



Action Project Reference: 11-03

Organisation: Cautata Village Bakery

Action Project Proposal:

“Design Brochure Material and Flyers”

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

Further Information:

We would love some help in creating marketing materials to promote the bakery. We would like these to be in the form of brochures and flyers that can be dispersed throughout the community.

Action Project Questions:

You may wish to consider...

Plan and deliver ...

- What is the purpose of these materials? How will you ensure that this purpose is met?
- How will you ensure your materials align with Cautata Bakery's aims and values?
- What makes Cautata Bakery unique?
- What format/designs will you use to make the resources engaging and suitable?
- Who is your target audience?
 - What will appeal to them?

- Do you have any ideas for other materials that would help Cautata Bakery be successful?
- How can you make it so that materials can be used time and time again?
- What software are you going to use to create these materials?
 - Remember to pick something that you can use but that will also create professional resources
 - If the organisation needs to make adjustments will they be able to on that software?

CONTENT

- Can you find examples of other similar promotional campaigns?
 - What was successful about these?
 - What could you do to make these even more engaging?
 - How are Cautata Bakery's aims similar to these organisations?
 - Can you use some of these examples and adapt them to suit Cautata Bakery?
- What important information do you need to include on these brochures and flyers?

BARRIERS

- What are potential barriers to the creation of these brochures and flyers? (e.g. financial, practical, design)
 - If materials are going to be reused in the future it could be worth creating in a format that could be edited, or if you use a site like Canva provide resources so staff at Cautata Bakery can use it (this could just be a link to a tutorial on Youtube!) Think about the longevity of your project and resources!

EVALUATION

- What evaluation methods will you use to evaluate the success of your project?
 - e.g. interviews, focus groups, surveys, social media analysis
- Reconsider your initial aims, have these been met? Could you improve your resources to meet these aims more successfully?
- How will you present your action project?
 - Which areas of your project will you chose to highlight in your presentation recording? You could think about highlighting the resources that you think will be most useful to Cautata Bakery and explain why.

Useful Links:

- Company profile - <https://thinkpacific.com/action-project-cautata-village-bakery/>
- News article about the bakery - <https://www.fiji.gov.fj/Media-Centre/News/PM-COMMISSIONS-CAUTATA-COMMUNITY-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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