

TRAINING

for effective policy making

in rural entrepreneurship

WORKBOOK



This workbook will help you develop your own strategy for strengthening entrepreneurship in rural areas.

By filling out the notebook, you will create a practical and customized document that you can use in your daily work.



1. Basic information about your strategic plan

Your vision for rural development

- State how you envision rural entrepreneurship in your area in 10 years.

The mission of your plan

- How will you support the development of entrepreneurship to achieve this vision?

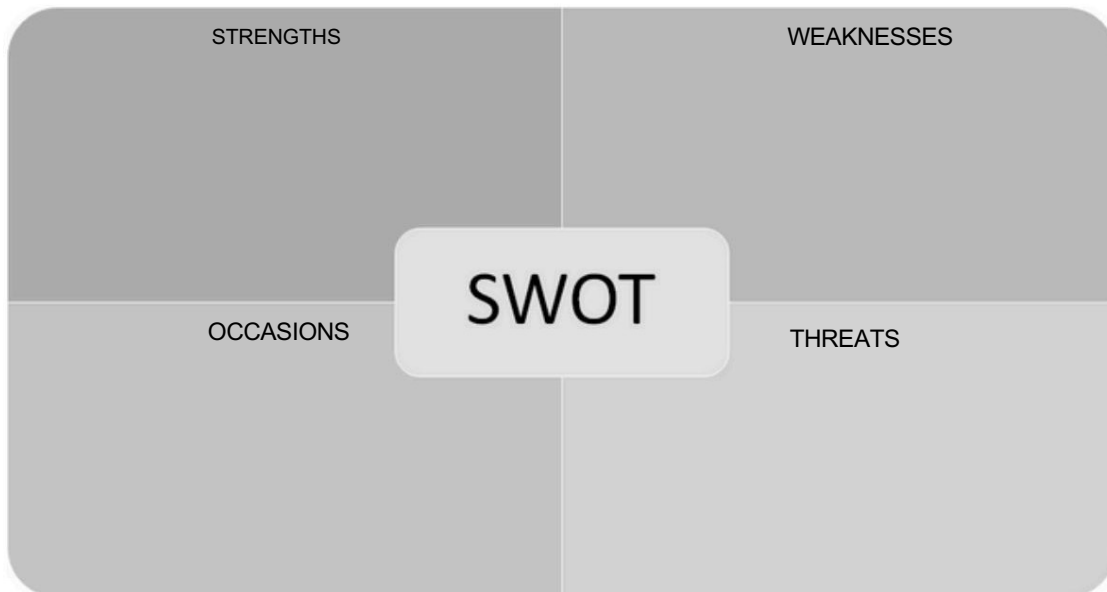


2. The main objectives of the strategic plan.

List three key objectives that you want to achieve.

1.
2.
3.

Analysis of the current situation (SWOT analysis)
Complete the SWOT matrix analyzing entrepreneurship in your rural area.



Strengths - what you do well, what are the strengths of your job, what advantages do you have compared to the competition, do you have access to some important resources, are you a decision maker, do you have a budget, do you have established cooperation...

Weaknesses - what are the weaknesses of your business, what can you do, what are you doing poorly, do you have a bad reputation, are costs too high, are key components missing, is documentation missing...

Opportunities - which external factors can be used if the opportunity arises, is there an unmet public need, can you develop some new services, is the arrival of new technologies expected, are some legal changes expected...

Threats - what the competition is doing, whether the price of materials/services/goods on the market is increasing, whether some legal procedures are changing, whether the needs of entrepreneurs are changing...



3. Key elements of your plan

Resources and potentials

List key resources (human, natural, institutional) that you can use.

Human	Natural	Institutional





Priority areas of action

- List the main areas on which you will focus (e.g. digitization, infrastructure development, financial support).





1. Short-term and long-term activities

2. List the key activities that you plan to implement.

<input type="checkbox"/> Short-term activities (within 1-2 years):	<input type="checkbox"/> Long-term activities (within 3-5 years):
<input type="checkbox"/>	<input type="checkbox"/>
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4. Cooperation and innovation plan

1. Cross-sectoral cooperation

2. List the key partners for cooperation in the larger area (e.g. associations, entrepreneurs, agricultural cooperatives, artistic organizations...).

Public sector	Civil sector	Economic sector





6. Monitoring and evaluation plan

Indicators of Success

- List 3-5 measurable indicators of the success of your strategic plan.

Monitoring progress

- How will you monitor the progress of the implementation of the activities?

What are the key steps for evaluating results?



7. Your final draft of the strategic plan

Now that you've filled out your notebook, write an abbreviated version of your strategic plan.

TITLE OF THE PLAN:

VISION:

MISSION:

KEY OBJECTIVES:





Main activities:

SHORT TERM	LONG TERM

KEY PARTNERS:

INDICATORS OF SUCCESS:



Plan!

When the tender is announced, it is too late to prepare the projects.

This action plan will help you to prepare for future tenders and successfully realize your investments.

Anamarija Grabovac