

A Chocolate Entrepreneur in Ghana

SUBMITTED BY: Maryam Rasheed

SUBJECT(S): Entrepreneurship

GRADE LEVEL(S): 9, 10, 11, 12

≡ OVERVIEW:

In this lesson, students will read “Dark Milk Chocolate Bars Help To Unlock Wealth In West Africa” and learn about one entrepreneur’s venture in Ghana, which will highlight unique challenges and opportunities in setting up a business in Africa. Then, they will debate the pros and cons of changing the traditional value chain of an economy. The students should conclude the lesson with a basic understanding of competitive advantage and wholesome leadership qualities.

≡ NBEA STANDARD(S):

- Entrepreneurship, I. Entrepreneurs and Entrepreneurial Opportunities
- Entrepreneurship, VII. Global Markets

≡ RELATED ARTICLES:

- [“The Power of One African Teen’s Idea to Ward Off Lions”](#)
- [“Princess Aghayere Shares Her Love of Basketball to Inspire Young West African Women”](#)
- [“Educator Toolkit: Doing Business in Africa”](#)
- [“Doing Good, with the Power of Half”](#)
- [“Dark Milk Chocolate Bars Help to Unlock Wealth in West Africa”](#)
- [“A Summer Trip to Ghana Inspires a Global Health-care Mission”](#)

NBEA STANDARD(S):

- Entrepreneurship, I. Entrepreneurs and Entrepreneurial Opportunities
- Entrepreneurship, VII. Global Markets
- Management, IV. Personal Management Skills
- International Business, II. International Business

Common Core Standard(s): Key Ideas and Details, Comprehension and Collaboration, Presentation and Key Ideas

Objectives/Purposes: In this lesson, students will learn about entrepreneurship in Africa, and appreciate the innovation and motivation involved in the running of a foreign business. They will become familiar with concepts of value chain and competitive advantage.

Wharton Global Youth Program Article: [“Dark Milk Chocolate Bars Help To Unlock Wealth In West Africa”](#)

Other Resources/Materials:

- **Geography Now! Ghana** – <https://www.youtube.com/watch?v=tzXARwHs-YQ> – the video is a fun and engaging look into the country, in a nutshell.
- **Quizziz** – <https://quizizz.com/> – search quizzes related to Ghana/Ghanian Economy, and complete together as a class – discussing answers surprising facts.
- **Life As A Teenager In Ghana** – <https://plan-uk.org/blogs/life-as-a-teenager-in-ghana> – A photography essay by a Ghanian living in the UK, on the daily lives of of young women in one of Accra’s poor neighborhoods.
- **WGYP Glossary | Competitive Advantage:**
<https://globalyouth.wharton.upenn.edu/glossary/competitive-advantage/>

Activity:

1. (10 mins) Introduce students to Ghana. Utilize the country profile video, photo essay, and quiz resources to do so. Aid their understanding by pulling up the CIA Factbook homepage for the country – and reviewing key statistics and details that will help foster a holistic understanding of the country.

Link here: <https://www.cia.gov/library/publications/the-world-factbook/geos/gh.html>

2. (10 mins) Have students read the interview in “Dark Milk Chocolate Bars Help To Unlock Wealth In West Africa” and foster a discussion on key takeaways and student sentiments:

- Steve Wallace visited Ghana while in high school and was introduced to the cocoa growing economy and the new democracy Ghana was becoming.
- He used his small business knowledge to create a chocolate manufacturing unit that would move Ghana’s cocoa value chain upstream.
 - What is a value chain? It’s a supply chain, where more and more is added to a product at each stage to bring it closer to a final good or service.
 - What’s a simple example of a value chain moving upstream? E.g. an economy that makes car parts could make vehicles.
- Entrepreneurs need to identify trends in a market and create for it.
 - Like Steve Wallace saw a preference for slightly more intense flavored chocolate in the United States.
- Leadership that treats employees with respect and care creates a workforce that is productive and sustainable.
 - Providing benefits for workers helps to create wealth.
 - Caretaking of everyone involved in the cocoa industry helps create positive social change.
- Ghana is an example of a nation that adapts to globalization.
- The business model behind Omanhene can be applied to other countries when the competitive advantage can be identified.
 - What is a competitive advantage? Watch glossary video.
- It is important to assess risk from moving from simply providing raw materials, to providing products.
 - Small experiments can be an indication.
- Setting up businesses in Africa is a long term commitment!

Tying It All Together: (20 minutes) The article mentions that Wallace changed Ghana’s traditional value chain, creating different business opportunities. Divide the students into two groups, and assign them a pro or con position. Allow students time to produce their arguments for or against disrupting a value chain. For example, could it be risky? Or is risk-taking important? Does this mean the industry won’t be as specialized – and is that positive or negative? Both groups should touch upon economic advantage and competition. Once students are done working in their

groups, have each group present their findings and foster a debate. Conclude with choosing a winner!

Practice Outside of the Classroom: While Steve Wallace's business model supports people and families in West Africa, the cocoa bean industry does have a darker side. Using the Related Links accompanying [Dark Milk Chocolate Bars Help To Unlock Wealth In West Africa](#), explore the fair trade and human-centered issues surrounding cocoa production in Ghana. Consider how initiatives combat this exploitation.

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