



Action Project Reference: 60-05

Organisation: The Projects Collective

Action Project Proposal:

“A report to compare The Projects Collective with My Fiji Store, our biggest competitor”

Who Are The Projects Collective?

The Projects Collective were founded in 2016 and are a home for artisan start-ups that aims to provide primarily Pacific Islander goods and services.

Mission:

Our mission is to be 100% pacific islands made goods, handicrafts, fashion, non-perishable foods, homewares etc., we strive to be an incubator for tiny business in Fiji. We strive to be the ‘different way to shop’ and to provide a retail experience that tourists want to come back to Fiji for.

Long Term Aims & Vision:

Long term we want to expand, open more doors, increase our online presence a lot, and continue to work with smaller brands to increase the number of brands the store has. All of this will result in more employment for the local economy.

Our Future Fiji

We would love to see Fiji become this hub of creativity, like Hawaii, they have had a huge amount of well incubated local businesses, with the infusion of the education of the western world to get them on a global platform, this is our wish. And to also sell to a much broader audience online, in the same way the Hawaiian islands do.

Current Challenges:

The biggest difficulties in Fiji are: sourcing the locals making the products in the first place, then getting the products instore, or photographing them, getting descriptions, getting them online. Getting our online presence rating higher especially during COVID is a big challenge too.

Further Information:

Our biggest competitor is My Fiji Store. We would like to know what they are doing that works better than us, but also maybe things we do that works better than them. We would like this in a report style that includes amendments we can make to our organisation, be it improvements to our website, social media or product range.

Key Research & Discussion Areas:

Plan and deliver ...

- Are the organisations appealing to different audiences? All ages? All types of traveller?
 - How can this be improved/worked on?
- Have you thought about doing a social media audit for both businesses?
 - What posts work? Which got the most interaction?
 - What social media outlets are already being used? What could be developed?
- Compare websites - is one more user-friendly?
 - How could The Projects Collective be improved?
- Are there any other businesses that you could compare to that are similar?
 - Maybe other businesses in the Pacific or alike that are doing really well you could include for comparison?
- What key deadlines do you need to work to?
- How could you make sure your suggestions are sustainable for the organisation in the long-term?

- How have other businesses of this size completed a competitor review?

Content...

- How are you going to structure the report?
- How will you present your findings? Area for improvement → Development suggestion?
- How will you highlight key messages you would like to convey in the report?

Barriers...

- What barriers might there be to the development and delivery of a competitor report? (eg. financial, practical)
- What solutions can you think of?

Evaluate ...

- How might you assess the quality of your proposal?

Useful Links:

- Facebook - <https://www.facebook.com/pg/theprojectsfiji/services/>
- Instagram - <https://www.instagram.com/theprojectsfiji/>
- Website - <https://www.theprojectsfiji.com/>
- Organisation profile - <https://thinkpacific.com/action-project-the-project-collective/>

My Fiji Store

- Website - <https://myfijistore.com/en>
- Facebook - <https://www.facebook.com/myFijiStore/>
- Instagram - <https://www.instagram.com/myfijistore/?hl=en>

Further Questions

Are there any questions you would like to ask YC4MH to assist in completing this project?

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