

Establishing Community Enterprise Groups

(Localized Chambers of Commerce)

Fresh Minds
New Ideas

Senator Dr Andre Haughton
Opposition Spokes Person on Planning and Development
Senior Lecturer University of the West Indies Mona
Distinguished IMF Academic Fellow

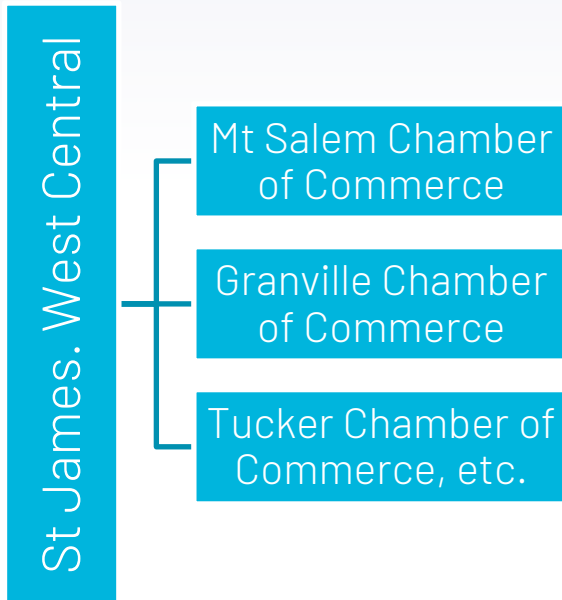


Covid19 Crisis has threatened Community Business survival !!!

- ▶ Micro Small and Medium Size Enterprises MSME's are the drivers of real modern economic growth in many countries.
- ▶ Many of these firms however, have been negatively affected by the economic shutdown caused by the Covid19 crisis worldwide.
- ▶ Locally, business activity has been suppressed in communities across the island, which needs to be reignited.



Local Community Chambers of Commerce are essential



The slowdown in economic activity has increased the need for a concentrated, integrated and localised approach towards business development.

Furthermore, In order to garner a better understanding of how best to serve the citizens of these communities, we need to get the input from the local business sector development actors...



Covert Direct Benefits to MP's, Councillors & Care takers

1. Get the local business community actively involved through discourse and dialogue

2. Use the business community as a way to spread the message

3. Give them a sense of involvement, and responsibility

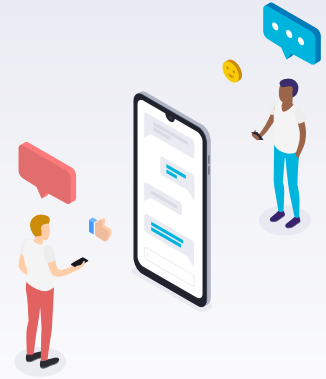
4. Establish a data gathering hub to better understand the community needs

5. Use data to better position the localized campaign strategy!

6. Use data hub to advise bottom up budgeting in the future

7. Bottom up planning and development of these communities

8. Many more benefits depending on how you position it



Benefits to the business community

Awareness:

Keep your business up-to-date with news, business issues and developments within the community.

Networking:

Share ideas and learn from other how your business can better serve the community to increase profit.

Professional development:

Get support services to understand Principles of Business and proper book keeping

Support services:

Plan with other businesses in the community how to increase forward and backward linkages associated with your business

Business credibility:

Increase the credibility of your business through the backing of the domestic chamber of commerce

Marketing:

Your business brand and name will automatically become more visible throughout the community

Linkages: establishes linkages with other businesses in without and across other communities

Benefits to the community

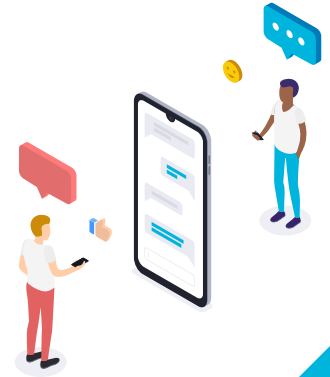
1. Integrate the businesses in these communities to increase the local money multiplier.

4. Exchange best practices to increase the chance of business survival

2. Get local business community involved community development decisions

5. Has a platform to express its views and ideas for community development and integration.

3. Incorporate everyone's views as to how collective funds should be spent



Approach to establishing the Chamber of Commerce

(write a letter to each business in the community)

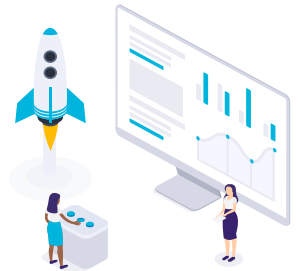
- ▶ Dear Sir/Madam;
- ▶ You are invited to the initiation meeting of the Mt. Salem Chamber of Commerce to be held at the.....on the atam.
- ▶ The community Chamber of Commerce looks out for the community business interest. These businesses share news, views, ideas and best practices to maintain business survival.

Community Business Club

Establish Community Business Clubs consisting of students, unemployed and other people who are interested in starting a business.

The business club will teach them the principles of business & service the chamber of commerce.

They will administer surveys across the community to gather data, which when analysed will provide a better understanding of community businesses



Approach to establishing the Business Club

(create and broadcast a flyer)

- ▶ Have you always wanted to start a business?
- ▶ Want to become your own boss?
- ▶ Then join the Mt Salem Business club where you will learn everything about running a business
- ▶ You are invited to the first meeting of the Mt. Salem Business to be held at the.....on the atpm.
- ▶ Be there!!!

