



Action Project Reference: 51-07

Organisation: Think Pacific Foundation

Action Project Proposal:

“Creating simple business resources for rural communities”

Who Are Think Pacific Foundation?

Think Pacific Foundation (FIJI) is the locally registered Fijian charity and NGO behind Think Pacific volunteer projects. The ‘TP foundation’ works year-round to support sustainable development in Fiji’s rural communities. Under national strategies with the Fijian Ministry, we help communities achieve their local ambition and become sustainable.

Mission:

Think Pacific Foundation works to empower rural communities and in particular, young Fijians, to expand their education, skills and opportunity.

Long Term Aims & Vision:

The TP Foundation’s long term vision is a Fiji where all communities may be self-sufficient achieving holistic development, including access to improved infrastructure, quality and consistent healthcare, advanced education and training, employment and enterprise opportunities that empowers all Fijians to achieve their goals.

The empowerment of Fiji’s youth so they can realise their aspirations as Fiji’s next generation of leaders, both as traditional leaders and ‘national’ leaders.

Further Information:

For this project, we would like you to research rural business in Fiji - to see what types of businesses exist in rural areas and to look at their current strengths as well challenges. We want to create business resources for rural communities that will help them tackle these challenges and improve the overall runnings of their businesses. Additionally, resources could be designed to facilitate new business startups. By providing simple training resources and business templates we hope we can empower rural communities to become more self-sustainable through business.

Our initial ideas on resources that could be useful include simple business plans, cash flow forecast statements, inventory keeping sheets, social media training, SWOT analysis, product development and innovation ideas etc...These are just initial thoughts and we hope from researching the rural business environment in Fiji you will be able to come up with many more exciting ideas!

The long term vision is to provide rural communities with easy to implement, simple resources which can be used to support their current operations as well as inspire and encourage business expansion. There should be an emphasis on these business ideas being sustainable for the local community, so input from the TPF can be minimal after the resources have initially been provided. It would be beneficial to include a range of business resources from simple templates to more complex ones to provide to businesses with differing levels of knowledge and areas of expertise.

Key Research & Discussion Areas:

Plan and deliver ...

- Research rural businesses in Fiji to get a sense of what might add the most value to them. Consider your examples of rural businesses and their effectiveness.
 - In what ways are they already successful?
 - Could any resources build on this?
 - Are they struggling in certain areas? (e.g. cash flow forecasting, finance management, communications)
 - What resources could you create to help them improve in these areas?
- Will resources be to support current business owners, aspiring entrepreneurs, both? Will you need to adapt the information between these resources?
- Outline the key resources you want to create to make available to rural businesses
- What resources are available to create templates?
- Can you find examples of other business plans for small businesses either in Fiji or elsewhere?

- What is good about these?
- How could they be improved?
- What layout do they use?
- Tip: Have a tangible aim which is SMART (specific, measurable, achievable, realistic, and timely)
- How will your templates be presented? - you need to ensure they are easy to edit and adapt for each individual business
- Rural farmers will speak, read and write in English but may not have a high level of education, how can you make resources as easy to understand as possible?
 - This could involve making them very visual - step by step images
- How will you ensure templates are sustainable in the long-term?

Create content ...

- What areas are some areas of expansion that businesses could consider?
- How can you cater for businesses that will all be in slightly different positions (i.e. Size, financed, employees)?
- Would resources need to be adapted if they are aimed at different age groups? E.g. youths vs. adults?
- Are there any resources online you can use for inspiration?
- What is the best format to use to present the information and resources so they can be easily understood?

Barriers to success ...

- What barriers are there to the planning and delivery of your plan? How could these be overcome?
 - Can you find any examples of how other organisations have overcome similar issues?
- How could you overcome the following types of barriers to the success of your plan?::
 - Financial (e.g. balancing the cost of expansion against the extra profit it may create)
 - Practical (e.g. how will you cater for the different needs of the different businesses?)
 - Information and Knowledge (e.g. what do you need to know about this sector in order to complete the plan? how can you ensure that your plan is accessible and straight forward to all entrepreneurs no matter what experience they may have in business)

Evaluate ...

- Come back to the original aim of this project - has your plan achieved the original purpose?
- What method of evaluation will you use/recommend to evaluate the success of the plan? How can these results be used to continue to improve the plan?
- How will you ensure that the plan can be adapted as the business grows?
- How will you present and share your results?
- What advice can you offer to someone to continue this project and further development?
- What topics would be valuable in future areas of research?

Useful Links:

- <https://thinkpacific.com>
- Business in Fiji background and Start-Up Resources:
<https://thinkpacific.com/virtual-internship-business-and-enterprise/>

Further Questions

Are there any questions you would like to ask in completing this project?

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