Enterprise Development – How?

3 steps

1. Situational analysis/assessment
2. Needs and priorities identified
3. Intervention design and implementation plan

Tools vs. Frameworks

- Methodology (broad or specific), must:
  - Be flexible
  - Be outcome oriented
  - Be revealing and address viability of enterprise
    - E.g. will there be a market if this product is developed?
  - Identify gaps and opportunities for action
    - Eg. Supply chain configuration, value addition, marketing
  - Be a vehicle for understanding