



Action Project Reference: 51-12

Organisation: Think Pacific Foundation

Action Project Proposal:

## “Online Business Ideas for Fijians”

### 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:

This task will involve providing Fijians examples of businesses they could create through just using a computer and little capital - e.g how to set up an Ebay shop, Shopify, Affiliate marketing sites, create a website. This will mirror the small income projects that people often set up in the UK and USA to make supplemental income alongside their career.

This would involve researching good, viable and legitimate examples. It would be good to consider what could be sold within Fiji and internationally as well as what they'd need beyond a computer and internet connection. For this, it would be great to produce a basic 'how to-do guide' that we could share with more tech savvy youth wishing to start their own online business.

This project could also include thinking about 'how to put your business online' guides for small scale farmers/producers/handicraft sellers to aid their business prospects and shoot them into a new and exciting market.

## Key Research & Discussion Areas:

### Plan and deliver ...

- What contribution can you make to this project within the time available which has a SMART aim? (specific, measurable, achievable, realistic, timely)
- How will you make the guide clear and easily understandable for who you are creating it for? This may include thinking about language choice and presentation of information.
- Consider what resources are readily available for Fijians you are providing this for and how they can effectively use the online platform.
- Who are their target markets? Will they be targeting in country markets or overseas customers?
- What would a promotion campaign look like for a fledgling online Fijian business?
  - What are the best platforms to utilise?
  - Will this incur any costs?
  - Will it be geared towards the particular audience they are trying to reach?
- How long will this guide be, how will it be accessed?
- Can you make use of USPs in Fiji and tie them into business ideas?
- What gaps exist in the market for new small Fijian online businesses?
- How could turning a business that was previously offline into a virtually accessible one effect business prospects and scalability?

### **Create content ...**

- What major themes and information needs to be included?
- Are there any resources online you can use for inspiration?
- What makes Fiji and business opportunities unique?
- Why is online business so relevant to Fiji?
- What is the best format to use to present the information and resources so they can be easily printed, shared and used?
- What depth will this guide cover?

### **Barriers to success ...**

- What are the potential barriers to internet businesses in Fiji?
- What would potential solutions look like?
- How have other organisations overcome similar difficulties?
- Would barriers look different depending on the particular business and location/capital?

### **Evaluate ...**

- How will you evaluate your contribution to the development of the unique resources?
- How will you present and share your results?
- What advice can you offer to someone to continue this project and further development?

### **Further Questions**

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

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