

**SUPPORT PLAN FOR WORK OF VOLUNTEERS ON BUSINESS PROJECTS IN CAMBODIA 2020-2021**

This plan describes ways in which volunteers can help this project to develop their aims and goals.

Comments are based on the work of volunteers during the period up to December 2019, and are derived from questionnaires completed by the projects and reports written by the volunteers. New aims and actions, if any, are shown in green and these have been identified from requests made by the projects or have arisen from the work done by volunteers.

AIMS	ACTIONS AND COMMENTS
<p>1. To help develop publicity and marketing strategies for businesses which have identified this as a need</p>	<ul style="list-style-type: none"> <li>• Volunteers with appropriate experience could help businesses to design websites and cultivate a presence on social media</li> <li>• Volunteers could work to a given brief to engage with the wider community to promote the business they are working with</li> <li>• Volunteers with appropriate experience could help with a variety of advertising methods for the business they are working with, such as the production of fliers for distribution in local hotels.</li> <li>• Volunteers could help businesses find wider markets for their goods.</li> <li>• Volunteers with appropriate skills could use their expertise in art, design, photography etc to design promotional materials for their business</li> </ul>
<p>2. To assist with product development</p>	<ul style="list-style-type: none"> <li>• Volunteers could help businesses evaluate their products and adapt them if necessary to make them more attractive to the tourist market.</li> <li>• Volunteers could conduct customer surveys to assess saleability of products and help businesses adapt their designs accordingly</li> <li>• Volunteers with experience in a particular related skill could help businesses to widen the range of products they offer</li> </ul>

## people and places: responsible volunteering

### 3. To help with financial planning and management

- Some volunteers could help businesses with ideas for fund-raising methods and events
- Volunteers with appropriate knowledge and experience could run workshops on successful fundraising strategies, as this is an area local businesses have defined as a gap in their knowledge
- Some volunteers could help businesses with long-term financial and business planning to enable them to develop into self-sustaining businesses.

Reviewed October 2019