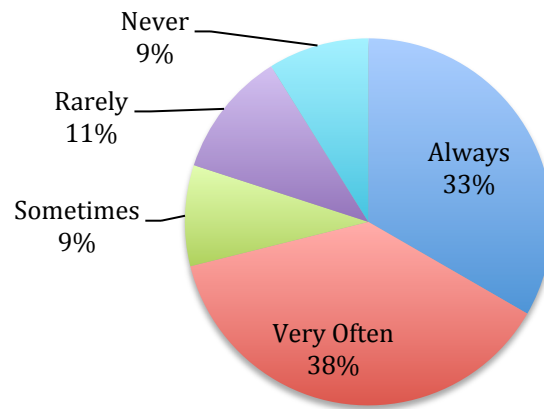
## Recent Progress

Business Seminar Attendees were asked to indicate how successful their respective business has been over the last three months. Of the participants who responded, 29% claimed that their business has been “Very Successful,” and 47% claimed “Successful,” while a combined 24% indicated “Unsuccessful” or “Very Unsuccessful.” (N=41)



## Collaboration

The Entrepreneurs in the sample were asked to indicate the frequency at which they collaborate and share ideas with other business owners. 71% of participants indicated that they collaborate 'always' or 'very often,' and 20% indicated that they 'rarely' or 'never' do so. (N=45)



## Desired Wage

Seminar attendees were asked what a reasonable daily wage would be to support their family. The answers, given in Haitian Goud, were converted to USD using the July 2016 conversion rate of 62 Goud per 1 USD. The median desired daily wage in the sample was \$16.13. When accounting for a median sample household size of 5, these results indicate a desired medium income per person of \$3.23 per day. (N=49)

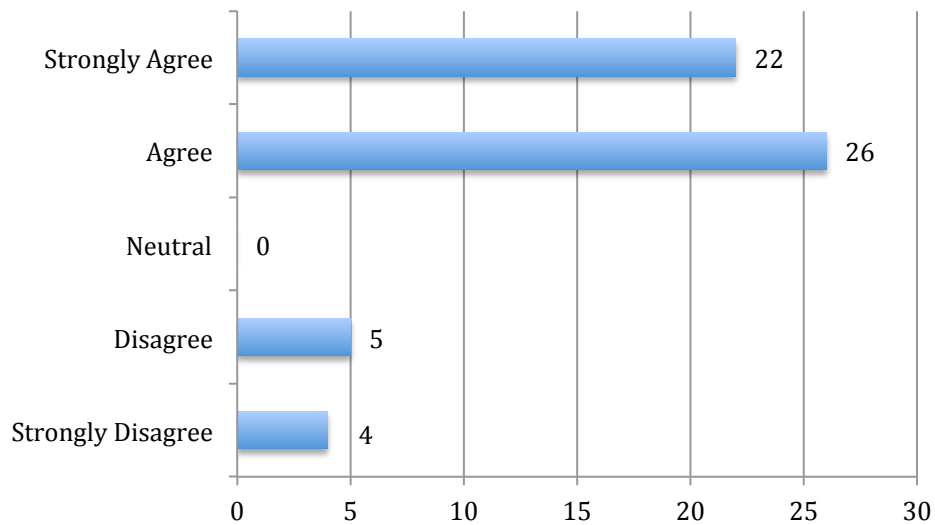
## Increased Income Spending

Seminar attendees were asked how many years their current business has been operating. The average length of business in the sample was 4.75 years, with a maximum of 18 years. (N=38)

## **Training Evaluation**

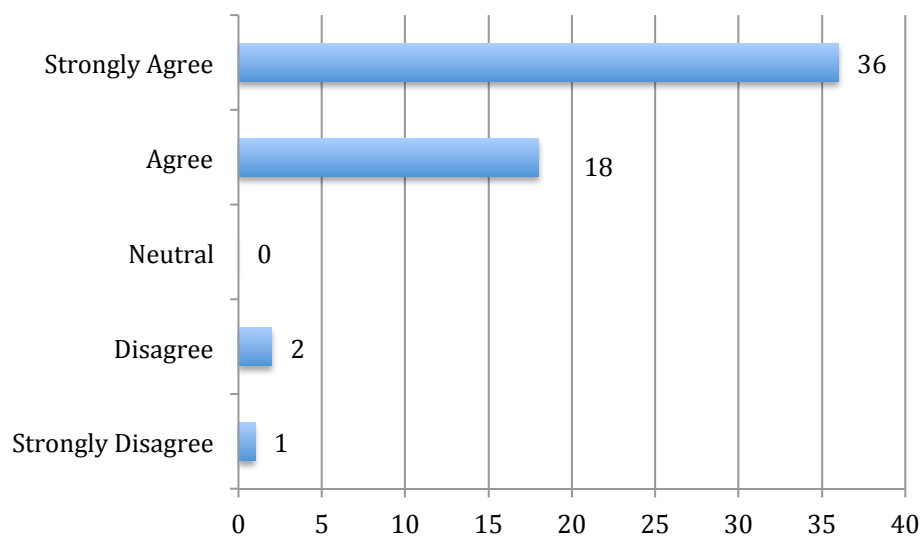
### **Adequate Discussion Time**

Seminar participants were asked to indicate the level to which they agree with the statement “adequate time was provided for discussion during the training.” Of the sample, 38% indicated ‘Strongly Agree’ and 46% indicated ‘Agree,’ with 16% of the sample answering negatively. (N=57)



### **Engaging Information**

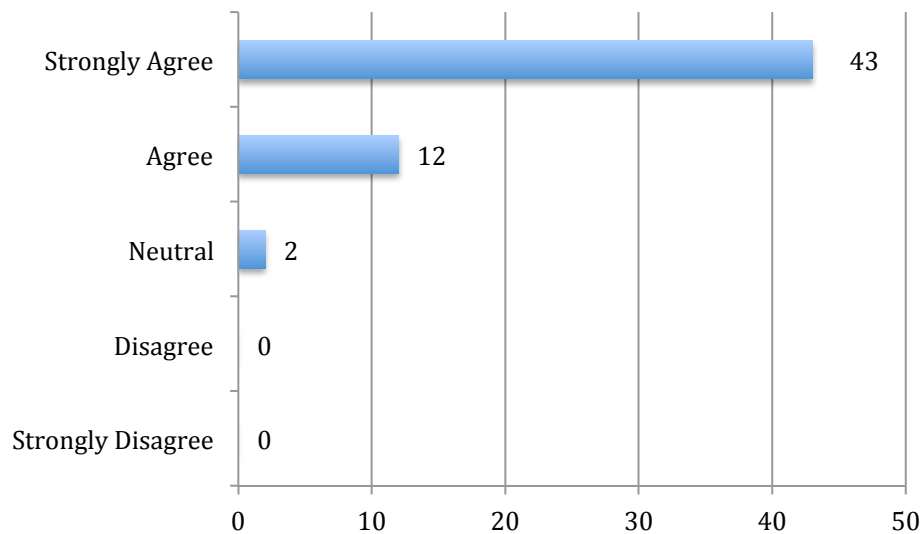
When presented with the statement “the information provided at the conference was engaging,” 63% of indicated ‘Strongly Agree’ and 32% indicated ‘Agree.’ (N=57)





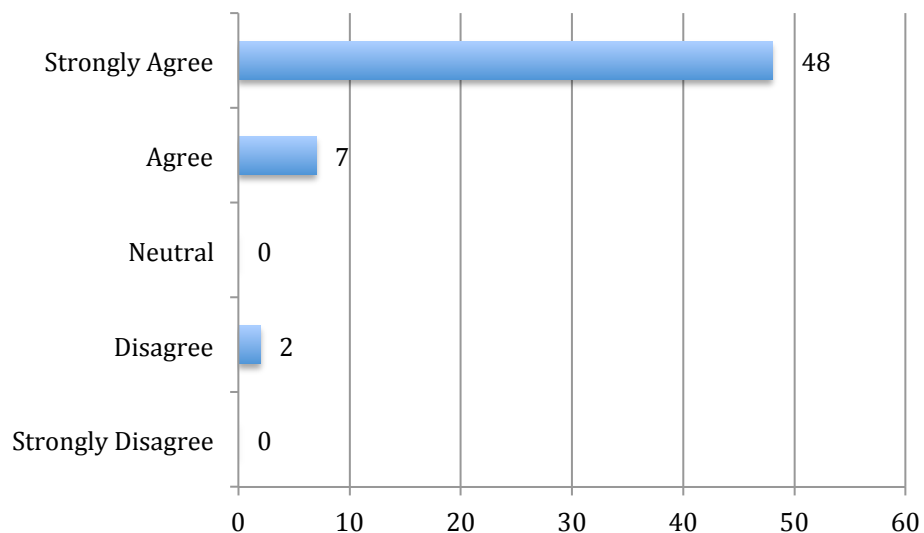
## Overall Rating

The Formative Evaluation Survey asked participants to indicate how they would rate the conference overall, on a scale of 'Very Effective' to 'Very Ineffective'. 75% of participants in the sample indicated 'Very Effective' and 21% indicated 'Effective.' (N=57)



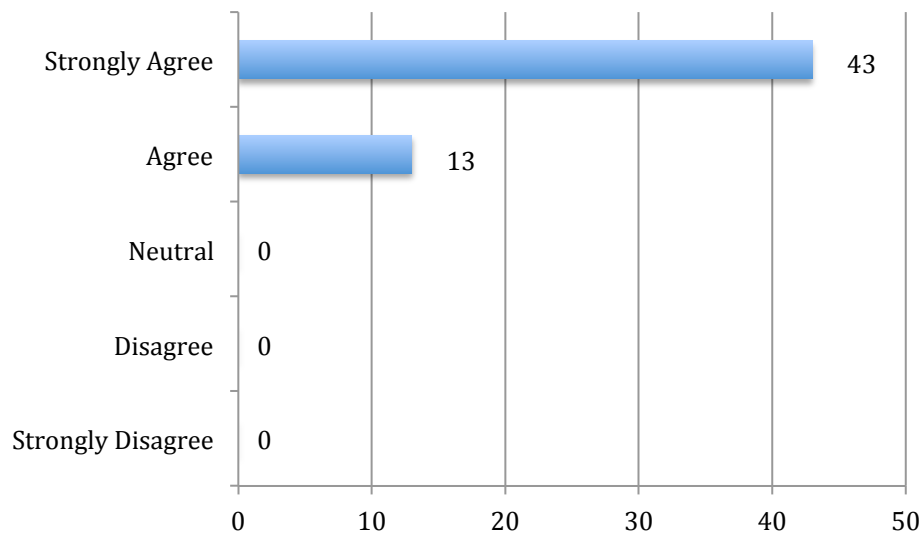
## Business Management

Participants were asked to indicate the level to which they agreed with the statement "I know more about successfully running a business after attending the workshop." Of the sample, 96% responded positively, with 4% responding negatively. (N=57)



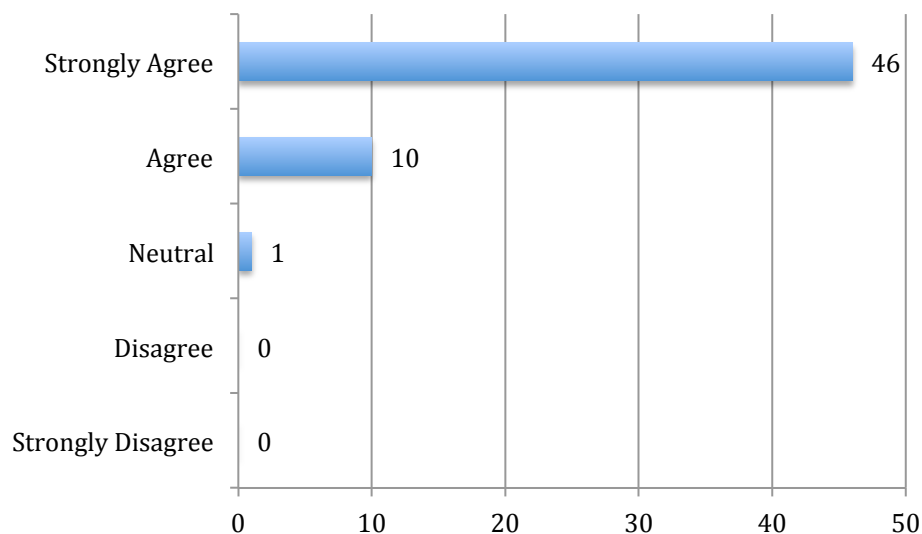
## Marketing Strategies

Attendees were asked to indicate the level to which they agreed with the statement “I know more about implementing marketing strategies in my business plan after attending the workshop.” Of the entrepreneurs in the sample 77% indicated ‘Strongly Agree’ and 23% indicated ‘Agree.’ (N=56)



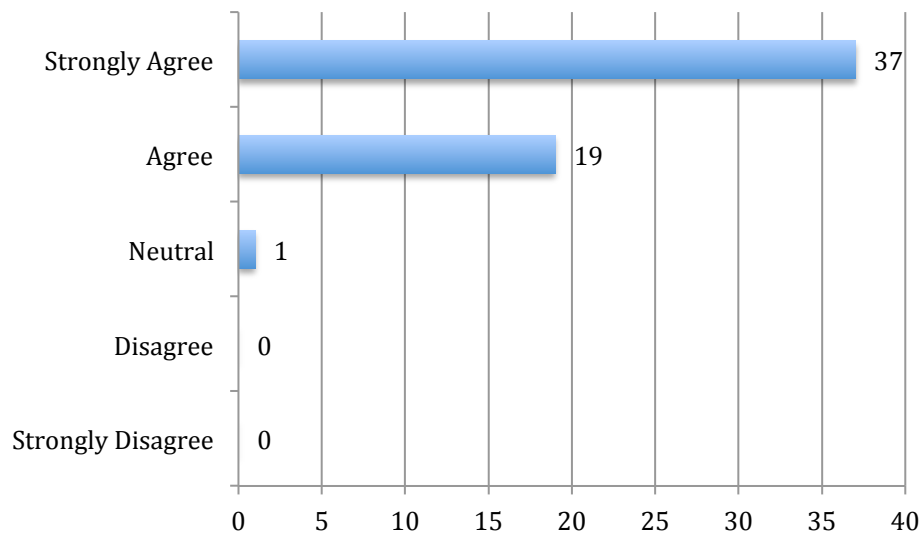
## Inventory Management

The Formative Evaluation Survey asked participants to indicate the level to which they agreed with the statement “I know more about inventory management after attending the workshop.” Of the entrepreneurs in the sample 81% indicated ‘Strongly Agree’ and 17 % indicated ‘Agree.’ (N=57)



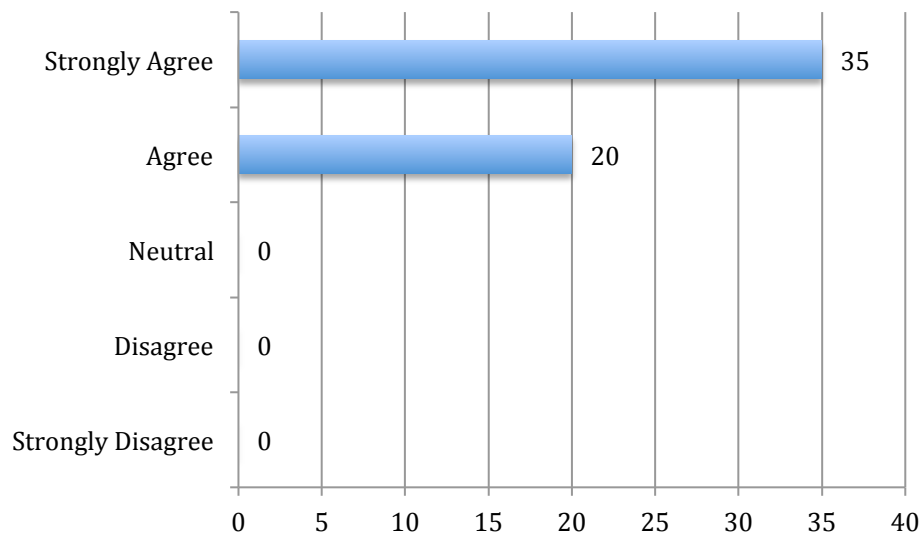
## Creating A Conscious Business

Participants were asked to indicate the level to which they agreed with the statement “I know more about creating a conscious business after attending the workshop.” Of the entrepreneurs in the sample 62% indicated ‘Strongly Agree’ and 38% indicated ‘Agree.’ (N=57)



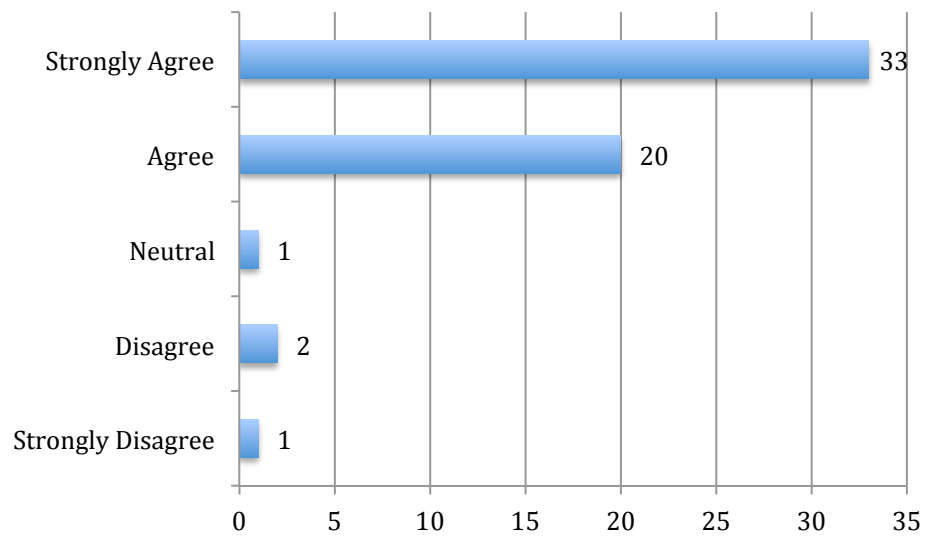
## Value Adding

Participants were asked to indicate the level to which they agreed with the statement “I know more about adding value for all stakeholders after attending this training.” Of the entrepreneurs in the sample 64% indicated ‘Strongly Agree’ and 36% indicated ‘Agree.’ (N=55)



## Recommendation

Participants were asked to indicate the level to which they agreed with the statement “I would recommend this seminar to a friend or colleague.” Of the entrepreneurs in the sample 58% indicated ‘Strongly Agree’ and 35% indicated ‘Agree.’ (N=57)



## **2016 Business Seminar Demographic Survey**

*We are thrilled that you were able to participate in the 2016 Business Seminar. Our hope is to continue growing and strengthening this program. Please take a few minutes to fill out this survey so that we could continue to improve this program.*

### **You and Your Business**

Sex	Age	Education	Marital Status
<input type="checkbox"/> Male <input type="checkbox"/> Female	<input type="checkbox"/> 18-23 <input type="checkbox"/> 24-30 <input type="checkbox"/> 31-35 <input type="checkbox"/> 36-40 <input type="checkbox"/> 41+	<input type="checkbox"/> Primary <input type="checkbox"/> Secondary <input type="checkbox"/> University <input type="checkbox"/> None	<input type="checkbox"/> Single <input type="checkbox"/> Married <input type="checkbox"/> Divorce <input type="checkbox"/> Separated <input type="checkbox"/> Widowed

1. How many people live in your household? \_\_\_\_\_ people
2. What type of business do you own (or wish to own)?  
☐ Clothing    ☐ Food    ☐ Transportation    ☐ Construction / Mechanic    ☐ Farming  
☐ Other \_\_\_\_\_
3. How long ago did you start your business? \_\_\_\_\_ years
4. How many employees do you have? \_\_\_\_\_ people
5. Would you like to hire another employee?  
☐ Yes                      ☐ Maybe                      ☐ No                      ☐ I don't know
6. How would you describe the progress of your business within the past 3 months?  
☐ Very Unsuccessful    ☐ Unsuccessful    ☐ Neutral    ☐ Successful    ☐ Very Successful
7. I collaborate and share ideas with other business owners  
☐ Never    ☐ Rarely    ☐ Sometimes    ☐ Very Often    ☐ Always
8. What is a reasonable daily wage that could comfortably support your family?  
\_\_\_\_\_ (Haitian Dollars per day)
9. If your business was more profitable, what would you like to do with the extra money most?  
☐ Enroll you and/or your family in school  
☐ Pay tuition for a family member who is already in school  
☐ Increase savings  
☐ Expand Business  
☐ Meet unmet basic needs (Food, clothing, housing)  
☐ Pay back loans  
☐ Other

## **2016 Business Seminar Training Evaluation Survey**

*We are thrilled that you were able to participate in the 2016 Business Seminar. Our hope is to continue growing and strengthening this program. Please take a few minutes to fill out this survey so that we could continue to improve this program.*

### **The Training**

1. Adequate time was provided for discussion during the training.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

2. The information provided at the conference was engaging.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

3. How do you rate the training overall?

☐ Very Ineffective ☐ Ineffective ☐ Neutral ☐ Effective ☐ Very Effective

4. I know more about successfully running a business after attending this workshop.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

5. I know more about implementing marketing strategies after attending this workshop.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

6. I know more about inventory management after attending this workshop.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

7. I know more about creating a conscious business after attending this workshop.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

8. I know more about adding value for all stakeholders after attending this workshop.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

9. I would recommend this seminar to a friend or colleague.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

10. What aspects of the training were most impactful for you?

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11. What aspects of the training could be improved?

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