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TE KARERE ORA

Business Trade Investment Board - April

⇒ TE MAKETE— ONLINE PLATFORM

Supplier—> BTIB—> Buyer



The Business Trade & Investment Board are here to help you and your small business through this time of COVID-19 by promoting your products and services online. The BTIB has established an online platform that has a very wide reach. It is estimated that there are 15,200 mobile phone users in the Cook Islands with about 12,000 smart phone users. In effect, this means the BTIB will have close to 12,000 people able to view Facebook and consequently view our online Platform. This platform is free to our clients and locally owned small businesses.

We have given this platform a local name. It is called “Te Makete”, focusing on micro and small local businesses, clients of BTIB and anyone who is selling locally. By locally means buying and selling between the islands of the Cook Islands. We hope to extend this trade to our families and friends overseas in the near future. We are currently receiving interest and want to let everyone know the requirements needed to be featured on this online platform is simple/basic. Registration requires information such as;

Name of Business | Contact Info | Category | Photos & Prices of your Product/Service

This is no ordinary shop, this is your one stop shop of *Go Local, Buy Local, Support Local* Products/ Services and Businesses.

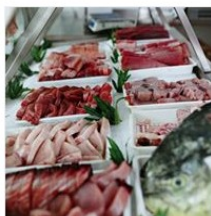
The team has been helping as many local businesses that have been affected by this pandemic causing business to slow down. The purpose of the online store is to allow viewers to see what products and services are still accessible for purchase. BTIB acts as the middle person to ensure links are being made between the buyer and supplier. As everyone is online nowadays we hope to utilize this platform to further promote these small businesses and increase their sales by increasing promotion.

We encourage those who are interested to please contact our office on phone 24296 or email mona.taio@cookislands.gov.ck to register and be featured on this platform. We also want to thank those who have been in contact with us lately to take advantage of this service. #weareinthistogether

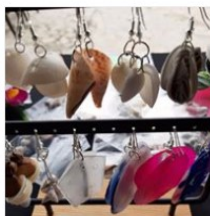


<https://www.facebook.com/cookislandsbtib/>

Shop



Ocean Fresh Fish
\$25.00



Taa's Shell Earrings
\$5.00



Locally made bags
\$15.00



Noni Juice
\$30.00



Atiu Chutneys by Jude...
\$8.00



Pare Ei
\$15.00



Development Investment Act 95-96 Amended 2019 | Investment Code 2003 adopted

Monetary Board established 1991 | Development Investment Board (DIB) established 1997 |

Business Trade Investment Board (BTIB) established from the merger of the DIB and Small Business Enterprise Centre 2007



⇒ **COVID-19 Affecting Business**

In February this year, the Covid - 19 virus was report in Wuhan/China killing thousands of people. This deadly virus spread globally unexpectedly forcing The World Health Organization (WHO) to declare a state of global pandemic. Visitors were forced to leave the Cook Islands causing a big chaos in the tourism industry.

Vitamin Sea Limited trading as Café Salsa was approved by the Board and registered as a foreign enterprise in June 2016. They opened from 7.30am to 4.00pm providing breakfast, morning tea, lunch and afternoon tea.

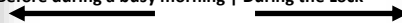
The Cafe is a popular spot for tourist visiting the Cook Islands from all around the globe. In May 2019, they changed to a new trading name The Lucky Rooster Eatery and continued providing the same services. It was employing 20 staff.

The Lucky Rooster Eatery that heavily relies on tourism was one of the worse affected. They were forced to close down. Staff were laid off and forced to seek employment elsewhere to support their families.

Most of our registered foreign enterprises has fallen victim to this Corona Virus Pandemic resulting in some closing down businesses or reducing operating hours.



Before during a busy morning | During the Lock



⇒ **Mangaia Visit– BTIB Client**

Ngametua Toko is from the village of Ivirua and a carver (Tangata Toitoti) by trade. He has 14 years of experience in carving. He is self-employed and depends on his carving for his income. He makes carved earrings and necklaces.

He works with “toka Mangaia” which has different colours, like coke brown but with stripes. These rocks are very unique to Mangaia. He sells his necklace for \$10 on a black twine or a set with earrings is \$25. In one day, he can make 20 necklaces or 10 sets. He then completes his product by varnishing it.

On a weekly basis he can sell 30 necklaces at \$10 each. He can make more but he does not have the proper tools. Also having the proper tools can avoid spoiled or damaged products and he will be better able to meet the demand of his clients which are mostly locals, for gifts. He has a local supplier that supplies him with the cap, ring, hooks for his products. Pictured are his beautiful toka Mangaia necklaces.





⇒ **CIDA NZ WORKSHOP /UPSKILLING**

The BTIB ladies attended a business workshop by the Cook Islands Development Agency New Zealand (CIDANZ). CIDANZ is a non-government organization based in South Auckland that looks for opportunities to “connect and enable” Cook Islanders who reside in New Zealand. The facilitators of this workshop were Richard Taurima and Andre Taylor, who are both accomplished business owners. Their success in the business industry stretches from owning shares in big companies, to becoming CEO of their own companies worldwide. They used their many experiences and knowledge gained from these places to provide meaningful dialogue in their workshops.



The main objective of this workshop was to provide the BTIB staff key tools in identifying a business opportunity / idea, and developing that idea into a business. Richard and Andre also talked about things to do and not do in developing and growing a business.

The workshop began with a simple business plan, a highly effective tool in the business world. This plan is called *The Lean Model Canvas*, where the staff were encouraged to find a problem within the community and set up a business as a solution. The Lean Model Canvas is a validation process which explores your ideas, the advantages, disadvantages, target customers, marketing strategies in the simplest way. There were many bright ideas brought about from services to retail and manufacturing.

The overall workshop was a success and the BTIB ladies walked away with better knowledge and strategies to help our clients interested in going into business. Should anyone be interested in opening a business, come into BTIB and see one of our ladies.



It was also a big win for Richard and Andre as they both loved Rarotonga and are planning on more visits to our shores to offer their services in business development in the near future.





TE KARERE ORA

Business Trade Investment Board - March



The Business Enterprise Division were invited by proud farmer, Kaota Tuariki, to visit his ginger and turmeric farm on Monday 03rd March 2020. For those who are new to the branding above, Kaota Produce is Kaota's business where he farms ginger and turmeric to produce jars of paste and bags to sell. BTIB found the opportunity to visit his farm again rewarding, as they had the chance to see the growth of his crops compared to their last site visit in August 2019.

His crops are growing and looking very healthy and well.

Kaota will be harvesting one of his plantations this coming June, and the other in October, while clearing another area of land to plant some more. During this time of the Covid-19, there has been an increase of interest in Kaota's products, due to the benefits they offer once consumed. This includes enhancing your immune function to fight against illnesses and infections the natural way.

Kaota also showed us the walking tractor, purchased through the BTIB loan scheme, and confirmed it has been helping him with controlling the growth of weeds in his crops. To improve maintenance, Kaota says he will have to plant the rows further apart for the walking tractor to work through easily. He advised he has received his paste maker, also purchased through the BTIB loan scheme. However still uses his blender as the paste maker is more for producing large quantities, which will be useful once he begins harvesting.

BTIB would like to extend our gratitude to Kaota for inviting us out to his farm to witness his progress. We also look forward to his future achievements.



Development Investment Act 95-96 Amended 2019 | Investment Code 2003 adopted

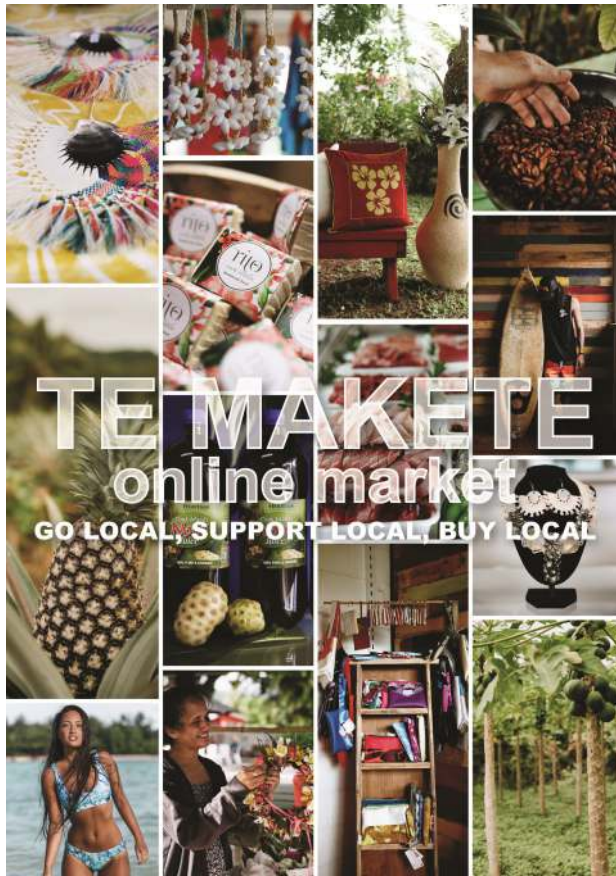
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TE KARERE ORA

Business Trade Investment Board - March



To register for the online platform

“Te Makete” contact
Mona Taio on phone
24296 or email:

Mona.taio@cookislands.gov.ck



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