



TRADCRAFT

**Building Sustainable Pro-Diversity
Businesses**

Market Access Centre

- Values based consultancy team
- Offers services to encourage and enable pro poor business development
- Committed to building capacity at local level
- Small core team with growing network of associates and consultants
- 20 + years' experience



Business Opportunities

Business Opportunity = Product + Market

Neem oil is not a market opportunity

it is a product

Europe is not a market opportunity

it is a market

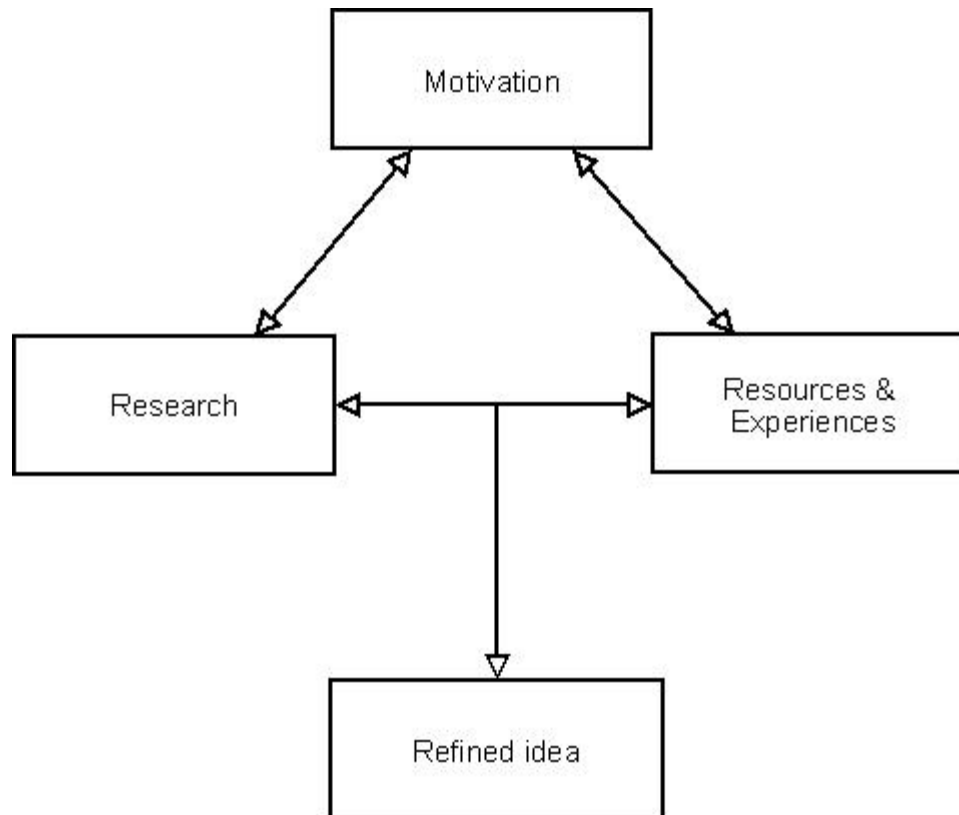
Selling neem oil to Europe

that's a business opportunity



TRAIDCRAFT

Refining Your Ideas



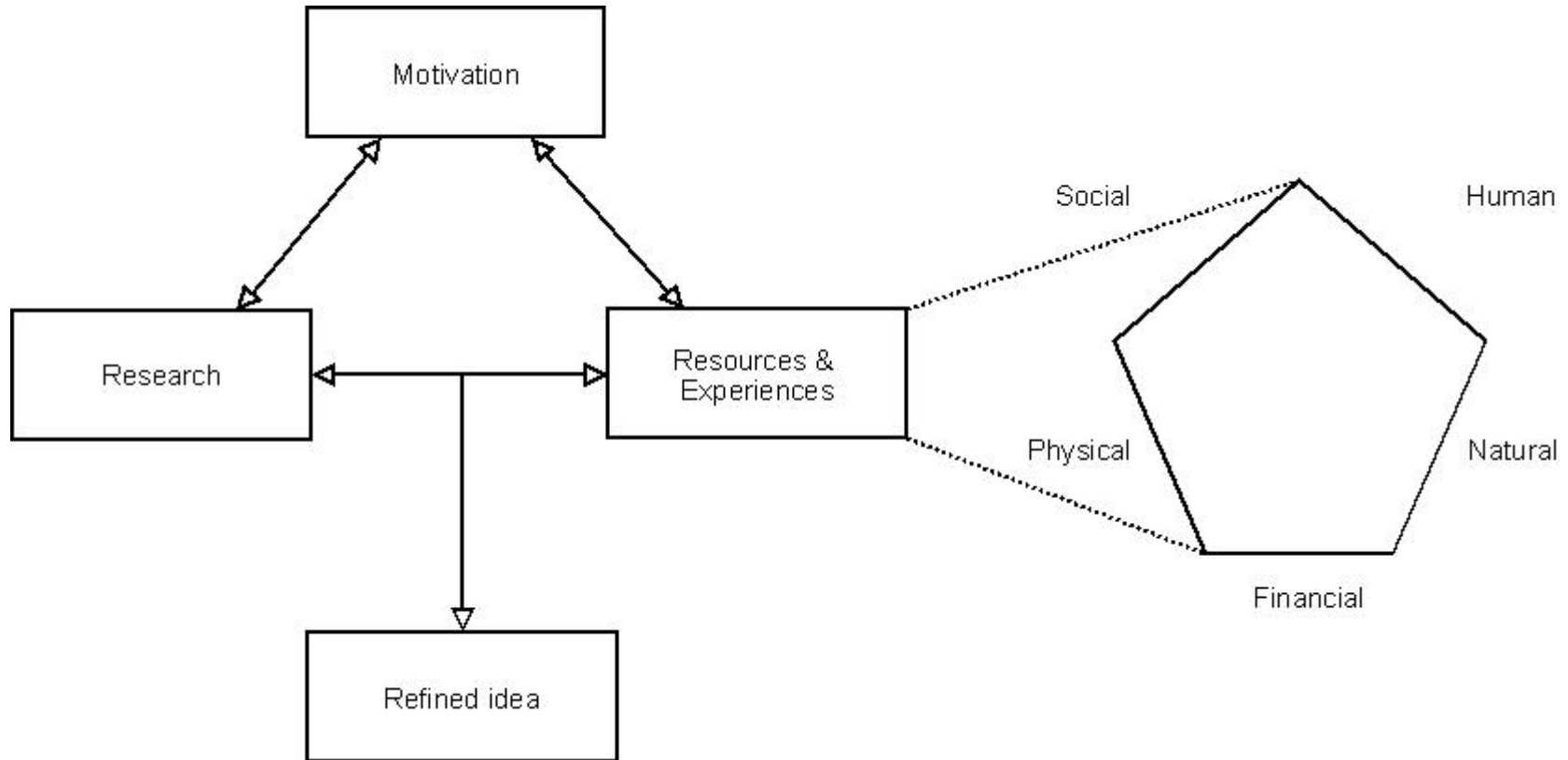
Motivation

- Entrepreneurs
- Necessity
- Trade supporting development

What do you want the business to achieve?



Resources and Experiences



Cocoa in Sao Tome



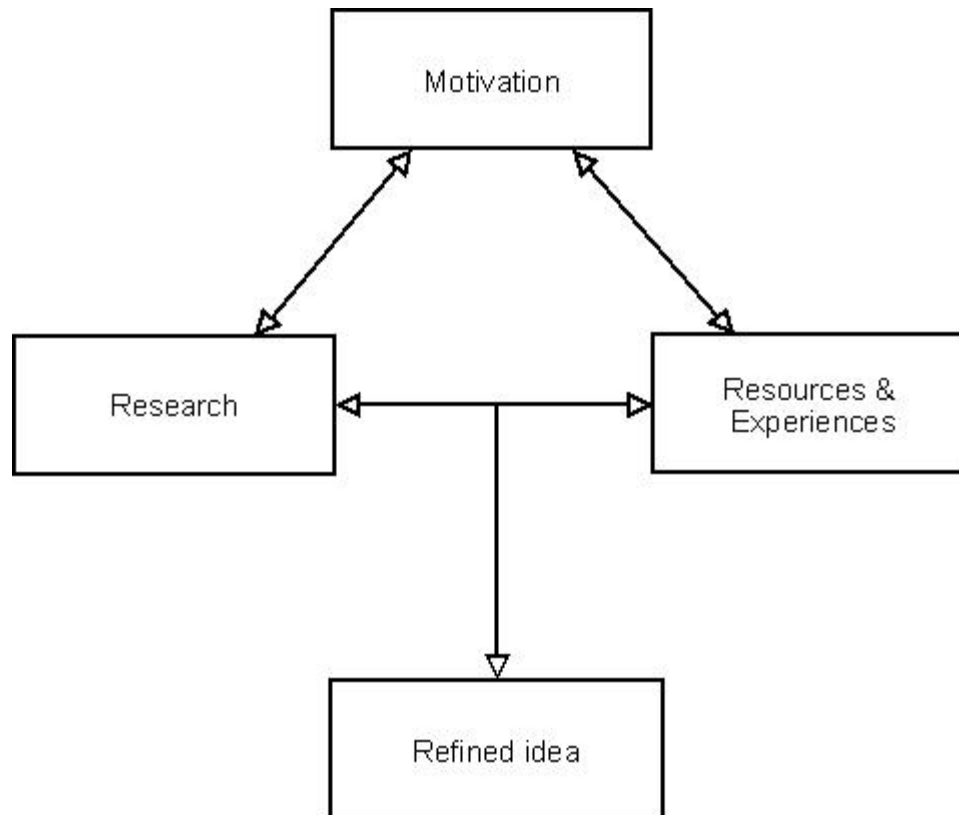
Initial Research

- Quick and dirty
 - Gives an overview of the major markets, the buyers and their preferences, main competition, significant uses and demand
- Use the Internet and the telephone
- Generate more ideas

Pine Nuts from the Siberian Taiga



Refining Your Ideas

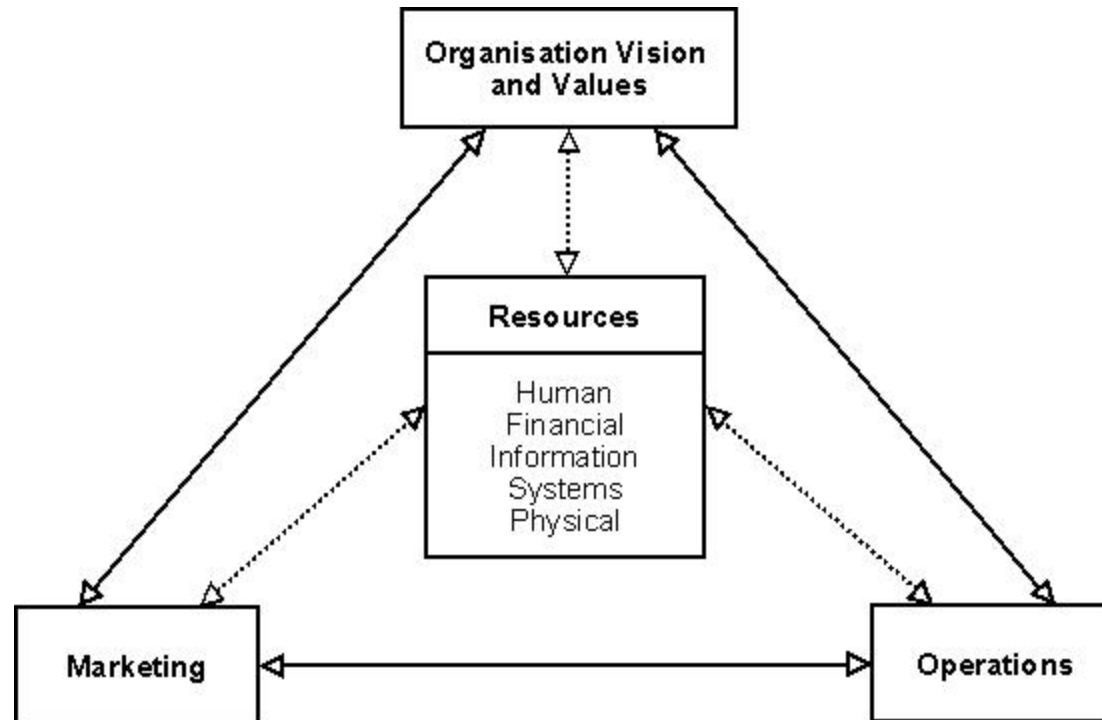


The Business Plan

- The whats, hows, whos and whens
- It's a positive and important process to help the business
- Think about the audience



Developing the Business Plan



Organisational Vision and Values

- Make sure that people understand what the business is trying to do
- Get buy-in. It's a consultative process
- Supports the decision making process



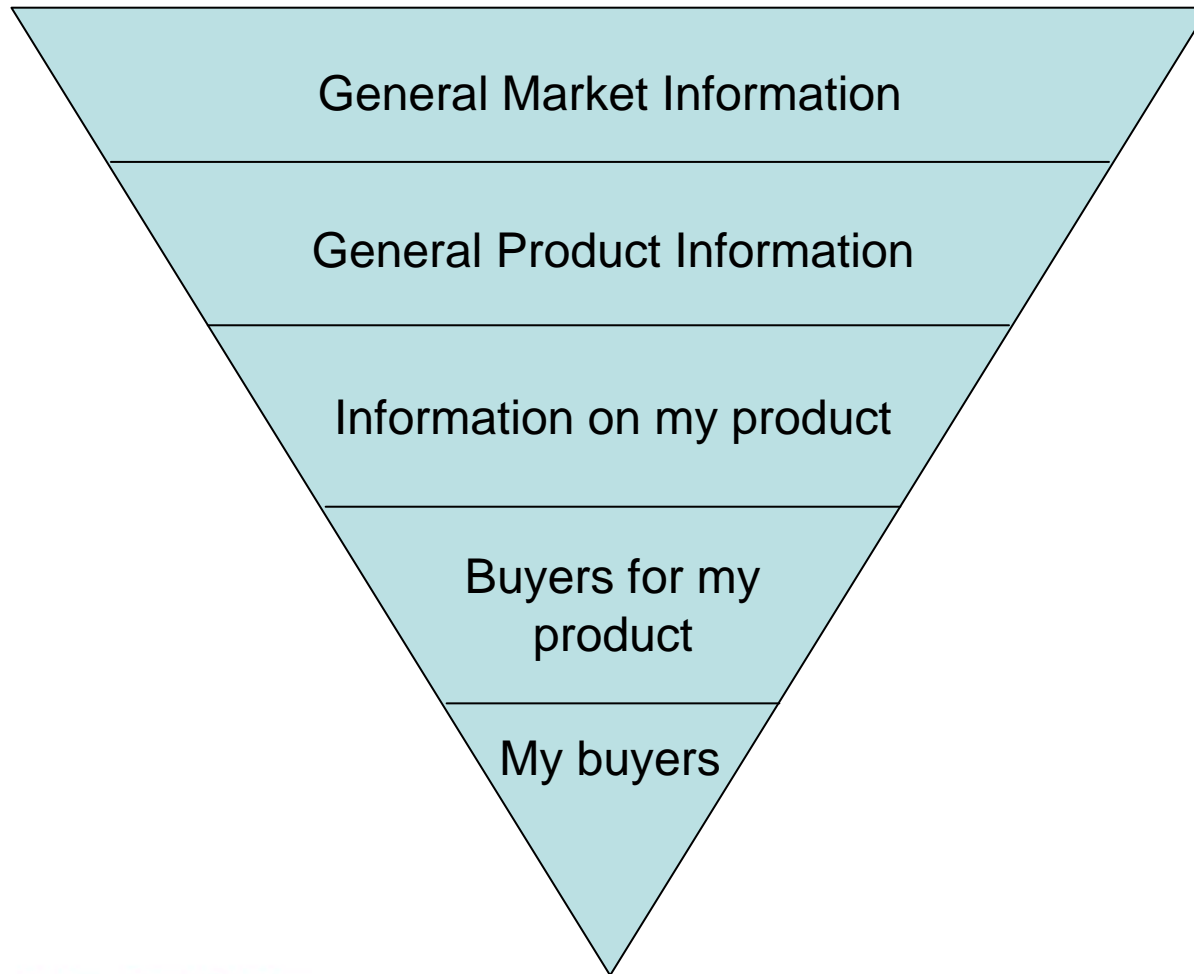
Marketing and Research

- Marketing is basically asking questions and listening to the answers
- Being market-led means providing what customers want

- What do customers want?
- Give them it
- Do it again



The Market Information Triangle



TRAIDCRAFT

Zebra Chilli Sauces in Zambia

- General market information
- General product information
- Information on my product
- Buyers for my product
- My buyers

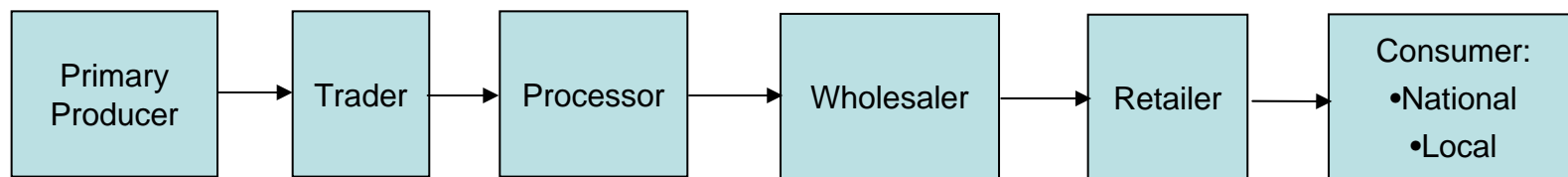


Getting the product to market

- Promotion
- Price
- Place



The Supply Chain



Operations

- Production
- Packing, Shipping & Logistics
- Quality Control



Resources

- Human
- Financial
- Systems
- Information
- Physical



Financials

- A crucial part of the business plan
 - Prudent and fact based
 - Profit
 - Cash
-
- Think about the audience



Raising Finance

- Research the sources of finance
 - Loans from microfinance schemes and banks, grants from governments and NGOs, selling shares
- Be sure about what the financiers demand
- Clearly show what the money is for

Delivering the Plan

- Tailor the plan to the audience
 - Yourself
 - Bank
 - Investors
 - Shareholders
- Pre-empt the questions
- Practice the presentation
- Live the plan!



TRAIDCRAFT

Conclusion

- Market research tells you what your customers want and lets you decide what you want to do.
- A business plan helps you think about how you are going to deliver the products that your customers want
- Together, the research and the plan increase the business's chances of success.





TRAIDCRAFT
Fighting poverty through trade

alistairl@traidcraft.org

www.traidcraft.co.uk