

## **ANNEX 1: CONCEPT NOTE EXECUTIVE SUMMARY**

### **Organization Description (5)**

Background of Company including Name, Registration, Year and Location, History, Purpose, Mission and Vision statements.

### **Core Activities (30)**

1. **Production** (annual volumes of primary products, production systems)
2. **Processing** (ease of entry/exit) High capital cost in production process determines its ease of entry or exit into the market, annual volumes of added products, Standard Operating Procedures (SOP's), scope for upgrade
3. **Marketing** (domestic, regional, international)

### **Marketing (50)**

#### **1. Market Analysis (30)**

- a) **Market Segmentation and Target Market** - Four principles of market segmentation will be identified. (i) Mass segmentation (all markets) (ii) Limited segmentation (children, elderly and health challenged (iii) Niche Market (specific to a particular group) (iv) Personalized Markets (one on one).
- b) **Competitor Listing** - List of external markets for example St. Vincent and the Grenadines also producing arrowroot (toloma). List top competitors and the plan to compete of each competitor.
- c) **Price Competitiveness and Substitute Products Analysis** -Market analysis to determine extent of competition from alternative products and cost of production of products eg. For Toloma (corn starch, cassava starch, potato starch, rice flour, and all-purpose flour)

#### **2. Marketing Strategy (20)**

- a) **Promotional Strategy** - Methods: (i)Traditional (multimedia, partnership), (ii) non-traditional (social media) (Selling and delivering products and services to customers using visuals relatable to target audience in use of Websites;
- b) **Product and Pricing Strategy** -
  - i. Public relations (festivities, events) branding, promotion and advertising
  - ii. Personal approach (ambassador to promote the product, sponsorship)

### **Administration /Human Resources (15 points)**

- a) Productivity – percentage of active members as producers, processors, marketers
- b) Technical – technical capacities in production, processing, marketing
- c) Managerial – Capacity of the executive as producers, processors, marketers; Marketing (i)Promotional capacity (ii) Technical capacity (iii) Financial capacity.

### **Financial Projections (Budget)**

#### **These are the eligible areas to be funded**

- (a) Core Activities - Need** to identify the main areas for Investment/financing categorized under the three main headings; (i) goods (ii) equipment (iii) works.
  
- (b) Marketing (analysis and strategy)**
  - i. Eg. Need of market survey, marketing compliance, services to determine local and regional demand.
  - ii. Eg. Marketing Strategy, developing and maintaining website, supporting events and any other marketing intervention
  
- (c) Administration and Human Resources**  
Business Development (training, software development, standard operation procedure (SOP), hardware, short term employment not more than nine (9) months

Note: Revenue projections will be submitted in the detailed business plan. Funding is not limited to the examples stated in the financial projections or areas listed above.