



**USAID**  
FROM THE AMERICAN PEOPLE



Volunteer Name: *LeMieux (Tino) Karsa*

Country: *USA*

Country project: *Strategic Business Dev*

Host: *Sweet and Dried, Enterprise*

Venue: *Improve Sale and find new sale outlets*

Audience: *Owners & Employees*

Number of people : *11*

Date: *11/25/2016*



# Enterprise Overview



1. Sweet and Dried, Enterprise is an innovation that employed and empower women of the locality.
2. Local farmers supply the raw materials.
3. Expansion of the finished products market is crucial for the lifespan of the enterprise.
4. Business Strategic planning.

# 1. Assignment Objectives as in SOW

1. Development of Strategic Management plan
2. Development of a Strategical Business Plan.
3. Financial Statement Overview

## 2. Achievement of the assignment objectives

1. Spent 2 days at a fair with host to access sales technics.
2. Spent 2 days in training for HCSAAP.
3. Went to the factory.
4. Owners Managerial training.
5. Strategical Road Map.

### 3. Recommendations to the host with regards to the assignment

- a) Research and Development – perishable fruits therefore immediate deliveries.
- b) Access market needs.
- c) Bookkeeping records.
- d) Advertisement.

## 4. Anticipated Impact

- Inventory development – will result in unnecessary expenses.
- Expansion of sales – find new market such as superstores and new suppliers.
- Accurate bookkeeping will differentiate between personal and business expenses.

## 5. Recommended future volunteer Assistance

- Not able to project first-year action plan – lack of documentation.
- Follow up on Managerial training.
- Follow up on Bookkeeping records.
- Follow up on Market expansion.
- Access the implementation on strategic plan.

## 6. Recommendations to other non-host stakeholders

- Investment is crucial for the development of the factory and expansion of the market.
- Fund raising is crucial.



# Action plan for host recommendations

Recommendation	Specific Action	Responsible person	By when
1. Inventory Control	Bookkeeping	Ms. Mercy	Immediately
2. Product Management	Research & Development	Mr. Migaria	Immediately
3. Expansion of Market (Sales)	Advertisement	Ms. Mercy	March 2016
4. Implementation of SOW	Find new outlets	Ms. Mercy	Immediately
5. Financial Statement	# Personal and business expanses	Both Owners	Immediately
6. Production Management	Improve Current products	Mr. Magaria	End of 2916

## 7. How can CRS improve future volunteer experience

In my humble point of view, CRS has done it all.

***Asante!***

***Thank You!***