





# LLS Enterprise Development Products\*



\* *These tools are best used in concert – see [iucnforest.pbwiki.com](http://iucnforest.pbwiki.com) Markets and Incentives*

- Developed for the use of LLS teams
- Provide introduction to and direction on the use of Enterprise Development resources

## Three key products

- Resource Database
  - Background materials, tools, guidelines and space for user input on use of Enterprise Development resources
  - Websites, organisations and consultancies working in Enterprise Development
- Introductory presentation on concept and tools
- Presentation to guide selection and use of tools (here!)

## Types of Tools – Stakeholder Focus

- Most tools follow similar process of assessment, analysis and action
- For our purposes these can be described as belonging to three different (but overlapping) ‘beneficiary’ foci – stakeholder, enterprise and market

### Stakeholder Focus

- Those focusing on the returns to and engagement with stakeholder groups – often communities and pro-poor
- In database under livelihoods, natural resource and tourism themes
- Generally target new and underdeveloped markets
- These make up the majority of tools in database

### Examples from database

- E.g. Market Analysis and Development (MA&D), Participatory Appraisal and Competitiveness Advantage (PACA), Community Options Analysis and Investment Tool (COAIT)















