



USING WILDLIFE RESOURCES FOR INDIGENOUS ENTERPRISE DEVELOPMENT

Stage 2 Planning & Doing Business

Balkanu
Indigenous Business Australia



Kimberley Land Council



Northern Land Council



**North Australian
Indigenous Land & Sea
Management Alliance**

USING WILDLIFE RESOURCES FOR INDIGENOUS ENTERPRISE DEVELOPMENTS

STAGE 2: PLANNING AND DOING BUSINESS

This document has been developed as a governance tool for Aboriginal people (and their facilitators) who are developing small business projects based on wildlife resources. Drawing from some of the Aboriginal small businesses that are already developing, as well as relevant business planning documents, a process and issues are outlined for people to consider as they develop their projects. The process has been defined in two phases.

Phase 2 'Planning and Doing Business' considers how a product is developed and marketed, including undertaking a trial to make and sell the product. Operational requirements are discussed, including equipment, materials and licenses, and the business structure is defined. The money story is considered a priority, including costs involved, income generated and how the money is managed. Support within the community and externally are discussed, including local knowledge, new skills, advice and funding. Finally, a SWOT analysis is completed and you have collected much of the information required to start developing a business plan.

It is suggested that this process takes place at the same time as the initial development of a product or service, and eventually leads to the development of a business plan. Some of the issues outlined will be more relevant at the start of the process or to certain groups, while others will become more relevant as the business grows and may need to be addressed at several stages of development. The length of the process will vary according to the different capacities and circumstances of the groups, but it will inevitably take time to nourish an appropriate context for the business to develop and eventually achieve economic viability. A range of other cultural, environmental and social benefits will be evident as the process unfolds.

Product Development

What is your product or service?



What do you want to call it?

Will you be selling a raw product or value adding?

How will you prepare and store your product?



Can you run a trial for making and selling your product?

Marketing

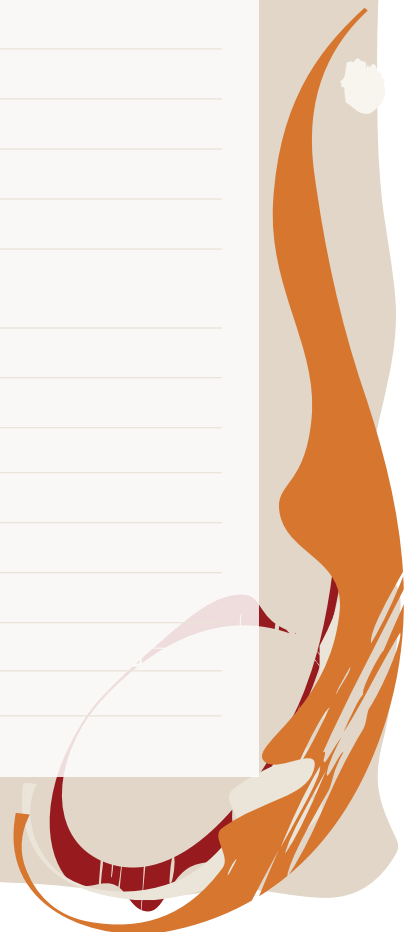
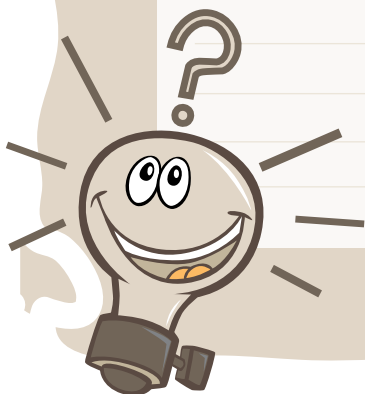


Who would you sell your product or service to?

What would they gain from your product or service?

Who would your main competitors be?

How can you gain an advantage over them?



Operational Requirements



Where will your business be based?

Do you have appropriate facilities i.e. a place to make, store and sell your product?

What equipment do you need to get started?

What are the ongoing materials you will need for your product or service?

Do you need a vehicle to make or sell your product?



Do you need an office or communication system for your business?



What licences, permits or approvals do you need for your business?

Will you need insurance cover for your business e.g. product insurance, public liability, workers compensation?

Business Structure

What is your business / trading name?

What is your business registration and ABN?

What is your business structure e.g. sole trader, family or community business?



Do you have a business manager, partners, staff, etc. and what are their roles?

Is your business linked to support systems within the community and how?

Money Story



Can you afford to start a business or do you need to borrow money? How much?

How much will it cost for the equipment and materials you need?

What are your transport and communication costs?

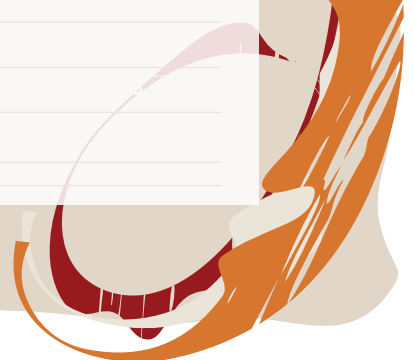
What are the packaging and advertising costs?


What are the costs of any licences and insurance?

Will you need to pay any wages?

How much will you charge for your product or service – retail and wholesale?

How will you keep records of products sold and money earned?





Do you have a bank account for your money and how will you manage it?

How will decisions be made about how the money is spent?



Will you earn enough for taxation purposes?

Will your business sustain itself or do you need supplementary income?

Support and Supplies

Do you need any support for your business?

What support is available in your community e.g. facilities, knowledge, advice?

Do you need some support from outside your community?

Do you need any additional skills and advice to develop your product?



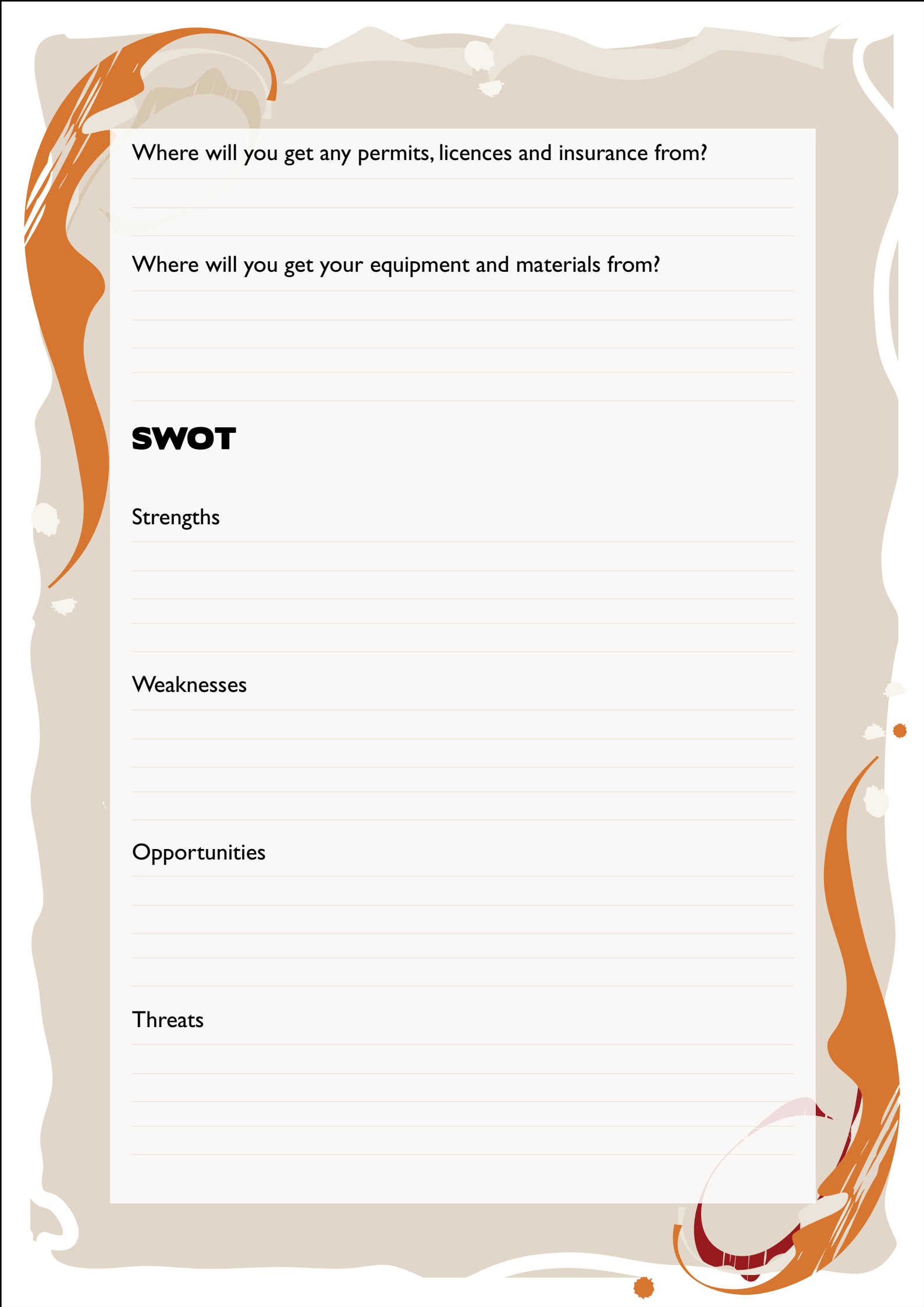


Do you need any help to effectively market your product?

Do you need any help with business skills and money management?

Where can you go to get appropriate skills, training and advice?

Do you need to apply for any funding or loans for your business and where can you do this?



Where will you get any permits, licences and insurance from?

Where will you get your equipment and materials from?

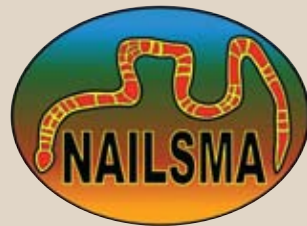
SWOT

Strengths

Weaknesses

Opportunities

Threats



**North Australian
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Management Alliance**



Australian Government