



Business & Market Empowerment

Pact's Business & Market Empowerment training curricula build awareness and understanding of business and market principles that empower low-income micro-entrepreneurs to make the best decisions to grow their businesses.

Pact supports low-income Cambodians to increase their income through improved livelihoods. Ensuring that livelihood decisions are made and driven by the individuals making the investments and risks, Pact focuses on ensuring participants understand key business and market principles they can apply immediately and long into the future. The fundamental understanding and critical thinking can then be supplemented with sector-specific vocational trainings.

Training Curricula

Pact can deliver our three training curricula to micro-entrepreneurs involved in many different business sectors, or it can be tailored with examples to specific sectors. Pact has delivered Train the Trainer workshops on each curriculum. For greatest impact, Pact provides follow-up coaching to participants in implementing what they learn.

The three training curricula are:

1. **Business Planning for Growth** – This training module provides an overview of the issues micro-entrepreneurs need to consider in order to grow their business – including issues both within and outside their control. The training builds the capacity of the participants to develop a business plan; identify the strengths, weaknesses, opportunities, and threats for their business; identify risks and prepare actions to respond; identify the direction of their business; and effectively manage their business.
2. **Value Chain Analysis** – As micro-entrepreneurs aim to grow their businesses, it is critical that they understand their current role in the marketplace and the product value they currently capture, as well as the needs they must fill if they want to capture additional value. Using local products as examples, the training helps participants map out value chains for their products, giving them the confidence to analyze their own product value chain, while providing additional information they do not necessarily have, including prices paid by buyers along the chain.

- 3. Collaborative Business Models** – Engaging in cooperative and joint business models can allow micro-entrepreneurs to improve economies of scale, divide roles for efficiency and access larger sums of finance. This module helps participants to understand the concepts, advantages and risks of working together under different collaborative business models, and improves their ability to select and use an appropriate model to capture more value from their businesses.

Making Market Connections

As micro-entrepreneurs expand their business and market understanding through the training curricula, Pact connects them with potential buyers. Bringing micro-entrepreneurs together with medium and large businesses not only expands producers' knowledge about demand in their local market, but builds buyers' awareness of locally available products. In February 2014, Pact organized a fair in Preah Sihanouk province with over 125 participants, which included micro-entrepreneurs; representatives of hotels, restaurants and a grocery store; and government officials. Micro-entrepreneurs and businesses greatly increased their awareness of local supply and demand, and some made new purchase agreements.

WORTH Economic Empowerment Model

Pact's WORTH economic empowerment model helps women form village savings and credit groups that build savings over time, provide low-interest loans and give dividends to their members – while also growing literacy skills and building women's leadership. Groups are wholly owned by members, whom Pact trains and coaches to manage funds and decisions with high levels of transparency and accountability. The Business & Market Empowerment training curriculum has helped the most motivated group participants make the best decisions to grow their businesses, while the groups provide a useful structure for coaching participants and encouraging them to learn from each other.

Pact is an international, nonprofit organization with forty years of experience. Pact envisions a world where those who are poor and marginalized exercise their voice, build their own solutions, and take ownership over their future.

Pact has worked in Cambodia since 1991. Our current and recent projects include improving local governance, fighting against corruption, building savings-led microfinance, improving livelihoods, strengthening community forestry, providing health education and building the organizational capacity of Cambodian organizations.

For More Information

Sarah Sitts

Cambodia Country Manager

ssitts@pactworld.org

Story of Success

Mrs. Sok Moniroth has a business preparing and selling breakfast and lunch to Muslim students at a college in Preah Sihanouk province. Moniroth says that her business profit has increased from about 20,000 riel (US\$5) to about 50,000 riel (\$12.50) per day since attending Pact's trainings. Through the Value Chain Analysis training, Moniroth realized she was losing potential profit by purchasing her goods from a local middleman. She calculated the lower prices would more than make up the 2,000 riel (\$.50) transportation cost of travelling to a wholesaler 10 km away once a week.

Moniroth is the treasurer of the *Women's Friendship Saving Group*, developed under Pact's WORTH model. Contributing 5,000 riel (\$1.25) on a weekly basis to her saving account, Moniroth's savings have reached 500,000 riel (\$125) after two years, and the group's total savings now stand at nine million riel (\$2,250).

