

GUIDE FOR MATRIX OF DEVELOPMENT

Entrepreneurship Development – Matrix

Codes/Indicator	The development process from initial development stage to final development stage (%Level of development)				
	1 (20%)	2 (40%)	3 (60%)	4 (80%)	5 (100%)
	<i>Indigenous non-enterprising household</i>	<i>Awareness of business opportunities</i>	<i>Self confident households</i>	<i>Emerging enterprising household</i>	<i>Successful agricultural enterprising household</i>
Production technology (A)	Traditional practices	Preliminary understanding of the economics of different production enterprises	Application of improved low input production technology on a small scale or on experimental basis	Application of improved low input technology on a larger scale and/or application of a higher level technology	Application of high input technology on a large scale
IG selection (enterprise selection) (B)	Minimal cooperation in enterprise specific groups for identifying and exploiting economic opportunities	Member of interest group	Member of interest group for twelve months	Implementing all lessons learnt from IG membership	Ability to maintain & develop a business enterprise
Linkages (C).	No understanding of input delivery, technical services and output marketing linkages	Understanding of the importance of linkages in a liberalised market	Member of a group(s) exploiting a linkage(s)	Pro-active member of group(s) exploiting linkage(s)	Able to establish linkage(s) without external support
Investment pattern (D)	Traditional investment	Aware of investment for commercial benefit	Begin investing for commercial benefit on a small scale	Larger commercial investments resulting in increased wealth. e.g., house improvements	Long term investment plan resulting in a significant increase in wealth

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Entrepreneurship Development - Matrix cont...

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Codes/Indicator	1 (20%)	2 (40%)	3 (60%)	4 (80%)	5 (100%)
	<i>Indigenous non-enterprising household</i>	<i>Awareness of business opportunities</i>	<i>Self confident households</i>	<i>Emerging enterprising household</i>	<i>Successful agricultural enterprising household</i>
Processing (E)	Traditional processing	Aware of value adding opportunities from processing	Exploiting processing opportunities provided by third parties (hiring)	Owens small scale processing equipment	Owens large scale processing equipment. Engages in buying/out grower contracts with producers
Marketing practices (F)	No understanding of market liberalisation and its implications	Understanding of how a liberalised market works	Aware that it is possible to sell a specific crop, but at planting not aware of a specific market for his crop	Specific market identified before planting. Takes advantage of seasonal price variations	Enters into Forward selling contracts
Business Practices (G)	No understanding of farming as a business (e.g., no business records)	Understanding that farming can be operated as a business	Understands importance of keeping records but low ability of keeping comprehensive records	Can prepare comprehensive records with assistance, including physical and financial planning	Can prepare comprehensive records without assistance