



Action Project Reference: 06-03

Organisation: The Fusion HUB

Action Project Proposal:

“A one-year strategic plan and marketing plan.”

Who Are The Fusion HUB?

The Fusion Hub was founded in 2016. It was born out of Sagufta Janif’s desire to provide a solution to Fiji’s growing waste problem, create a sustainable Fiji and contribute to the economic empowerment of Fijian women and youth. The first aspect of our social enterprise is that we take in waste materials, like old tyres, discarded construction materials, textile waste, plastic and glass bottles, old broken furniture and we transform them into modern, handcrafted artistic furniture pieces. To scale impact We provide “Waste-To-Worth” capacity-building programmes for women and young girls living in poverty. The 2 weeks capacity building program focuses on basic furniture making and designing. Upon completion, participants are given the opportunity to work for our organisation or they choose to become part of our supply chain which encourages more women-led ventures in the economy.

Mission and Values:

Mission: A zero waste world with economically empowered women and communities.

To be able to eliminate the idea of waste by promoting and encouraging sustainable living. Providing capacity building and employment opportunities for women living in disadvantaged backgrounds so they can go beyond the stereotypical roles set for them by the society through economic empowerment and so that they can become part of the solution.

Values:

- Innovation
- Empowerment
- Empathy
- Creativity
- Passion
- Fun
- Sustainability

Long Term Aims & Vision:

1. In the next 5 years, we would like to establish a functional workshop where we can run more waste-2-worth capacity building programs.

2. The workshop will also have co-working spaces where women who want to start their upcycling business can work from. We will also help them register and formally set up their business; encouraging more women-led startups.

3. We also want to have a depot where people can come and drop off the items they wish to donate. This could also be sorting, cleaning and storage area as these functions require a lot of space.

4. A zero-waste shopping space

Our Future Fiji

Our Pacific leaders have always highlighted the problems and issues we as Pacific islanders face due to climate change and rising sea level. I would like us to now highlight the solution we have for these issues, I want not just Fiji, but a world without waste and a world with economically empowered women and youth.

Current Challenges:

We have been greatly impacted by this pandemic and all our operations have come to a standstill. We are now trying to pivot into a new product and service line to become sustainable again. We also have space constraints and currently finding it difficult to access funding.

Further Information:

We would like an intern to help us create a one-year strategic plan and marketing plan for the enterprise which will include our strategic goals and help set direction, goals and targets.

Key Research & Discussion Areas:

Plan and deliver ...

- What are the key aims of Fusion Hub within the next 3 years? If these have not been decided, what would the best method be to decide these?
- Who are their target audience/s? Who could their new audiences be?
- What financial, people and physical resources do Fusion Hub currently have?
- What is needed to achieve their 3-year aims and what needs to be developed? What partnerships could be cultivated to help Fusion Hub achieve their aims and get advice from?
- What marketing and advertising do Fusion Hub currently have if any? What are the potential marketing channels that could be developed to cater to their target audiences?
- What are the key deadlines you need to work towards?
- How much investment (e.g. time, resources) will be needed to develop an effective strategy?
- How will you make sure that your contribution to this project has a SMART aim? (specific, measurable, achievable, realistic, tangible)

Create content ...

- What are the major components of a strategic business plan? Are there any examples you can find online to help you formulate and format a strategic and marketing plan?
- Check out the skills series for more information on business plans and marketing strategies.

Barriers to success ...

- What are the potential barriers to the development of a strategic and marketing plan? (e.g. financial, lack of information and knowledge, social and attitudinal, physical, psychological, practical)

Evaluate ...

- Come back to your original aim - has your project achieved its purpose?
- What steps could be taken to build on your work in the future by the organisation?
- How will you evaluate your contribution to this project? What evaluation methods will you use? (e.g. interviews, surveys, focus groups)
- How will you present and share your results?

Useful Links:

- Organisational profile: <https://thinkpacific.com/action-project-fusion-hub/>
- Facebook Page: <https://www.facebook.com/thefusionhubcreations/>

Further Questions

Are there any questions you would like to ask The Fusion Hub to assist in completing this project?

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