

Project Completion Report

Project Title: Microbusiness Livelihood Project

Beneficiaries: 6 families

Location: Bamban, Tarlac

Implementing Organization: Jesus Christ Glory Revealed Int.

Project Cost: Php 135k / \$2,309

Project Summary:

The Microbusiness Livelihood Project, initiated by Pure Bayanihan in collaboration with Jesus Christ Glory Revealed International (JCGRI), aimed to empower marginalized individuals in Bambang, Tarlac, by providing them with sustainable livelihood opportunities. The project targeted individuals primarily engaged in part-time construction or carpentry work, who faced ongoing economic challenges. By granting various microbusinesses, including rice selling, food carts (balut and fishball), and a sari-sari store, the project sought to improve the beneficiaries' income, self-sufficiency, and overall quality of life.



Key Accomplishments: Successful Business Establishment

The project facilitated the establishment of six micro-businesses, providing beneficiaries with the necessary capital, equipment, and supplies to launch their ventures.



Increased Income

The families have experienced a significant increase in their household income due to the profits generated by these micro-businesses. This financial stability has reduced their reliance on the women clients' income and has improved their overall quality of life.



Enhanced Self-Sufficiency

The project has fostered self-sufficiency among the beneficiaries, enabling them to rely on their own businesses for income rather than solely on part-time work.



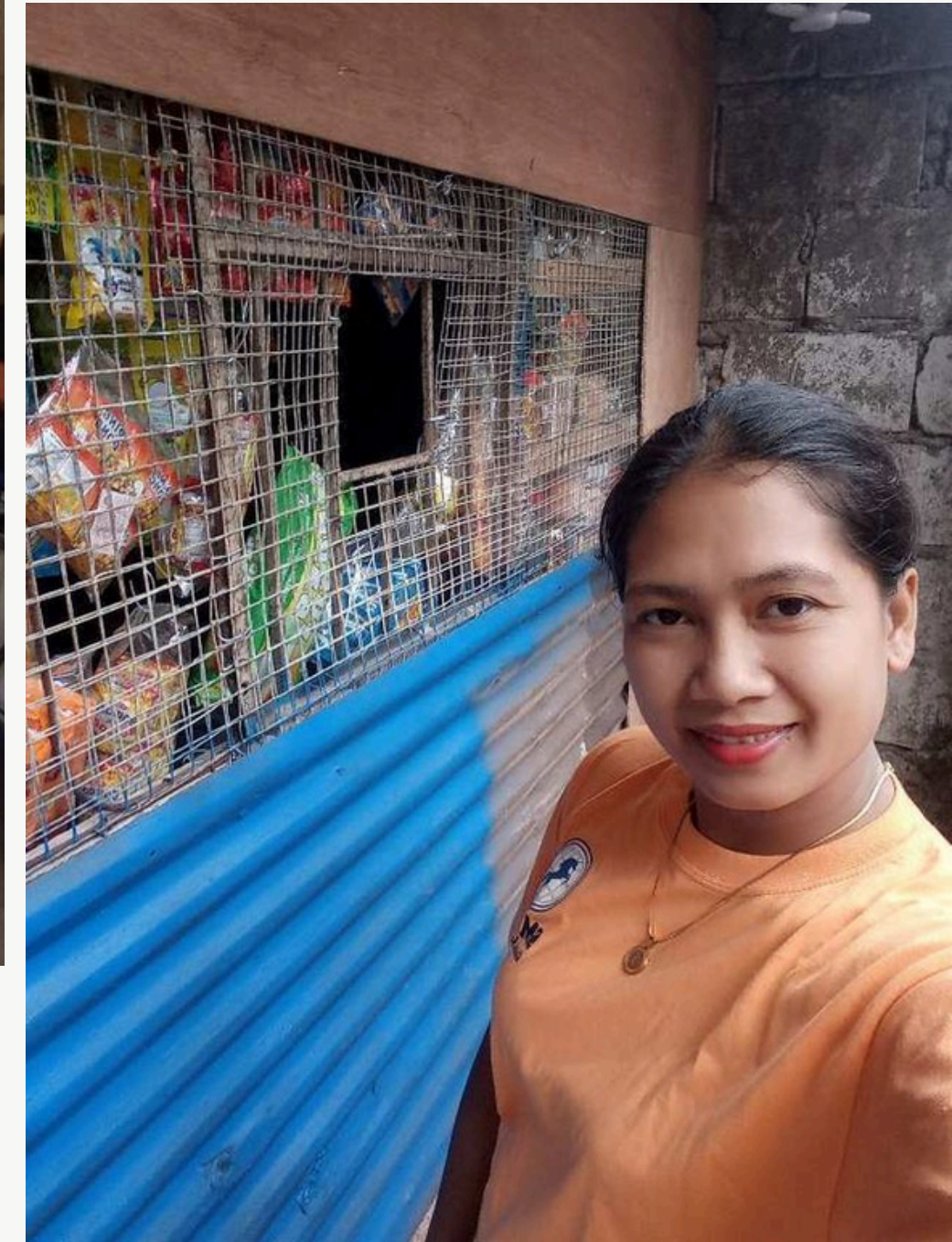
Local Economic Growth

The micro-businesses have contributed to the local economy by creating employment opportunities, stimulating demand for goods and services, and increasing the circulation of money within the community.



Improved Access to Goods and Services

The sari-sari store and food carts have improved access to essential goods and affordable food options for the community, enhancing their overall well-being.



Increased Social Cohesion

The project has fostered a sense of community and collaboration among beneficiaries, as they share experiences, knowledge, and resources. The project has also strengthened ties between the church and the community, promoting social cohesion and support.



Challenges and Solutions:

Limited Business Skills: Some beneficiaries initially lacked experience in business management, pricing, and customer service. To address this, the project team provided comprehensive training on these topics, empowering beneficiaries with the necessary skills to run their businesses effectively.

Market Competition: The sari-sari store and food cart businesses faced competition from established vendors in the area. To overcome this, the project team encouraged product differentiation, unique marketing strategies, and competitive pricing to attract and retain customers.

Fluctuating Demand: The demand for balut, fishball, and frozen goods varied due to weather conditions, seasonal events, and local preferences. To mitigate this, beneficiaries were trained in demand forecasting and inventory management techniques to anticipate fluctuations and adjust their stock accordingly.

Overall Impact:

The Microbusiness Livelihood Project has demonstrated a significant positive impact on the lives of the beneficiaries and the wider community. By empowering individuals with sustainable livelihoods, fostering community development, and promoting spiritual growth, the project has created a ripple effect of positive change that will continue to benefit the community for years to come.



Future Recommendations:

- **Scaling Up:** Explore the possibility of expanding the project to reach more families in need within the community and neighboring areas.
- **Value-Added Products:** Encourage and support beneficiaries in developing value-added products or services to increase their income potential and market competitiveness.
- **Market Linkages:** Strengthen market linkages by connecting beneficiaries with potential buyers, suppliers, and distributors.
- **Financial Services:** Facilitate access to microfinance and other financial services to enable beneficiaries to expand their businesses and invest in growth opportunities.

**Thank you, Pure
Bayanihan!**