

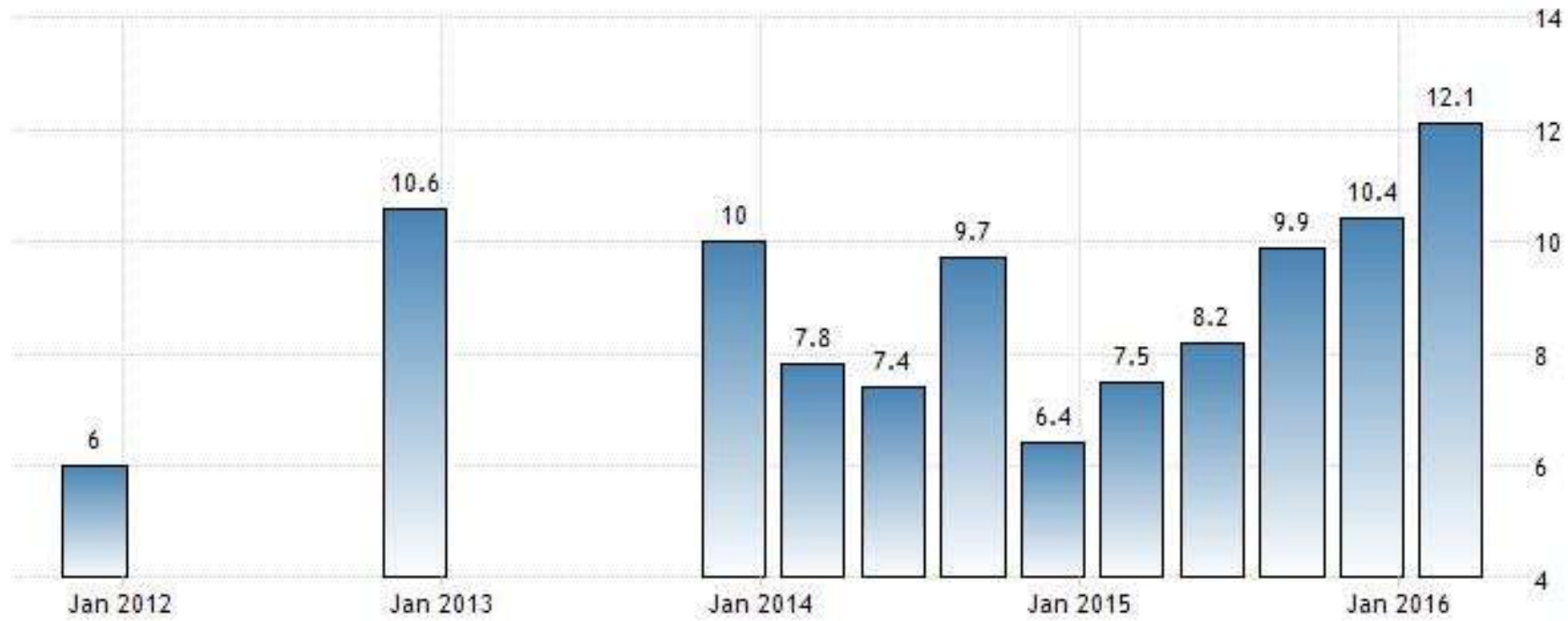
BUILDING ENTREPRENEURSHIP CAPACITIES

A SURE WAY TO SOLVE YOUTH UNEMPLOYMENT IN NIGERIA

SOME FACTS ABOUT YOUTH EMPLOYMENT IN NIGERIA

- ▶ **Nigeria Unemployment Rate 2006-2016**
- ▶ Nigeria unemployment rate was recorded at 12.1 percent in March quarter of 2016, up from 10.4 percent in the fourth quarter of 2015, reaching the highest since December of 2009. The number of unemployed persons rose by 18 percent to 9.485 million, employment grew a meager 0.12 percent to 69 million and labour force went up 2 percent to 78.4 million. Meanwhile, youth unemployment increased to 21.5 percent from 19 percent. Unemployment Rate in Nigeria averaged 9.04 percent from 2006 until 2016, reaching an all time high of 19.70 percent in the fourth quarter of 2009 and a record low of 5.10 percent in the fourth quarter of 2010. Unemployment Rate in Nigeria is reported by the National Bureau of Statistics, Nigeria.


NIGERIA UNEMPLOYMENT RATE



SOURCE: WWW.TRADINGECONOMICS.COM | NATIONAL BUREAU OF STATISTICS, NIGERIA

You therefore need to know....

- ▶ That you went to college or university does not guarantee employment.
- ▶ You need more than a certificate to get a good job
- ▶ It is not enough to learn a trade, you must learn how to sell.
- ▶ It is one thing to have a good product, it is another thing to learn the art of packaging.
- ▶ Becoming an entrepreneur is more of a trait than an act.
- ▶ Entrepreneurship is not an option but a must if unemployment must be dealt with in Nigeria.



**"Learn from others whom have
walked the path before you, but be
smart enough to know when to cut
your own trail."**

Narciso Rodriguez

- ▶ Forbes identified a record **1,826 billionaires**, up from **1,645** last year, worth a combined **\$7.05 trillion**. The list is in its 29th year.
- ▶ The publication said that entrepreneurship is thriving globally, as **1,191 members of the list are self-made billionaires**, while just **230 inherited their wealth**.
- ▶ Another 405 inherited at least a portion but are still working to increase their fortunes.

- ▶ *Facebook's Mark Zuckerberg, aged 30, rose to 16th place from 21st last year, with his net worth now \$34.8bn.*
- ▶ The youngest billionaires were **Evan Spiegel, 24**, and Bobby Murphy, 25, who co-founded mobile messaging app Snapchat, and are each worth \$1.5bn.



Snapchat co-founder Evan Spiegel is a billionaire at just 24



The world's top 10 billionaires

- ▶ 1. **Bill Gates** - Microsoft co-founder, \$79.2 bn
- ▶ 2. **Carlos Slim Helu** - Mexican telecoms mogul, \$77.1bn
- ▶ 3. **Warren Buffett** - investor, \$72.7bn
- ▶ 4. **Amancio Ortega** - Zara founder, \$64.5bn
- ▶ 5. **Larry Ellison** - Oracle co-founder, \$54.3bn
- ▶ 6. **Charles Koch** - American businessman across various industries, \$42.9bn
- ▶ 6. **David Koch** - various, \$42.9bn
- ▶ 8. **Christy Walton** - Walmart family, \$41.7bn
- ▶ 9. **Jim Walton** - Walmart family, \$40.6bn
- ▶ 10. **Liliane Bettencourt** - L'Oreal heiress, \$40.1bn



A closer look at the top five, we discover that these individuals are entrepreneurs...



A tip - speech from one of the world's
greatest Entrepreneurs



A kingdom approach to entrepreneurial development.....



Be full of ideas

- ▶ Entrepreneurs are idea generators.
- ▶ They invent new products
- ▶ Find new niches
- ▶ Develop processes
- ▶ Generally find a way to outthink their competition.



Steps to creating generating and developing an idea

▶ 1. Become a reader.

- ▶ Buy and read books related to a subject matter.
- ▶ Build a personal library.
- ▶ Fill your library with books on finance, business, leadership, creativity, Inspiration etc.
 - ▶ Don't just buy them, create time to read them.
 - ▶ Whatever you read, put them to practice at your own level.
 - ▶ The quality of books you read would determine the quality of life you live.
 - ▶ Books would always influence your understanding.

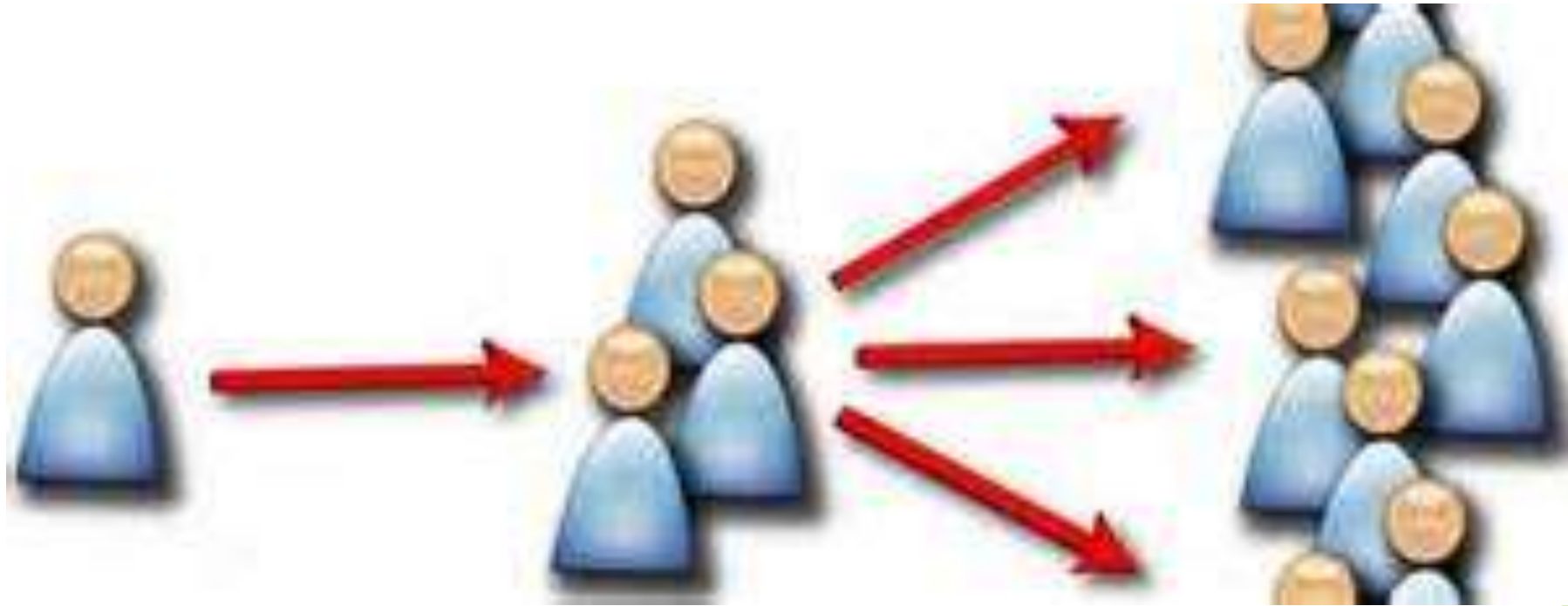
▶ 2. Interact with people who challenge you to move forward.

- ▶ Move with giants.
- ▶ Swallow your pride and acknowledge those who have what you are looking for.
- ▶ Take the time to study what is needed to make your intended business a success.
- ▶ Employ a personal business coach, and attend seminars.

• 3. **Be a thinker.**

- Ideas are generated in the crucible of thinking.
 - Think Big
 - Think outside the box
 - Task your mind daily
 - Think read
 - Think watch
 - Think talk
- By doing these things, you become creative , innovative and productive.
 - You become fruitful.

MULTIPLY



DON'T JUST THINK AND PRODUCE

- ▶ LEARN TO MULTIPLY.
- ▶ THE ACT OF MULTIPLICATION IS WHAT TAKES YOU PRODUCT TO THE MARKET.
- ▶ UNTIL YOU CAN MULTIPLY WHAT YOU PRODUCE, YOU CANNOT MAKE PROFIT FROM SELLING.
- ▶ IT IS NOT JUST IN COST OF WHAT YOU ARE SELLING, IT IS IN THE FREQUENCY.
- ▶ IF YOU ARE NOT SELLING, YOU ARE NOT IN BUSINESS.
- ▶ SO IT IS NOT ENOUGH TO LEARN A TRADE OR ACQUIRE A SKILL, YOU NEED TO LEARN HOW TO MULTIPLY FOR SALES.
- ▶ DON'T SIT WITH YOUR PRODUCT, MULTIPLY AND SELL IT.
- ▶ **A PRODUCT THAT SELLS FOR ONE NAIRA BUT NEEDED BY A MILLION PEOPLE DAILY WOULD NO DOUBT MAKE YOU A MULTI MILLIONAIRE.**



To multiply is simply to market your product.

- ▶ It is to make our product visible and accessible for all.
- ▶ Having a product and not advertising it is like winking at a girl in the dark. It would not yield the desired results.

Marketing in today's world



- ▶ Making our products visible has never been more easy with the emergence of the internet.
- ▶ With a click of the button on either your android or iOS phones, laptops, tablets or iPad, you can reach millions of people around the world in seconds.
- ▶ With social media sites, such as Facebook, Twitter, LinkedIn, Google+, YouTube, and the likes, the world has been reduced to a global village.
- ▶ By owning a website, or any of these social media platforms, you interact with people from all parts of the world.

REPLENISH

It means to put back that which was lost. To replace. To refill.

I would like to say, it means to rebrand.

To rebrand is to change the outlook of your product.

Doing things the same way and expecting a different result is the best definition for insanity. If you want things to change in your business, change the approach.



QUICK STEPS TO SETTING UP YOUR BUSINESS

- ▶ 1. HAVE AN IDEA
- ▶ 2. DECIDE ON WHICH BUSINESS YOU WOULD LIKE TO ENGAGE IN
- ▶ 3. ACQUIRE RELEVANT SKILLS (Get an education, attend trainings, seminars or become an apprentice).
- ▶ Get the required information about the business. (The markets, where to source raw materials, nature of clients, location, nature of work force etc.)
- ▶ Register a business name
- ▶ Open a bank account.
- ▶ Get an Affordable office space or create a **Website/a Blog/Facebook page**
- ▶ Engage Technology - Google Apps for Business.

**For more information or training on
using technology to enhance**

► Send a mail to

contactus@ccyiglobal.net

Or visit

www.ccyiglobal.net/citionline

Call: 08035690386

