



TE KARERE ORA

Business Trade Investment Board - MAY

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START UP BUSINESS PROGRAMS

Easy to learn Training Programmes

In the next few months BTIB will be teaching and training local people interested in starting their own business. We want to help them get setup in the right way. These training programs will help anyone who does not know anything about running their business. We are going **BACK TO THE BASICS**. These training topics include:

- How to set up your own business
- How to create your own Facebook page—tip and tricks on how to use Facebook for your business
- How to write your own business plan
- How to sell your products

These programs are being coordinated by Mereani Talbot to support our local people who want to own their own business. People of any age, with any level of education are welcome to attend these workshops. We want to help people who have good ideas and help them get set-up the right way, most importantly, help them succeed.

BITB is offering soft loans of up to a maximum of \$10K with a 5% interest rate. We want to make it easier for those who want to become a business owner or be their own boss and help them with a business plan. If anyone is interested in starting their own business, contact our Business Enterprise Team for further assistance:

Rae Tupa – rae.tupa@cookislands.gov.ck

Maria Maoate – maria.maoate@cookislands.gov.ck

Mereani Talbot – mereani.talbot@cookislands.gov.ck

Or call the office on 24296.

BECOME YOUR OWN BOSS

BTIB helps alot of businesses and we can help you.

Business Trade Investment Board
Cook Islands

Business Enterprise Team



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



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The Private Sector Taskforce has set up an office in the BTIB training room, and it's from there they support businesses through the immediate disruption and uncertainty brought about by the COVID-19 crisis.

Brendon Welsh from the Taskforce office says the most common request the Taskforce is fielding right now is how businesses can access government relief to keep afloat: "Most people are asking about the wage subsidy - how to submit and lodge their declarations and what their obligations are going forward. A big part of our day to day work is making sure that all processes are clearly understood and we're in close contact with government agencies to ensure the information we share is accurate and consistent."

April figures show a high level of business support is needed among the country's sole traders, many of whom lack the resources of bigger businesses. The office had 85 visits from sole traders, 48 from companies and another 48 didn't specify their business type. The office also responded to over 650 email enquiries from businesses in need across the month.

Business type:

Company:	48
Sole Trader:	85
Not specified:	48

Communication:

Emails received 659

Summary:

Primary focus for the month of April within office was:

- Understanding eligibility criteria
- Explaining application process(es)
- Assisting with CINSF registration
- Preparing supporting documents for submission to RMD (assisting small businesses, talking through bigger businesses)
- Building business database for future contact

If anyone has any further questions, feel free to contact the Taskforce, email ciprivesectortaskforce@gmail.com, phone 20925 or visit the team on the round floor of the BTIB Building.



Chamber of Commerce



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◆ PROMOTING OUR “TE MAKETE” CLIENTS

MOMS KITCHEN

It all started in “Mom’s Kitchen”, comments Tea Crocombe. Tea and her mother have been busy making two popular products. They are the **Fish Pate** and the famous **Tahitian Sashimi sauce**, perfect for a fresh sashimi and rice dish. The idea was born from the large quantities of fish our fishermen have been able to catch and sell cheap online. Her products have also been a hot seller on Facebook. Tea tells us that she didn't know what to expect when she made the value added foods but thought to try it out. And clients online are enjoying the newly made products.

At the same time we have offered to assist Tea and her Mum with free glass jars to put her product in. One of the great initiatives they’ve implemented is encouraging their customers who buy any two products, to keep the jar when they return it for a top up they’ll receive \$0.50 cents off the price.

Try out Moms Kitchen—the Fish Pate, and the famous Tahitian Sauce goes great with sashimi and rice dish. Here is where you can go to make your next purchase.

Moms Kitchen



NGOI PAIA

Ngoi was inspired by a beach day out with family and friends enjoying the sun, wind and waves crashing on the reef. It was quite a windy day when- Ngoi had the idea of making a fitted table cloth and bowl covers – ones that couldn’t blow away. It’s not your ordinary table cloth but these covers have started a trend in the market.

Ngoi purchases materials from local suppliers to create these pieces, he combines vibrant colours to make sure his products are funky and stylish.

Ngoi also came up with another idea - extending the use of fabric to making weight waist bands and arm weights. Each filled with sand to provide different weight levels, depending on customer preference. This design was inspired by the newly established Tamure fitness class “HOT on the Rock”, where Cook Islands’ dancing has turned into a fitness craze. The weight bands and arm weights are now used by women in Tamure fitness classes at home. To purchase Ngoi’s tablecloths, bowl covers, weight bands and weight arm bands go directly to BTIB’s “Te Makete” Facebook page.

Ngoi Paia



https://www.facebook.com/pg/cookislandsbtib/shop/?ref=page_internal

Te Makete





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VAIORA TEREMOANA is a BTIB client and owns an existing hydroponic lettuce garden (pictured with him) in the village of Tamarua. He started this project three years ago when he returned from abroad. Vaiora plants crops such as bananas, pawpaw, lemons, taro, nu and cucumbers which he sells at the market on Fridays alongside his hydroponic lettuce.



Vaiora is wanting to extend his existing hydroponic house and to add on a gully to hold the lettuce. His wife **WHAT'S HER NAME** (pictured in the photo below) also owns her own little business picking “pupu” and makes earrings and chunky necklaces in the colors (Yellow & White) pupu. They look fantastic.



AITUTAKI VISIT-

Business Enterprise Officer, Noelle Turia, visited Aitutaki in early May to do an evaluation of how small businesses and accommodation providers are being affected by the lack of tourists due to COVID -19. Sadly some of the businesses have had to close down and find other ways to make an income. Noelle encouraged our clients to take BTIB’s offer of 6 months grace period to ease the financial burden throughout this time—it was a relief for our clients.



Aitutaki clients are re-evaluating their business strategies and moving into niche areas in the local market. It was great to see that businesses are still being positive. Business owners and sole traders were also encouraged to apply for the business grant and wage subsidy offered by the Cook Islands Government.



KUKI KINDNESS-

Business Trade and Investment Board staff supporting our Returning Cook Islanders who returned home last week. It was a trend of #Kuki Kindness being promoted on Facebook to let everyone know of the excitement and our way of saying Welcome home family, friends Turou Oro mai.



Business Enterprise Clients



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