



Module 5: Small Enterprise Development

Background

- Commercial agriculture doesn't just involve big companies, it also takes the form of individuals, groups and small enterprises that are involved in a range of business activities, such as:
 - post-harvest handling (eg. drying, milling, packaging),
 - food processing (eg. coffee roasting, noodle making, sauce production, etc.)
 - inputs and services to other farmers (eg. seed and feeds, ploughing, transportation),
 - marketing (eg. food stalls, organic markets, fair trade).
- This module focusses on ways to make small enterprises more profitable. As part of Green Development, profit should be generated from business activities that are fair, healthy and sustainable, ie. which do *not* cause harm to other people or the environment.
- Depending on the structure of the market, this module can be combined with topics from other modules:
 - If extension workers are advising enterprises such as producer groups or cooperative, they should also refer to Module 3 on Farmer Organisations.
 - If they are advising enterprises that are selling to larger companies, they should also refer to Module 4 on Responsible Agribusiness.

Concepts

- To improve the profitability of small enterprises in the agriculture sector, the following topics should be included in Green Extension services:
 - Conducting a rapid market assessment
 - Preparing a business plan using tools such the Business Canvas
 - Carrying out economic analysis of a business enterprise
 - Understanding the concepts of 'innovation' 'adding value' and 'quality control' to get better prices.
 - Options and procedures for getting credit and loans
 - Understanding the advantages, procedures and costs of different certification schemes, such as GAP, organic and GI.

Topics, Tools and Cases

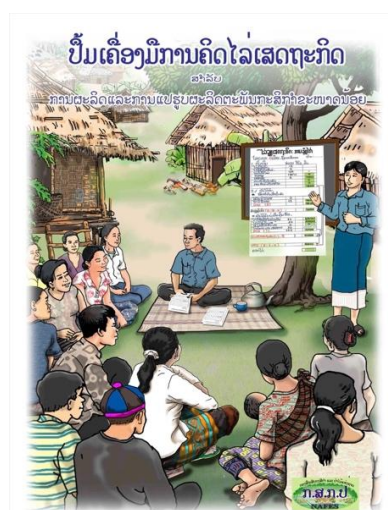
Unit	Subject	Available Material
5.1	Rapid Market Assessment	LEAP Manual
5.2	Business planning	FAO/NAFC materials
5.3	Economic Analysis	LEAP tools
5.4	GAP, Organic and GI standards	Need to find in Lao
5.5	Micro-finance options	Need to find materials
5.6	AGREE Case Studies	e-learning modules

Examples

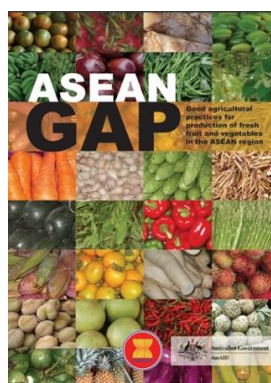
5.1 LEAP / RMA Manual



5.3 LEAP / Economic Tools



5.4 Certification training materials



Need Lao materials

5.6 AGREE e-learning modules

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