VOLUNTEER REPORT

1.1 Assignment information: **KE54**

- Volunteer Name: Scott W. Stovall
- Host Organization: Sweet and Dried Enterprises
- Assignment: Strategic Business Planning
- Dates of Assignment: November 16 to December 3, 2016
- Number of days worked: 15
- Media Outlet Group Presentation

1.2.1 *Objective 1 in your SOW – Strategic Business Pan*

- Progress with the objective – 100% Completed
- Expected impacts/results
    - SnD has a clear direction on the path they want to take during the next five years. They have listed their business objectives, sales targets, and capital outlay goals. They have identified short term goals that need to be accomplished to meet their long term goals through a strategic plan.
- Recommendations
    - Strategic plans are like road maps. They show the direction SnD wants to take over the next three to five years to get to their destination. If the road changes, then the map should change. So if the SnD objectives change, then the strategic plan should change.
    - The Managing Directors should ensure that SnD is moving in the direction of the strategic plan and should monitor that the goals are being met.
        - The managing directors should monitor the progress of meeting their goals. If goals are not met, then the managing directors should analysize why the goals were not met and adjust accordingly.
        - Talking about goals is easy, implementation is hard. The action plan sets milestones to make sure SnD stays on track to completing its goals. It is important for SnD to try to accomplish the task by the date of the milestone.

- If milestones are not met and SnD decides that the goal is important in achieving the strategic targets, then they should re-assign the goal with another milestone. If the goal is deemed to be not important, then it should be removed from the strategic/action plan.

1.2.2 Objective 2 – To provide a framework within which the company's business operates, and serve as a basis for discussion with financiers and other potential supporters.

- Progress with the objective – 100% Complete
- Expected impacts/results
  - SnD will be able to use the business plan to seek financing, business partners, and/or donors. It is the document most requested when establishing realationships with potential business entities.
- Recommendations
  - Business plans should be reviewed and updated every six to twelve months.
  - When the business plan is presented to development agencies, commercial financial institutions, or possible donors and sponsors, SnD should expect those institutions to ask for additional information. Be prepared to answer any questions that they may ask for, be able to verify information presented in the business plan, and submit additional documents if needed. All should be completed in a timely fashion.

1.3 *Recommended future volunteer Assistance*

SnD could use volunteer help in the following areas:

- Volunteer to help with creating market linkages and business relationships with major international buyers.
- Expert in food science
- Food processing expert with an emphasis in processing machines
- Graphic designer for packaging and website.

1.4 Action Plan

Recommendation	Specific Action	Responsible person	By when
1. Review SnD goals	Verify completion through the use of milestones	Managing directors	Quarterly
2. Review Business Plan	Change if necessary	Managing Directors	Annually
3. Accuracy of material in	Completion of	Managing Directors	Annually

business plan	Financial audits		

Number of people Assisted

- Through formal training - 2
- Through direct technical assistance (Do not double count) -
- Out of these above, number of host staffs - 2

Training/assistance by field

Topic/field	**Total**	**Males**	**Females**
Strategic Planning	2	1	1
Total	2	1	1

1.4 Gender

- What gender roles did you recognize in your host community?
  - SnD is a woman owned small business. She is very instrumental in making all decisions.
- Did these roles play a part in your assignment?
  - Yes.
- How might CRS or the host organization improve opportunities for the women in this host or host community?
  - SnD can continue to hire women in the village as the business grows.

1.6 *Value of volunteer contribution in $*

- Hours volunteer spent preparing for assignment – 25 hours
- Estimated value of all material contributions volunteer contributed during assignment - $100

1.7 *Value of hosts' contribution in $ (Please consult the host as well)*

- Meals
- Transportation
- Lodging
- Translation
- Other (Specify)

1.8 Host Profile Data:

Did you obtain any data that supplements or corrects the data in the existing host information as detailed in the SOW? Please list it.

- See SnD Business Plan and Strategic Plan.

1.9 Recommendations for CRS:

I enjoyed working with SND very much. I would like to thank the CRS F2F staff in Kenya for the excellent job they did in coordinating this project. I would also like to thank Maria Figueroa and Teresa Monaghan in the CRS headquarters in Baltimore for arranging the pre-assignment logistics.