



TITLE:

COMPONENT – ENTREPRENEURIAL DEVELOPMENT THRUST – MICRO AND SMALL ENTERPRISE WEBSITE

GENERAL INFORMATION

Country: Saint Lucia

Coordinating Institution: Office of Private Sector Relations (OPSR)

Other institutions involved: Saint Lucia Small Business Enterprise Development Unit (SEDU) – Ministry of Commerce, Business Development, Investment and Consumer Affairs

Duration of the experience: March 2009 – December 2010

Website: www.enterprisestlucia.com



1) Objectives

To design and develop a comprehensive website that will provide a range of practical information to support the establishment, growth and development of businesses in Saint Lucia. This aspect of the program will contribute to achieving the overarching objective of the Strengthening Trade through Rural Investments and Development of Entrepreneurship program (STRIDE); “to stimulate increased production of competitive export products throughout Saint Lucia in order to develop a more balanced and diversified economy and to directly reduce poverty through employment creation (especially in rural areas)”

In addition, the website was developed with the intention to serve as a one – stop website whereby SME’s and entrepreneurs can find support to continue to strengthen their contribution to the national economy; and ultimately provide an avenue for entrepreneurship development among the principal objectives.

2) Relevance

The development of this project created a consensus among the final beneficiaries, key private and public sector stakeholders, youth, business organizations, and the general populace about the type of web based portal that will best serve current requirements for enterprise development in Saint Lucia.

Additionally, this tool provides a medium that makes it easier for business entities to comply with existing regulations and administrative procedures through the provision of a simple, efficient, convenient and investor-friendly service for the establishment, operation and expansion of a business in Saint Lucia.

3) Concrete activities and actions

Establishment of a Technical Committee (TC) which was set up to provide guidance and support for the project. The TC comprised resource persons from the Ministry of Commerce – especially SEDU and OPSR.

Business Support Organizations (BSO) – which assisted the consultant in identifying hurdles, areas for concentration during the set-up of this website.

Website Content Developer / Consultant – Conducted a thorough and extensive process of research, investigation, dialogue, and pertinent literature review in order to adequately and satisfactorily fulfil and provide the content.

Website Developer - Administered the design and development of the entrepreneurship website, ensuring that a unique and consistent look was maintained.

4) Achievements and results

- A fully integrative, interactive entrepreneurship and business website launched with the slogan – Making Saint Lucia Enterprising.
- The website was built on three platforms to inform, inspire and accelerate business ideas and ventures.
- The general public participated in the launch of the website which included live demos at satellite stations throughout Saint Lucia this included Malls, Shopping Plazas, Secondary

Schools, BSO offices etc. The general populace has embraced the website, as a means to further spur the development of entrepreneurship in Saint Lucia.

5) Sustainability

Through this project the OPSR was developed and launched a fully integrated online entrepreneurship portal that has the potential of strengthening the development of entrepreneurship and by extension Saint Lucia’s MSE sector.

The entire website and its marketing and promotion collateral has been passed on to the Small Enterprise Development Unit (SEDU) of the Ministry of Commerce who will now provide upgrades and updates to ensure its sustainability.

6) Lessons Learned

- To ensure a swift handover towards sustainability, the most applicable and user friendly content management software is considered for the development of a website / project of this sort.
- For a fully governmental / ministerial integrative project, ensure that there is buy in from respective Permanent Representatives and heads of department. Also, ensure that resource persons are assigned and commit to providing information for content among other things.
- From the inception, ensure and establish a cohesive collaboration between the website and content developers.

7) Capacity for the exchange of this experience

Cooperation modality	Cooperation modalities the institution can provide to others
Information Sharing	X
Conference Calls	X
Videoconferences	X
Workshops	X
Technical and Experts Visits	X

8) Author of this story

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9) Key persons involved in the design, implementation, and evaluation of the experience

9 a.

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