

15 February 2023

## Innovations Session N°12

Entrepreneurial skills developed  
by successful African SMEs



INNOVATIONS  
SERIES





# **BUSINESS DEVELOPMENT SKILLS**

By

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**Founder/Executive Director**

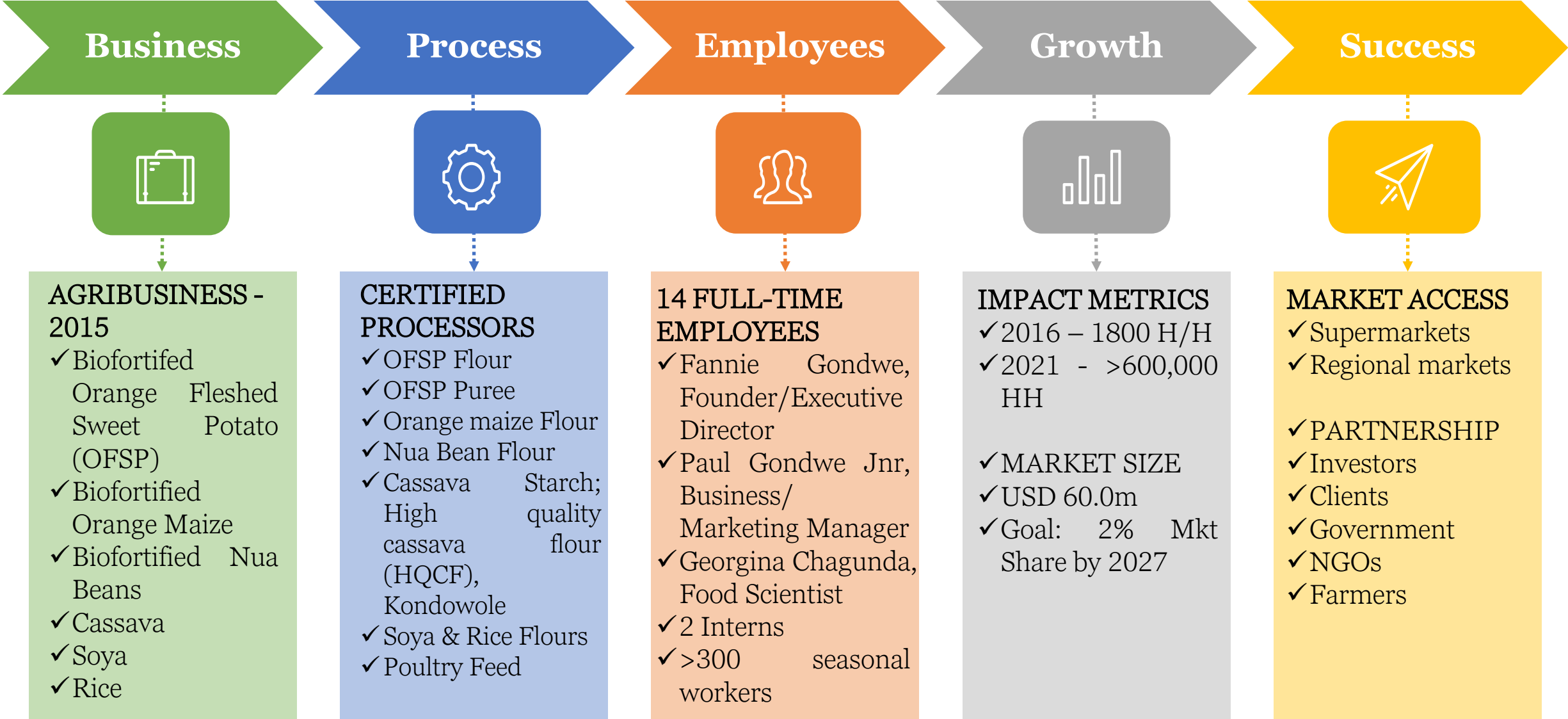
**Perisha Agro and Packaging Enterprise**

*15<sup>th</sup> February 2023*

# **PRESENTATION TOPICS**

- 1. Perisha Core Business**
- 2. Focus and Specialization**
- 3. Business Elevator Pitch**
- 4. Growth Plan**
- 5. Map it!**
- 6. Marketing Strategy**
- 7. Plan it & Do it!**

# Perisha Agro and Packaging Enterprise



# Focus and Specialization



## The Problem

What is the problem you are solving



## The Solution

What solutions you are providing



## The Results

What results are you getting



# Business Elevator Pitch

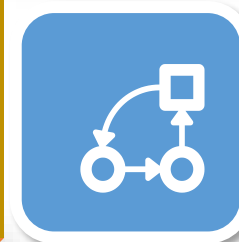
Seize the opportunity



Ask



Contact Details



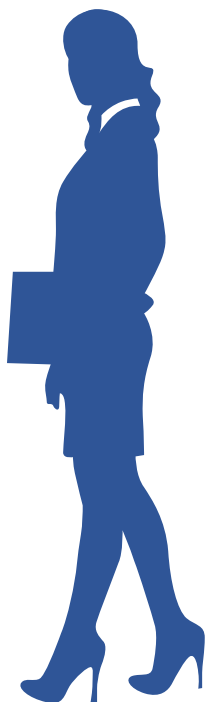
Follow-up

Seal the Deal

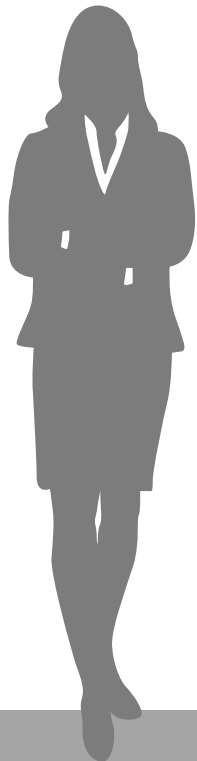


# Growth Plan





01



02



01



02




**Actual**

  
**USD10.0 Million**


**Target**

  
**USD60.0 Million**

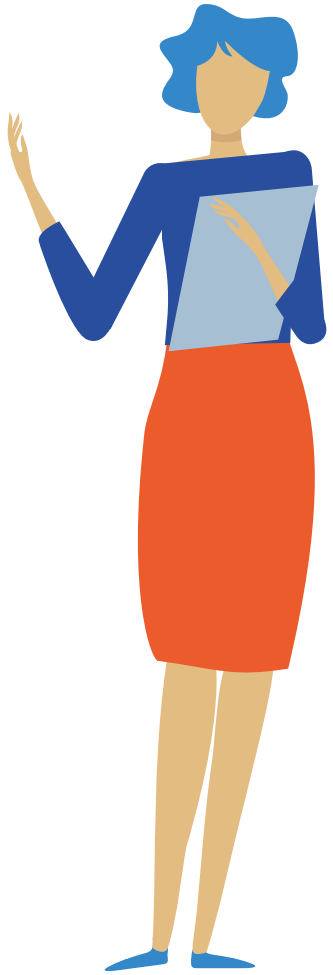
**Performance**

  
**96.21%**

**Growth**

  
**25%**

# MAP IT!



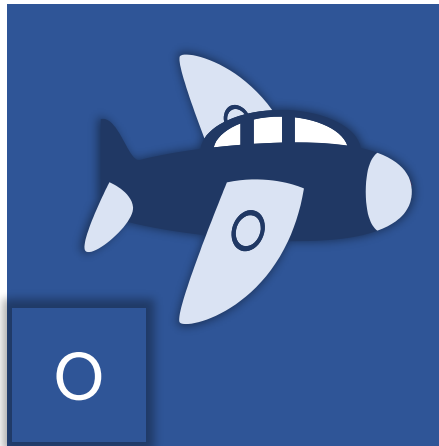
**Strengths**



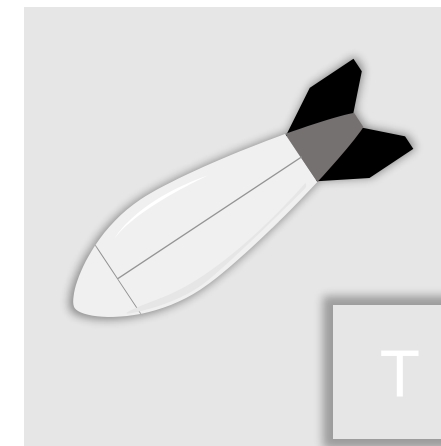
**Weaknesses**



**Opportunities**



**Threats**



# Marketing Strategies



## Network

Your business plan allows you to explain your business opportunity

## Employee

They'll be marketed and sold, which customers you'll target

## Analysis

Begins in the business environmental analysis section

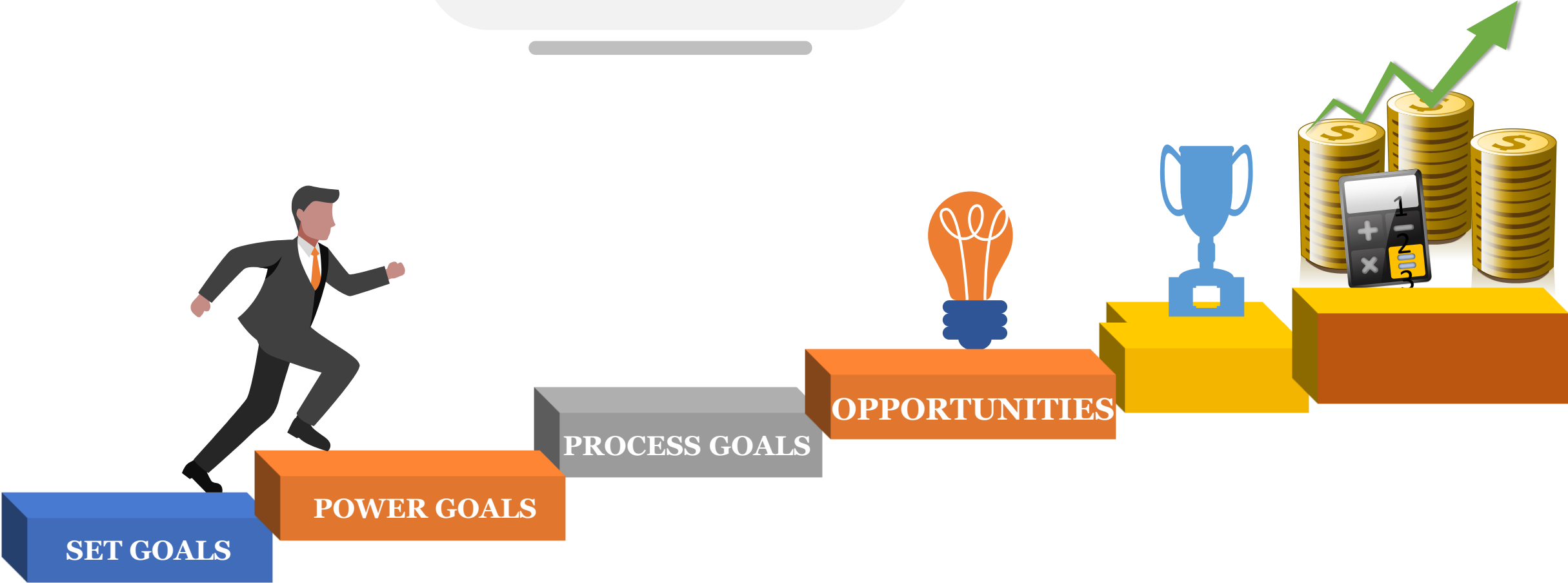
## Connection

Crafting a snapshot of the products or services your company sells

## Target

The creation development of specific marketing strategies

# Plan It! Do It!



**THANK YOU**





*This series of events is organised by PAFO and COLEAD.  
COLEAD operates within the framework of development cooperation  
between the Organisation of African, Caribbean and Pacific States (OACPS)  
and the European Union.*

# Thank you

