



Towards sound entrepreneurship in Rwanda

A photograph of a savanna landscape with several giraffes in the foreground and rolling hills in the background. The scene is captured in a natural, slightly overcast light.

Keeping your business and
the environment in shape



In crises hide opportunities Part 2

A few weeks ago, we shared with you a first input with encouragement and helpful tips for constructive behaviour in this crisis. We do hope they have helped or will help you in the future. I have now listed further thoughts and possibilities in this part 2.

Hints to keep you and your environment motivated during the time of COVID-19:

Affected by the situation, many people have general concerns about life. This crisis makes it clear how fragile and finite life is. Some realize that things that they have previously considered as important suddenly lost their relevance. Almost helplessly, we have to watch how this small virus, invisible to our eyes, attacks or even destroys our life and maybe also some things we have considered valuable until now. We ask ourselves: is that all over now, is that all?

What actually makes sense in life? What gives me support, joy, consistency and makes life worth living? No, I have no ultimate answer to that. In the seminars, I have often pointed out that selfish searching for one's own advantages and for money is a short-sighted way of thinking. In the medium and long term it can be dangerous, even destructive. Some could argue, that love is the answer. Yes, I also think in this direction.

Real joy in the heart is given to the ones who serve lovingly and who share with others their talents and their belongings. Right now, such behaviour has a beneficial effect, like pain-relieving balm on an open wound. I wish that much good and constructive things will grow out of the Corona crisis and spread in our society like the virus, but with a beneficial effect. It will benefit us all and give us joy. We can learn from the Corona virus - even small things can have a big impact! So let us be humble but courageous and create great joy with small things.

Hints to keep your business in shape in the time of COVID-19:

The time after Corona will certainly come and some things will be different. What effects will it have on my business? Will I be prepared for it? It is worth thinking about it today.

Here are some questions you should be asking yourself and some suggestions:

- Are there possibly other products or services in my field of activity that could be in greater demand today and/or in the future? Would I be able to offer them because I already have the necessary know-how, structures or technology for their production?
- Will my products or services be in less, equal or even more demand after the crisis than before? What are the consequences for my business?
- How can I prepare myself to meet the needs of my customers after the crisis on the market? How will their needs change? What are the consequences for my products or services? (functionality, quality, price)? Where are possibly some adjustments/improvements desirable or necessary?
- During the crisis, a large part of communication has shifted to the Internet. Will this remain partially or completely the same in the future? What consequences does this have for my way of communication? How can I improve in these areas?
- Online trade has developed very much and those who can offer online products and deliver them quickly to customers have great advantages in sales. What about my sales concept? What would have to be done to become successful in this way?


As is well known, a major issue is to guarantee the quality of the products and services expected by the customers in the long term. Especially when volume increases, this is hardly possible without active and systematic quality control. What has to be done to master this challenge successfully? Please refer to the separately attached Flyer for Quality control.

Of course it takes a lot of time and effort to implement an adequate quality control system.

Time would probably be available now, why not do it?

I wish you much patience and success!

Hans Wilhem



**"Crises and deadlocks when they occur,
have at least this advantage, that they
force us to think"**

Jawaharlal Nehru

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