



Action Project Reference: 11-04

Organisation: Cautata Village Bakery

Action Project Proposal:

“Write an expansion business plan and create a funding proposal for both local and international funding”

Who Are Cautata Village Bakery?

The Cautata Bakery was fully developed and registered in mid-2019. It comes under the Cautata Village Development Committee which developed in 2014. The Cautata village bakery was funded by the Ministry of Industry, Trade and Tourism (MITT) through the Integrated Human Resources Development Programme (IHRDP), under the umbrella of the Micro Small and Medium Enterprises (MSME) Fiji.

Currently, the bakery employs 8 people and has directly impacted the lives of 50 other villagers and with the supply of fresh bread and other pastries, villagers of Cautata, Waicoka and Vatoa benefit greatly from this project.

Mission and Values:

Mission:

The Cautata Bakery is currently adopting the main vision, mission and values of the Cautata Village Development Committee which is as follows;

'Making Cautata Community an amazing place to live'

'To inspire Cautata village to develop, improve, succeed and promote, –spiritual, mental, physical, environment, economic and social well-being'

Values:

Integrity, Honesty, Teamwork, Transparency, inclusiveness, innovate, accountability, efficient, effective and Respect.

Long Term Aims & Vision:

The long term aim for the Cautata Village bakery is to be the main supplier for the district. Through business progress and innovation, Cautata Village bakery is to contribute to the vision of the Cautata Village Development Committee's vision where everyone is striving to make Cautata an amazing place to live.

Creating more SME and social enterprises to solve the socio-economic issues in the country.

Current Challenges:

- Expanding the business market to the nearby villages (growth and delivery)
- Need to profound the internal system and process of the business to maximize profit (low income/budget)
- The need for capacity building in the areas of business management especially in the areas of bakery business.
- Currently we have no logo

Project Overview:

We would love some help in working out how we can expand our bakery. We would love to hear your ideas and suggestions and how we could look into implementing them.

We would also like help with creating a funding proposal for the expansion of our bakery.

Action Project Questions:

You may wish to consider...

Plan and deliver ...

Expansion proposal

- How have other similar businesses expanded?
 - What did they get right? What could've been improved?
- How have similar businesses created a business plan?
- What does the bakery aim to achieve through expansion?
- How will you ensure the expansion of the bakery business is sustainable?

Funding proposal

- What are the key areas that need to be covered in each of the proposals?
 - How are you going to gain the information that you need?
- Can you find examples of other proposals from organisations either in Fiji or elsewhere?
 - What is good about these?
 - How could they be improved?
 - In what ways are the organisations' operations similar?
- What funding opportunities are available?
 - What sources have other organisations used?
 - Consider both in-country and overseas funding opportunities
- How will the proposal be presented?
 - Who is the audience?
- What does the organisation hope to achieve from these proposals - ie do they have a particular amount that they want to raise?
 - What will they be using the money for? - how can you sell this to potential donors to show the importance of the organisation's work?
- How will you ensure that the proposal is sustainable in the long-term? Will it be a template with obvious bits the organisation needs to fill in so they can use it more than once?

Create content ...

- What makes this organisation unique?
 - Why would people want them to expand?
 - Why would people want to invest in it - think about its mission, values, ethics, successes
- How long will the expansion process take?
- How are you going to present the business expansion plan and the proposal?

Barriers to success ...

- What barriers are there to the expansion of the bakery? 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 proposal?:
 - Practical (e.g. lack of time for staff to spend on this, how will you distribute your proposal? Will the proposal need to be in English or translated to other languages for overseas investors? Need to create a template presentation but also leave room for small adaptations depending on the investor)
 - Information and Knowledge (e.g. lack of knowledge about the organisation among potential investors? what do you need to know about this sector in order to complete the plan?)

Evaluate ...

- Come back to your original aim - has your expansion plan and proposal achieved the original purpose?
- What method of evaluation will you use/recommend to evaluate the success of the expansion?
 - When should this evaluation take place?
- How can these results be used to continue to improve the expansion plan?
- How will you ensure that both the expansion plan and the funding proposal can be adapted as the organisation grows?

Useful Links:

- Company profile - <https://thinkpacific.com/action-project-cautata-village-bakery/>

Further Questions

Are there any questions you would like to ask Cautata Village Bakery to assist in completing this project?

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