

# Project Completion Report

**Project Title: Seed Capital for Dried Fish Business**

**Beneficiaries: 15 families**

**Location: Bantayan Island, Cebu**

**Project Cost: Php 120,660/ \$2,254**

# Project Summary:

The GuiBWAD Community Enterprise Revitalization project aimed to empower the women of Guiuan, whose livelihoods were severely impacted by Typhoon Yolanda and the subsequent COVID-19 pandemic. The project focused on revitalizing their existing dried fish business and supporting the launch of a new home essentials business. The goal was to increase the families' income, enhance their resilience, and contribute to the economic recovery of the community.



# Key Accomplishments: Successful Business Revitalization

The dried fish business has resumed operations, thanks to the additional capital from the grant. Production, packaging, and distribution processes have been streamlined, and the business is once again generating income for the 15 families involved.



## Increased Income

The dried fish business has significantly increased the income of the participating families. This has improved their financial stability and allowed them to better meet their basic needs.



# Enhanced Skills and Knowledge

The project provided training and support in business management, marketing, and product development, empowering the women with valuable skills and knowledge to run their businesses effectively.



# Community Empowerment

The project has fostered a sense of community ownership and pride. The women of GuiBWAD have demonstrated resilience and determination in rebuilding their livelihoods, inspiring others in the community.



# Challenges and Solutions:

**Supply Chain Disruptions:** The project faced initial challenges due to supply chain disruptions caused by the pandemic. However, the women of GuiBWAD were able to adapt by sourcing raw materials locally and adjusting their production schedules.

**Market Volatility:** The prices of raw materials and finished products fluctuated due to external factors. To address this, the project team helped the women develop pricing strategies that accounted for market fluctuations and ensured profitability.

**Limited Access to Technology:** Some beneficiaries lacked access to technology and online platforms for marketing and sales. The project team organized training sessions on digital marketing and e-commerce, providing the women with the skills and knowledge to leverage technology for their businesses.

# Overall Impact:

The GuiBWAD Community Enterprise Revitalization project has had a transformative impact on the lives of the beneficiaries and the community as a whole. By revitalizing existing livelihoods and creating new income-generating opportunities, the project has significantly improved the economic well-being of the families involved. The project has also fostered community resilience and empowerment, demonstrating the power of collective action in overcoming adversity.





# Future Recommendations:

- **Product Diversification:** Explore opportunities to expand the product range of both the dried fish and home essentials businesses. This could include introducing new flavors of dried fish, developing innovative home cleaning products, or offering value-added services such as delivery or bulk ordering options.
- **Market Expansion:** Seek opportunities to reach new markets beyond the local community. This could involve partnering with distributors, participating in trade fairs or exhibitions, or establishing an online presence to sell products to a wider audience.

# Future Recommendations:

- **Brand Building and Marketing:** Invest in developing a strong brand identity and marketing strategy for the GuiBWAD products. This could include creating a logo, designing attractive packaging, and utilizing social media and other online platforms to promote the businesses and their products.
- **Financial Management and Investment:** Encourage the women of GuiBWAD to reinvest a portion of their profits into their businesses to facilitate growth and expansion. This could involve purchasing new equipment, upgrading facilities, or investing in marketing initiatives.

**Thank you, Pure  
Bayanihan!**