




**THE PROPOSAL DETAILS PLAN FOR
WOMEN MICRO-ENTERPRISE
DEVELOPMENT IN SIERRA-LEONE**

GLOBAL PARTNERS FOR COMMUNITY DEVELOPMENT


INTRODUCTION

Projects have resulted directly in the creation of hundreds of jobs and significant increases in income for women thanks to the government. These successes have given many women their first job and the unprecedented ability to add to and often be the only source of family income.



Despite this progress, there is tremendous unrealized opportunity to create additional opportunities for sustainable economic and entrepreneurship for women in the Sierra Leone. GPDC experience has underscored significant capacity and motivation among Sierra Leonians to break the cycle of poverty and build a better life through micro-enterprise development.

Our goal is to help women in the whole country achieve financial independence and security by helping them build skills and resources to start micro-enterprises. GPDC respectfully seeks funding to provide training for over 200 women entrepreneurs, help establish 100 new businesses, and create 300 new jobs for women mobility, access to capital, and access to markets and technical information.



Historically excluded from economic opportunity, they struggle to maintain a household and have few opportunities to develop job skills. Less than 10 percent of women work outside of the home, and even when drawn into the labor market to support families and fill labor gaps, they are often the first to lose their jobs in times of economic difficulty.

The motivation of women to increase their income through training in job skills, business management, and income diversification. Our objective is to develop a proven model for creating permanent jobs and income based on business management training, small grants, and micro-finance.

And by training and mentoring members during our workshops to become both businesswomen and effective partners for children's nutrition to provide daily nutritionally fortified snacks for more than 50,000 schoolchildren in nearly 200 schools creating jobs for 2,000 women in the process.

School Feeding Program (2020-2030) During this process, GPCD will establish very close relationships with women across Sierra Leone. We will use modest resources to continue training women in organizational management, business management, and income diversification.

The women will be able to put their new knowledge and skills to work immediately to create dozens of jobs through independent small business; bakeries, school canteens, greenhouses, and soap manufacturing.


The women will be trained so that they can reach a point where independence is within reach. Their success can serve as an example to other women who need additional coaching to become self-sustaining. Soon they will be able to mentor others through business associations and independent businesses.

Our current objective is to consolidate the gains achieved to expand business development activities to recruit additional association partners.

We will begin in activities in four clusters of communities in Kroo-bay- Freetown; where GPCD has established relationships and gradually expand to neighboring areas. Key to the success of this program is developing ongoing peer mentorship to launch a new generation of women entrepreneurs.


GPCD aims to provide micro-enterprise development training and support systems to help members of women associations in Freetown create micro.

Through enterprise development and micro financing that will create jobs and generate incomes, GPCD aims to reach out to new and existing women associations.

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The overall composition is clean and modern, with the text centered on a white background that contrasts with the green elements.

Our proven strategy has four objectives: conducting a regional economic assessment to identify opportunities for micro-enterprises, building skills in business development, increasing access to micro-credit for micro-enterprise start-up, and introducing micro franchises.

To initiate the project, the GPCD team will lead members of each target community; particularly members of community women' associations; in an assessment to identify high-potential economic opportunities that harness a community; competitive advantage, catalyze broad-based economic growth and create jobs.



The process will be organized as a self-assessment to guide aspiring entrepreneurs in identifying areas of opportunity and constraint.

The assessment will help community members evaluate strategic business niches, with a specific focus on opportunities for women.

Activity 1.2. MICROENTERPRISE IDENTIFICATION

On the basis of the assessment, community members will identify promising areas for microenterprise development by women; either businesses that fill gaps in communities (e.g., internet centers) or activities that leverage competitive advantages of the communities (e.g., agricultural specialties).

Activity 1.1. CLUSTER WORKSHOPS

GPCD will organize 4 1-day workshops (1 per cluster) to assess economic constraints opportunities in target clusters.

OBJECTIVE 2: BUILD WOMEN SKILLS IN MICRO ENTERPRISE DEVELOPMENT

Based on the economic assessment outcomes, GPCD will invite applications individuals and small groups from women associations (not limited to current partners) to participate in trainings in microenterprise development and business management.

The aim of this training is to build skills among rural women to start and management microenterprises in their communities.

We will work with community and association leaders to select at least 200 participants, based on the feasibility of their business ideas and their capacity to implement them.

In addition, participants from the initial pilot project will be trained as mentors, so that they can provide support to newly trained entrepreneurs.

Activity 2.1. TRAINING WORKSHOPS IN MICROENTERPRISE DEVELOPMENT

We will work with and through GPCD partner women associations to organize quarterly training workshops for aspiring women entrepreneurs in each of the four clusters.

During five days of training, participants learn about entrepreneurship, business finance, management skills, and microfinance.

Activity 2.2.DEVELOP BUSINESS PLANS

Microenterprise development training is structured around the development of a business plan. In each module, participants develop sections of their business plan. The business plan follows a simplified, standardized template including:

- (1) description of the business;
- (2) description of the product or service;
- (3) a market study and feasibility analysis;
- (4) an implementation strategy (e.g., marketing strategy and dates); and
- (5) a financial plan, including profit and loss, balance sheet, analysis of business ratios, and cash flow forecasts. Based on prior experience, we anticipate that 80 percent of trainees (150 individuals) will produce a sound, business plan.

Activity 2.3.SUPPORT MICROENTERPRISE START-UP

The primary vehicle for promoting new business start-up will be through existing microcredit facilities, which are numerous in Sierra Leone though largely unknown to rural women. Following the initial training, GPCD staff will provide individualized continued business coaching to help put business plans into action.

GPCD experienced business development specialists will monitor, coach and advise the women entrepreneurs in the management of their business by providing technical and business management support.

Activity 2.4. ESTABLISH WOMEN BUSINESS SUPPORT NETWORK

While we help trainees grow their businesses by introducing sound business practices, we will also seek additional participants, engaging current partners and participants to guide new ones through peer training.