

BEHAVIOR PROFILE: BUSINESSES USE BUSINESS DEVELOPMENT SERVICES TO GROW

OTHER GOAL

Goal has not been set

BEHAVIOR

Businesses use business development services to grow



BEHAVIOR ANALYSIS

STRATEGY

BEHAVIOR AND STEPS	BEHAVIOR ANALYSIS		POSSIBLE PROGRAM STRATEGIES
	FACTORS	SUPPORTING ACTORS AND ACTIONS	
<p>What steps are needed to practice this behavior?</p> <p>Behavior</p> <p>Businesses use business development services to grow</p> <p>Steps</p> <ol style="list-style-type: none"> 1. Register to become formal business entities. 2. Receive access to support services (including accounting, strategic planning, management, etc.) 3. Learn about their organizational capacity to better understand their own constraints and opportunities. 4. Understand strategic needs to pursue market opportunities with respect to the organization's capacity 5. Seek information about available business development services. 6. Select strategic business development service(s) that fill organization's needs to efficiently accelerate trade and grow. 	<p>What factors may prevent or support practice of this behavior?</p> <p>STRUCTURAL</p> <p>Accessibility: Businesses have difficulty accessing high-quality business development service providers. B</p> <p>Service Experience: Businesses do not perceive the services of business development service providers as essential for their growth. B</p> <p>SOCIAL</p> <p>Gender: Most of the business service providers are men-owned, hindering access by female owned businesses. B</p> <p>INTERNAL</p> <p>Knowledge: Businesses do not have access to advanced analytics and market information and are not well-informed about market challenges and opportunities</p> <p>Skills: MSMEs lack basic technical and soft skills to grow their business</p>	<p>Who must support the practice of this behavior, and what actions must they take?</p> <p>INSTITUTIONAL</p> <p>Development Partners: Coordinate their development activities for business development services.</p> <p>Business Development Service Providers: See market opportunities by offering their services to underserved sectors, including MSMEs and woman-owned businesses.</p> <p>Business Development Service Providers: Continually improve their own management capacity and knowledge of different sectors.</p>	<p>What strategies will best focus our efforts based on this analysis?</p> <p>🚩 <i>Strategy requires Communication Support</i></p> <p>ENABLING ENVIRONMENT</p> <p>Institutional Capacity Building: Establish an institutional framework that can ensure business development service providers meet.</p> <p>Institutional Capacity Building: Strengthen business development service provider industry association to market the services of its members to MSMEs. 🚩</p> <p>Institutional Capacity Building: Build the capacity of business development services providers to offer quality services.</p> <p>Policies and Governance: Establish a regulatory function to ensure that business development service providers offer quality services.</p> <p>DEMAND AND USE</p> <p>Skills Building: Equip MSMEs with knowledge and incentives to access business development services.</p>

