



# SUPPORTING WOMEN IN SMALL BUSINESS

**APTC** 

AUSTRALIA-PACIFIC  
TECHNICAL COLLEGE  
CREATING SKILLS FOR LIFE

**Australian  
Aid** 

The Australia-Pacific Technical College provided the opportunity to a group of small business women in Fiji to learn entrepreneurship skills to take their businesses to the next level.

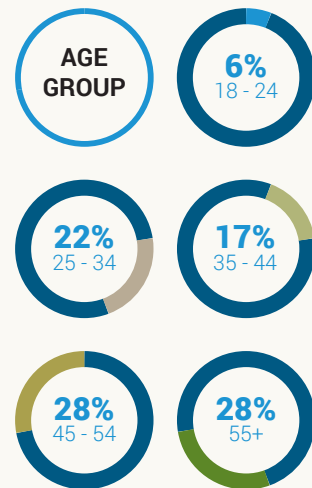
The new BSB42615 Certificate IV in New Small Business program for women entrepreneurs was designed to develop business management skills to enable them to operate their businesses more successfully.

The Australia-Pacific Technical College worked closely with the Australian Business Volunteers who provided complementary mentoring to participants outside the formal classroom times.

The training took place between April and November 2017. During this time, the participants were provided with guidance and support to study the concepts, management tools and techniques in the classroom. The mentors then worked closely with them to apply these skills to elevate the performance of their business.

The training helped participants develop their skills to better address customer needs, establish networks, market their business, manage finances, lead a small team, establish the legal and risk management requirements of a small business and undertake small business planning.

# QUICK FACTS



## BUSINESS SECTORS







Name: Shabreen Nisha

Profession: Director, Lil Champs  
Preschool and Daycare, Nadi

Qualification: Certificate III in Children's  
Services, Diploma in Children's Services  
and Certificate IV in New Small  
Business

Ms Shabreen Nisha is a thriving entrepreneur and director of Lil Champs Pre-school and Daycare Centre in Nadi.

Ms Nisha, who graduated from the Australia-Pacific Technical College with a Diploma in Children's Services in 2014, has been operating the Lil Champs Pre-school and Daycare Centre for over three years.

In 2017, Ms Nisha returned to the Australia-Pacific Technical College and was part of a group of women entrepreneurs who undertook the BSB42615 Certificate IV in New Small Business.

Ms Nisha said that everything she learned in her Australia-Pacific Technical College training has vastly improved her business performance.

She said that the training has helped her better organise her tax returns and finance, and has provided her with ideas on how she can improve

“Through Australia-Pacific Technical College, from nothing, I became a teacher. I now own a business caring for young children and I managed to establish a not-for-profit organisation for children called Champ on Wheels”

her business through improved marketing collateral and social media.

Ms Nisha has started to use Facebook to promote her business to potential clients, and the response so far has been positive.

One of the strategies Ms Nisha implemented after completing the program was to introduce surveys for parents, who have children attending the Lil Champs Pre-school and Daycare Centre, to provide regular feedback on their services.

The feedback has helped Ms Nisha address areas for improvement in her business, which she believes is important if she is to propel her business to the next level.

The training has also been timely for Ms Nisha as she has set her sights on expanding her business to accommodate more children, thereby creating more employment for early childhood education teachers in Fiji.

Ms Nisha said, the training is helping her in restructuring her business, as she works through the plans to build a new daycare facility on a new site.

She employs eight staff at the daycare centre, a combination of graduates and practicum students from the Australia-Pacific Technical College and she would like to see more men choosing early childhood education as a profession.



Name: Vani Duguci

Profession: Entrepreneur, Owner

Taura Enterprise

Qualification: Certificate IV in New  
Small Business

Ms Vani Duguci is a sole trader selling fish at the local markets in Suva and Navua.

She decided to undertake the Australia-Pacific Technical College's BSB42615 Certificate IV in New Small Business program to broaden her knowledge about the various aspects of running a business.

During the training, Ms Duguci received mentoring from the Australia-Pacific Technical College's partner in the program, the Australia Business Volunteers to assist her with monitoring cash flow, keeping proper records and understanding taxation laws and business licencing.

One of the key improvements from the training she has been able to make in her business has been to create waterproof price tags for her fish to attract customers, and she has started to wear proper clothing such as aprons when handling the fish.

“ My business has grown because of the knowledge and the skills I gained from the training ”

“Customers can just come and see the price tag already on the fish. In the Suva fish market, you cannot find that in any place. Some customers find it hard to ask for the price and when the price is displayed, it becomes easier for them and for me too.”

This new strategy has helped Ms Duguci improve her business efficiency as she is now able to sell up to three times the quantity of fish in the same amount of time.

She believes her training has helped her to double her profit margins from fish sales.

One of the ongoing challenges is the lack of supply so to overcome this problem, Ms Duguci and her husband have successfully secured a loan to purchase a vehicle that will help them pick up fish from their suppliers.

In order to obtain this loan, she had to write up a business summary and submit it with her business plan and cash flow records.

“I am glad that I came to the Australia-Pacific Technical College because before my training, I would normally find somebody to write the business plan, the cash flow and everything,” she explained.

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**About the Australia-Pacific Technical College**

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