



# MAASAI MARA UNIVERSITY

## ENTERPRISE POLICY

Policy No.	MMU/RAD/P02
Version	02
Principal Responsibility	Registrar Administration
Effective Date	5 <sup>th</sup> January, 2018

## **1.0 Policy Approval**

This policy shall be known as the Enterprise Policy of Maasai Mara University (herein after referred to as “the Policy”) shall take effect on approval by Council.

In exercise of the powers conferred by statute 17 (2d) of Maasai Mara University and section 35(1) (a) (iii) of the Universities Act No. 42 of 2012, Section 19 of the Charter for Maasai Mara University 2013. Maasai Mara University Council confirms that this policy has been made in accordance with all relevant legislations.

Dated the ..... day of .....2018

Signed: .....

**Dr. Samuel Agonda Ochola, PhD**

**Chairman of Council**

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## **1.2 Forward**

This Policy aims at guiding the Enterprise Services Staff in dealing with income generation and provides a roadmap on ways of generating adequate funds for the University, maintain quality of service to customers and establish a stable financial base in order to supplement the government assistance to the University. While preparing this policy, key areas of workshops, catering and conferencing services, enterprise shop and short courses training among, other activities have been considered.

**Prof. Mary K. Walingo.** PhD, MKNAS, EBS  
Vice - Chancellor

### 1.3 Definition of Terms

**“The University”** refers to Maasai Mara University

**“Staff”** Employees of the University on permanent or contract basis

**“Student”** Anyone registered and admitted as a student of Maasai University

**“Internal Client”** Refers to Maasai Mara University Staff

**“External client”** Refers to individual persons, corporate and Institutions who have purchased our products.

**“Honorarium”** A payment given for services that are rendered as a token of thanks and a gesture of respect especially for work done during overtime, early morning and late evening working or extra services rendered to enterprise services.

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## **1.4 Acronyms and Abbreviations**

“**MMUES**” Maasai Mara University Enterprise Services

“**MMU**” Maasai Mara University

“**DVC (AF&P)**” Deputy Vice-Chancellor Administration Finance and Planning

## **1.5 Introduction**

Maasai Mara University was chartered on 12<sup>th</sup> February, 2013. It is located in Narok Town, Narok County, along Narok-Bomet Highway, 142 kilometers from Nairobi City. The University's competitive advantage lies in the strategic location as a gateway to Maasai Mara National Reserve, which is a worldwide household name. It is also close to Mau Forest, one of the most important water towers in the region, but highly threatened; it lies within both a major livestock and wheat production area in the nation. These intertwined with the rich Maasai culture makes the University the ideal place for studies in science, livestock, agriculture, heritage, tourism, wildlife and natural resources that we have identified as our flagship courses.

## **1.6 Vision Mission and Core Values**

### **Vision**

To be a world class university committed to academic excellence for development

### **Mission**

To provide Quality University education through innovative teaching, research and consultancy services for development

### **Core Values**

Excellence

Team Work

Professionalism

Equity and Social Justice

Creativity and Innovativeness



### **1.7 Purpose**

The Maasai University Enterprise Services purpose is to generate funds in order to supplement government funding to the University.

### **1.8 Policy Statement**

The University shall endeavor to prepare enterprise products and services through product differentiation, innovation, marketing and effective customer care in an effort to supplement government funding to the University.

### **1.9 Policy Objectives**

MMUES policy has the objective to provide a framework of internally generating adequate revenue that will supplement government funding for the University using available resources.

### **1.10 Scope of the Policy**

This Policy covers the product/service development process of designing, creating and marketing of both products and services in the MMUES five main income generating areas of wood work, metal work, conferencing facilities, shop activities and short courses in the most innovative way.

## **2.0 Products and Services**

MMUES offers its products and services both to its clientele and staff within the University.

### **2.1 Product Differentiation and Innovation**

MMUES products are of a unique nature, high quality and custom made with various exquisite designs.

Novel ideas from staff through their experiences and entrepreneurial thinking have continually enhanced the products by introducing new products and use of new type of raw materials.

### **2.2 Marketing Plan**

MMUES is committed to the responsible marketing of our products and services.

#### **Market Segment**

Our main clientele for our products are:

- i. Staff and students within the University.
- ii. External clients who are mainly institutions, churches & corporate bodies.
- iii. Interested individuals.

MMUES marketing strategy will be based on communicating our value to the targeted segments.

This will be done through a variety of methods:

- i. Strategically placed advertisements i.e. brochures, notice boards, word of mouth etc.
- ii. Developing strategic relationships with Universities that have similar customer demographics by sending out our Business portfolio to these Universities.

- iii. Displays through Shows and Exhibitions will be one of our main advertising strategies since our clientele is able to have an experience and easier accessibility in terms of consulting.
- iv. Creating a business website where MMUES will display its products and services

## **2.3 Debt Collection Period**

### **i. Internal debts**

MMUES has a stipulated time frame for our staff internally as from time to time.

### **ii. External Debtors**

The debt collection period is 30 days.

## **2.4 Check Off and Credit**

A credit policy is an organized, repeatable practice or philosophy that the University adopts in order to control the risk it assumes when extending net payment terms to its customers.

This Policy covers credit & check off transactions carried out between the client and MMUES, on behalf of the University.

## **2.5 Credit Transactions**

This shall be based on agreement made between Enterprise services and the external client which should be approved by University management. This will be dependent on credit worthiness & history of repayment of client for services & goods offered subject to approval by the DVC (AF&P).

## **2.6 Finance Services**

MMUES will provide space for the following; Mpesa/Airtel, bank agencies and credit card sale services to an outside vendor only after approval by the University Council.

The Vendor shall be competitively selected and must have police clearance certificate (Good Conduct) among other necessary business documents.

Enterprise shall submit shop quarterly report to Management.

## **2.7 Honorarium**

Honorarium shall be paid at the end of every financial year upon approval by University Council depending on performance of the Enterprise. Management shall make a proposal to Council on appropriate formula for payment of the honorarium.

## **3.0 Policy Implementation**

This policy shall become effective from the date of approval by the University Council.

## **4.0 Policy Review**

The policy shall be reviewed from time to time.