

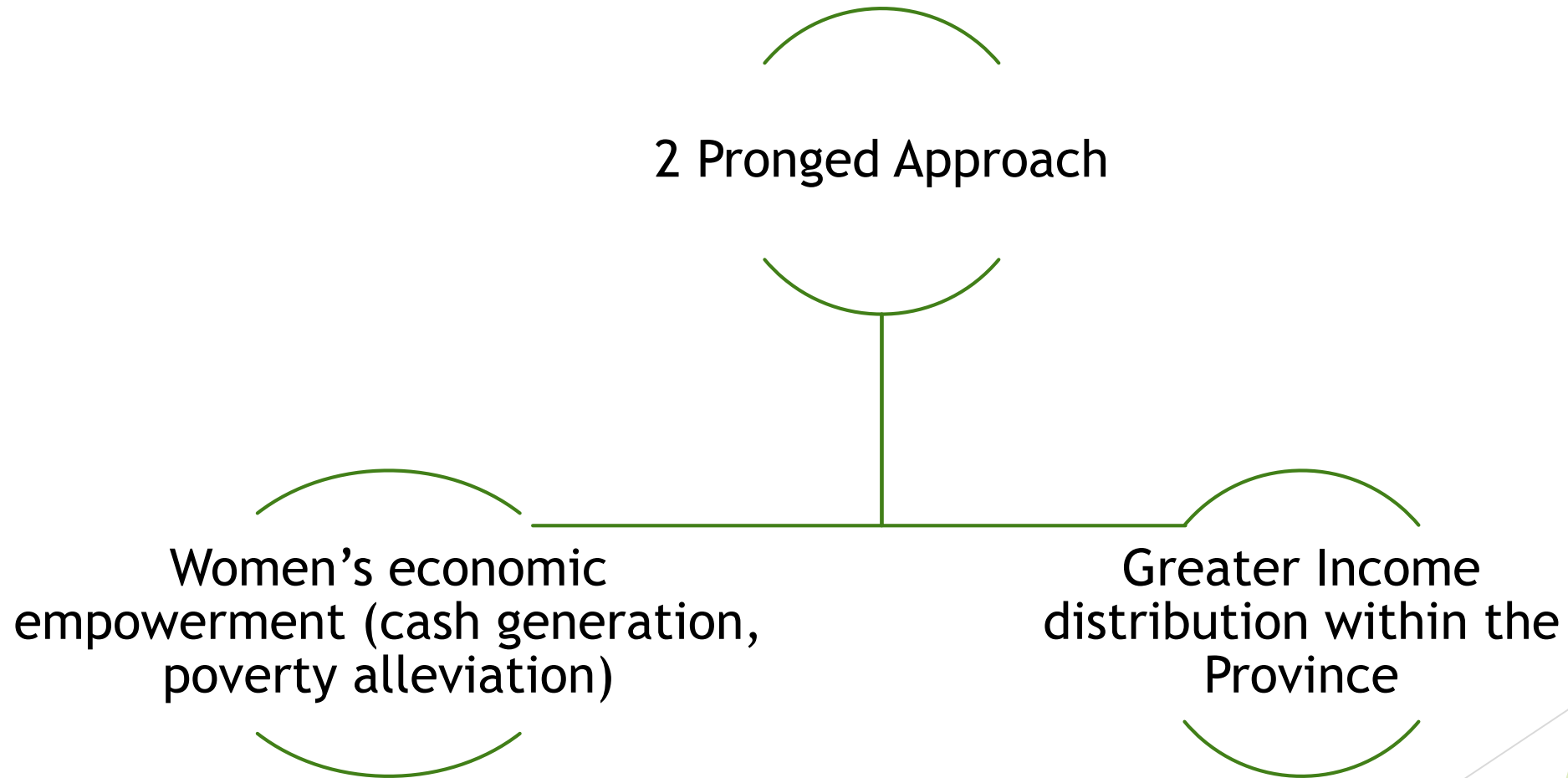
AGRIBUSINESS AND FISHERIES DEVELOPMENT FOR LOMAIVITI WOMEN

Presented by: Mrs Sereana Qoro
President, Lomaiviti Provincial Women 's Association

LOMAIVITI WOMEN - WHO WE ARE

- ▶ Soqosoqo Vakamarama platform
- ▶ Well established structure and network
- ▶ Women's Society; registered Charitable Trust
- ▶ 75 villages; 12 tikinas in Lomaiviti Province.
- ▶ Membership : 1,500 Lomaiviti women.
- ▶ Registration as a Trade Association in progress.

OUR DEVELOPMENT OBJECTIVES



OUR KEY FOCUS AREAS

Home-based income generation (Fisheries/Agribusiness et.c)

Use of readily available resources

Use of existing talents and skills

Capacity building

Access to markets

Coordination/Admin Support

KEY ACHIEVEMENT HIGHLIGHTS (2015 - 2017)

Collectively endorsed 3 year plan (2015 -2017)

Established Database & commenced profiling

Consistent AGMs, Financial Reports, Standardised Tikina Reports (Progress report on targets)

Access to market - Business Centre, Annual Show

Marketing - Social media and networking (Fiji-wide)

ACTION PLAN FOR DEVELOPMENT (2018 -2020)

Promotion & Awareness

- Awareness Creation of Concept
- 2018 - 2020 Strategic Plan & Targets
- Performance Report; Monitoring; Reward System

Encouraging New Businesses

- Identification of low-cost resources and use of current skills & talents
- Identification of needs that present a business opportunity
- New entrants: Very low start-up cost (pastries, jam, ice block, cooked food, fish)
- Established businesses - Diversification

ACTION PLAN FOR DEVELOPMENT (2018 -2020)

Capacity Building

- Training Needs Analysis
- Offering/facilitating training in:
 - *Business Planning, (Budgeting, Cashflow, reporting)*
 - *Product costing & pricing*
 - *Product quality & branding*
 - *Marketing*
 - *Business expansion/growth*
- Acquiring new skills or continuous improvement of current skills - (involves training & networking)

Access to Markets

- Strengthening:
 - *Business Centre capacity and management*
 - *Coordination & Communication Network*
 - *Understanding of linkages to national Agri-based/fisheries markets*
 - *Understanding of marketable product pricing - Establish Price List*
- Pursuit of new markets

ACTION PLAN FOR DEVELOPMENT (2018 -2020)

Coordination/Admin Support

- Offering Business Advisory services for/to members (One Stop Shop)
 - *Business opportunities (including Agri-Tourism)*
 - *Release of market updates*
 - *Financial proposals and bankable projections*
 - *Marketing/branding*
 - *Pursuing new markets*
- Strengthening communication channel(s) - 6 islands, transportation and communication challenges
 - *Sustainable support/incentives for Tikina representatives - i.e. contact persons*

IMMEDIATE FUNDING REQUIREMENTS

KRA	ACTION ITEM	FUNDING	TIMELINE	REPORTING
CAPACITY BUILDING	Province-wide TNA Session - Village & Tikina Leaders	FJD 3,800	MAY 2018	TNA Report - June 2018
COORDINATION/ ADMIN SUPPORT	Business Centre Annual Operating Cost (Rent & Personnel)	FJD 14,000	JUNE 2018	Monthly Business Report
	Business Centre Office Equipment (PC, Printer, Telephone)	FJD 5,000	JUNE 2018	Monthly Business Report
ACCESS TO MARKETS	Website Design/Hosting			Quarterly Report - Website-driven orders
	Trade Shows		ANNUAL	Trade Show Impact Report
CAPACITY BUILDING	Ongoing Province-wide Training based on TNA		Quarterly from SEPT 2018	Post Training Report and 6-monthly M&E Report

WHERE TO FROM HERE?

- Access to Capital
- Access to reliable Transportation & Communication (No port facilities in 3/6 islands)
- Access to diverse and reliable supply & markets
- Access to information regarding Agri-tourism/fisheries business models and support
- Consistent data-collection

Challenges

- Effective & Efficient Business Centre - 1 Stop Shop
- Collection Centres and Storage facilities for fruits and vegetables
- Use of low-cost technology (website/social media) to advertise products
- PPP and other donor-based partnerships to support Strategic Plan KRAs (Technical and Funding)
- Centralising funding/financing information
- Networking between provinces to build volume and for diversification - Information sharing (Peer to Peer)

Opportunities