

SUPPORT PLAN FOR WORK OF VOLUNTEERS ON BUSINESS PROJECTS IN CAMBODIA 2016-2017

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

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"> • Volunteers with appropriate experience could help businesses to design websites and cultivate a presence on social media • Volunteers could work to a given brief to engage with the wider community to promote the business they are working with • 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. • Volunteers could help businesses find wider markets for their goods. • Volunteers with appropriate skills could use their expertise in art, design, photography etc to design promotional materials for their business
<p>2. To assist with product development</p>	<ul style="list-style-type: none"> • Volunteers could help businesses evaluate their products and adapt them if necessary to make them more attractive to the tourist market. • Volunteers could conduct customer surveys to assess saleability of products and help businesses adapt their designs accordingly • Volunteers with experience in a particular related skill could help businesses to widen the range of products they offer

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.

September 2016