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Grants and Resources for Sustainability  
PREMIUM



## **Sample Proposal for Livelihood Trainings and Product Development for MSMEs**

## **Project Summary**

**Project Title:** Livelihood Trainings and Product Development for MSMEs

### **Project Implementing Organization**

ABC Foundation

### **Project Location**

Xxxxxxxxxx, Philippines

**Project Duration:** 1 year

**Project Costs:** \$XXXXXXXXXX

### **Project Rationale**

The project area mainly depends on agriculture or farming, as its basic subsistence, but micro and small enterprise development plays an important and significant role in the economic and social development of the region. As a sector, MSMEs account for xx percent of total establishments in the project area and employ approximately xx percent of the labor next to the government.

The Philippines is a member of the ASEAN Economic Community or AEC. This is an embodiment of the Association of Southeast Asian Nations' vision of "a stable, prosperous and highly competitive ASEAN economic region in which there is a free flow of goods, services, investment and a free flow of capital, equitable economic development and reduced poverty and social economic disparities.

The project region is relatively ready, compared with other areas of the xxxxxxxx for this milestone of the Philippine economy, but we still have to do something for

MSMEs to be more competitive, it is therefore imperative that the government and the private sector, work hand in hand in the promotion of this sector. Results of the value chain analysis conducted this year and last year with several industry sectors like processed food, loom weaving, tourism, gifts, decors and housewares brought out several issues to be addressed by agencies concerned. Problems on productivity, marketing, financing and business management cropped up and should be given solutions.

## **Project Objectives**

### **General Objectives:**

The general objective of the project is to improve the productivity and market competitiveness of MSME sector in the proposed project area.

### **Specific Objectives:**

The project Specifically, it aims to:

- Improve the quality of products in the area;
- Develop 10 trendy resource-based souvenir products;
- Develop 20 label designs and packaging materials for the food sector;
- Develop new product lines for Farmers Association;
- Transfer technology to participants that can be used in a productive manner for longer period of time;
- Level up entrepreneurial knowledge of local MSMEs

## **Project Description and Components**

### **Basic Skills Training on Souvenir Items:**

Interviews with souvenir shops owners revealed that most if not all souvenirs being sold come from outside the province. This training will introduce technologies on how to make souvenir items using the indigenous and resource-based raw materials.

### **Basic Skills Training on Vinegar Processing:**

Target participants are members of the Farmers Association and other interested community members. A 4-days training to be conducted on vinegar processing. The major raw material to be used will be sugar cane which is being harvested in the area.

### **Seminar on Service Excellence:**

Issues on customer service and handling customers are common feedback of tourists and customers of our local establishments. The training will enhance participants on service excellence with the end in view of increase of sales.

### **Product Development for the Food Industry:**

A designer will be tapped to conduct product clinic on 20 MSMEs coming from the food sector. Labeling and packaging will be the main focus of the designer. An undertaking will be signed by the MSMEs that they will execute all designs given them after proper consultation. An Intensive monitoring will be done to ensure compliance. Selection of beneficiaries will be done by committee of various stakeholders.

## Selection of MSME Beneficiaries

Criteria in the selection process will be as follows:

- Duly registered business entity;
- Must have a permanent production area or plant for the manufacturing sector;
- Must be willing to comply with the recommendations of the consultant
- Ready company profile to be given to the designer beforehand;

The expected results will be 25 properly labeled food products, compliant to FDA standards and packed in appropriate packaging materials.

Title of Training	No. of Days	Target Pax	Venue
Basic Skills Training	3		-----
Basic Skills Training on Vinegar Processing	3		-----
Seminar on Service Excellence	1		-----
Product Development for the Food Industry	3		-----

## Workplan Implementation

Title of Training	Month 1	Month 2	Month 3	Month 4	Month 5
Basic Skills Training on Souvenir Items			X		
Basic Skills Training on Vinegar Processing		X			
Seminar on Service Excellence		X			
Product Development for the Food Industry			X		

## Project Strategies and Schedules

Activity	Implementation Strategy	1 <sup>st</sup> Week	2 <sup>nd</sup> Week	3 <sup>rd</sup> Week	4 <sup>th</sup> Week	EO year	
Conceptualize project proposal and submission for approval		✓					
Invitation and hiring of consultant	Seek assistance from authorities and stockholders		✓				
Invitation and screening of MSME's	Field visits of plant site		✓				
Conduct of Trainings and productivity audit	Facilitate the activity			✓	✓		

Evaluation of activity	Get feedback from clients				✓		
Accomplishment of project reports					✓		
Monitoring and evaluation of the projects impact to beneficiaries	Field visits				✓	✓	

## Budget Estimates:

### Summary of Activity Expenses

Title of Training	TOTAL
Basic Skills Training on Souvenir Items	
Basic Skills Training on Vinegar Processing	
Seminar on Service Excellence	
Product Development for the Food Sector	
<b>TOTAL</b>	

#### A. Basic Skills Training on Souvenir Items

Budget Item	Total Cost
Trainer's Honorarium	
Trainer's Meals	
Trainer's Snacks	
Trainer's Accommodation	
Training Demo Materials	
Participants Meals & Snacks	
Participants meals and accommodation,	
Rental – Sanding machine	
Office Supplies and Certificates	
<b>Total</b>	



## B. BASIC SKILLS TRAINING ON VENIGAR PROCESSING

Budget Item	Total Cost
Trainer's Honorarium	
Trainer's Accommodation/Meals and Snacks	
Training Demo Materials	
Participants Meals & Snacks	
Venue rental	
Rental – Sugar presser	
Office Supplies etc	
<b>Total</b>	

## C. Seminar on Service Excellence

Budget Item	Total Cost
Trainer's Honorarium	
Food & transportation of speaker	
Trainer's Accommodation	
Participants Meals & Snacks	
Office Supplies	
Transportation & accommodation of participants	
<b>Total</b>	

## D. Product Development for Food Sector

Budget Item	Description	Total
Consultancy fee	Contract price of designers & consultants who will do the industry assessment, product development, consultancy & briefing	
Transportation & accommodation	Provision of transportation of consultants and working staff	
Product Development briefing		
Snacks & meals		
Reproduction of materials		
Samples – Packaging materials for food		
Monitoring & evaluation of product development execution	Transportation and monitoring costs, follow up and documentation	
Printing of label designs	Subsequent printing of labels will be borne by SMEs	
<b>TOTAL</b>		

## **Socio Economic and Financial Justification**

The global financial crisis has affected the manufacturing sector, most specifically the business industry. Production efficiencies associated with higher productivity leads to lower prices or smaller price increase, thus, productivity should be emphasized to SMEs so that market competitiveness will increase.

Improved productivity of local SMEs especially for manufacturers will greatly affect the socio-economic level of the community. Increased production alone will give a great impact in the income of the producers by at least 20%. Employment of new workers of these SME participants will surely increase.

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