



Action Project Reference: 51-08

Organisation: Think Pacific Foundation

Action Project Proposal:

“Create a guide explaining how to sell Fijian goods and handicrafts internationally”

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 and create a guide explaining how to sell Fijian goods and handicrafts internationally. Handicrafts include a wide variety of products and are made by hand or using very simple tools which is why they are often viewed as artisanal. Examples of common handicrafts in Fiji include weaved mats, pottery, carved wooden goods, masi (decorative bark cloth) and colourful handmade clothing garments. Fijian handicrafts are popular amongst tourists and local markets are a big tourist attraction - therefore, by expanding internationally, Fijian's could reach this target audience on a much larger scale. To be able to sell to international customers during a time where travel is restricted would also help businesses to mitigate the effects of COVID-19.

We want this guide to break down the process of expanding internationally into an easy step by step process so small businesses can be empowered to reach international markets. The guide should be informative and clear so that business owners can read it and understand the steps involved if they should decide to sell goods internationally. The guide may need a variety of sections depending on the type of handicraft/different international markets - it is up to you to choose which areas to focus on and explore in-depth. Also, it could be valuable to have a section highlighting potential challenges associated with selling goods internationally and how to overcome or prepare for these.

It would be valuable if the guide was in a format that can be printed or sent digitally to a variety of businesses. Additionally, different information may be required for different types of businesses, e.g. rural businesses vs. urban businesses.

The long term vision is to inspire and support a range of businesses to make the leap into international markets so they can expand and diversify their handicraft businesses - sharing their beautiful products with even more people. There should be an emphasis on international expansion advice being sustainable for the local businesses, so input from the TPF can be minimal after the resources have initially been provided.

Key Research & Discussion Areas:

Plan and deliver ...

- Research the handicraft market in Fiji, as well as current examples of Fijians exporting handicrafts to get a sense of what would be valuable to include in the guide.
- Will you need to adapt the information for different types of handicraft or can it be more generic?
- What types of handicrafts will you include in your guide? Will you need to focus on one

or two so the guide can be in-depth, or can you include more?

- Will you need to create different guides for rural handicraft businesses and urban handicraft businesses?
- Which international markets will you focus on? Australia? The EU? Multiple countries?
- Can you find examples of other guides 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 handicraft business people 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 information needs to be included to give handicraft business owners all the information they might require to expand overseas?
- How can you cater for businesses that will all be in slightly different positions?
- Are there any resources online you can use for inspiration?
- How can you divide content into relevant sections so your guide is structured in an intuitive way?
- What is the best format to use to present the information and resources so they can be easily understood? - Consider a format that would work digitally or printed.

Barriers to success ...

- What barriers are there to the planning and delivery of your guide? How could these be overcome?
 - Can you find any examples of common issues other organisations have had and then overcome while expanding internationally?
- 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) - could you provide some sort of analysis framework for businesses to individually weigh up the pros and cons of exporting overseas?

- 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 your work?
- 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:

- Organisational page - <https://thinkpacific.com/action-project-think-pacific-foundation/>
- <https://fijianmade.gov.fj/>

Further Questions

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

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