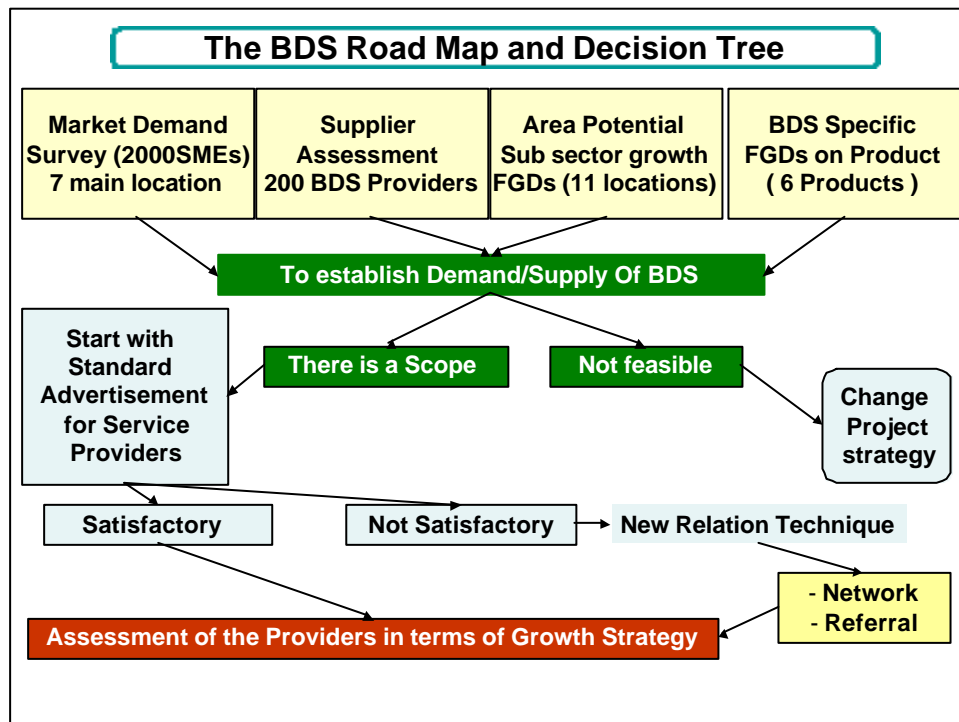


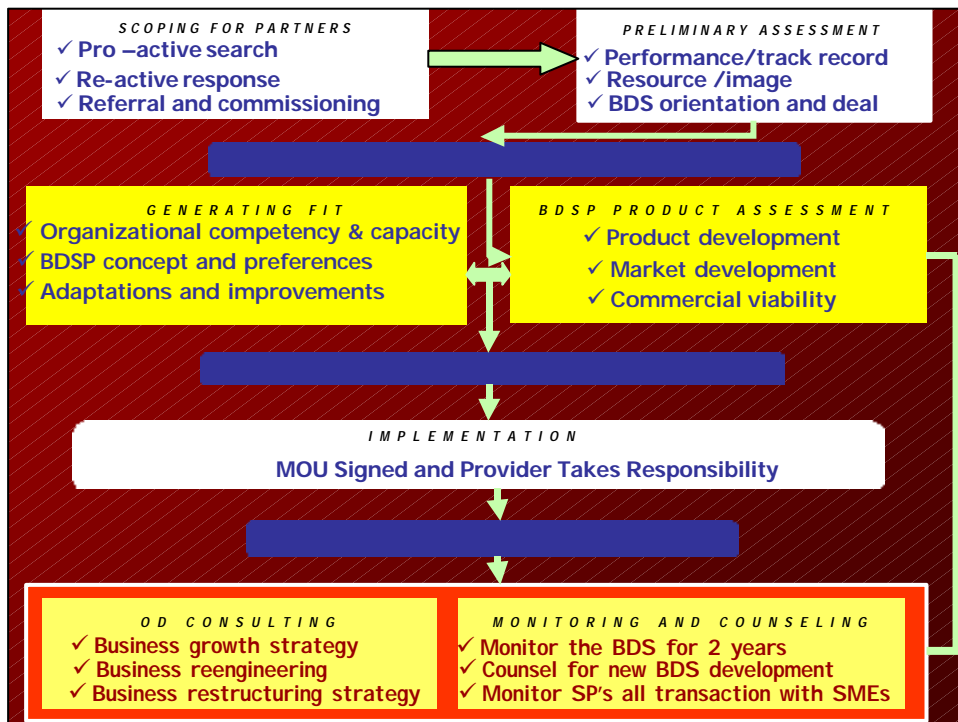
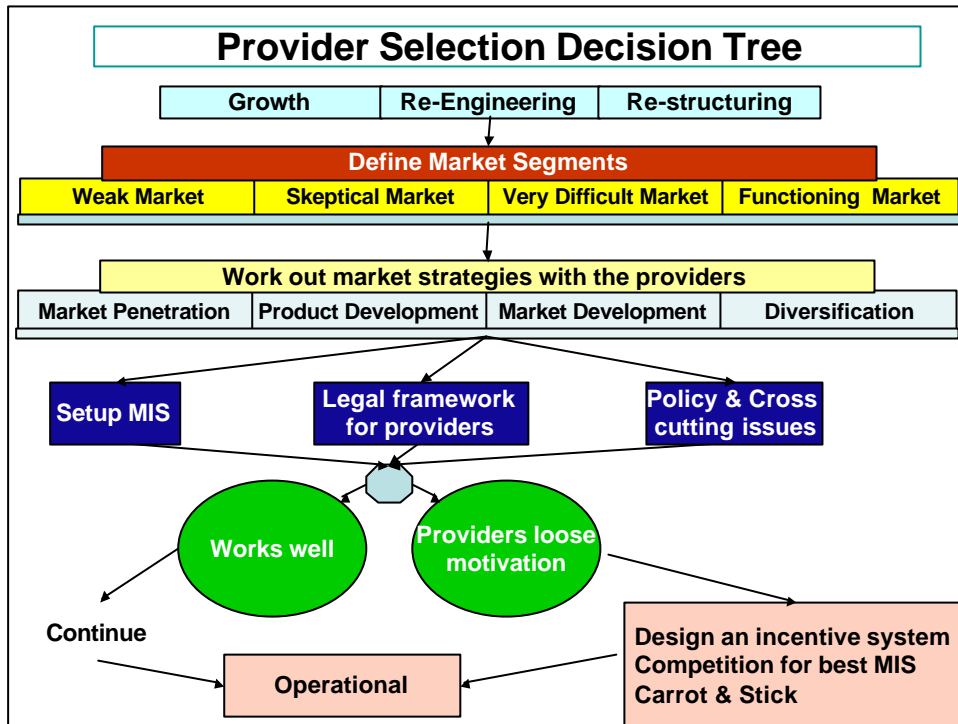
Developing Commercial Markets for BDS – Are “how to do it recipes possible?”

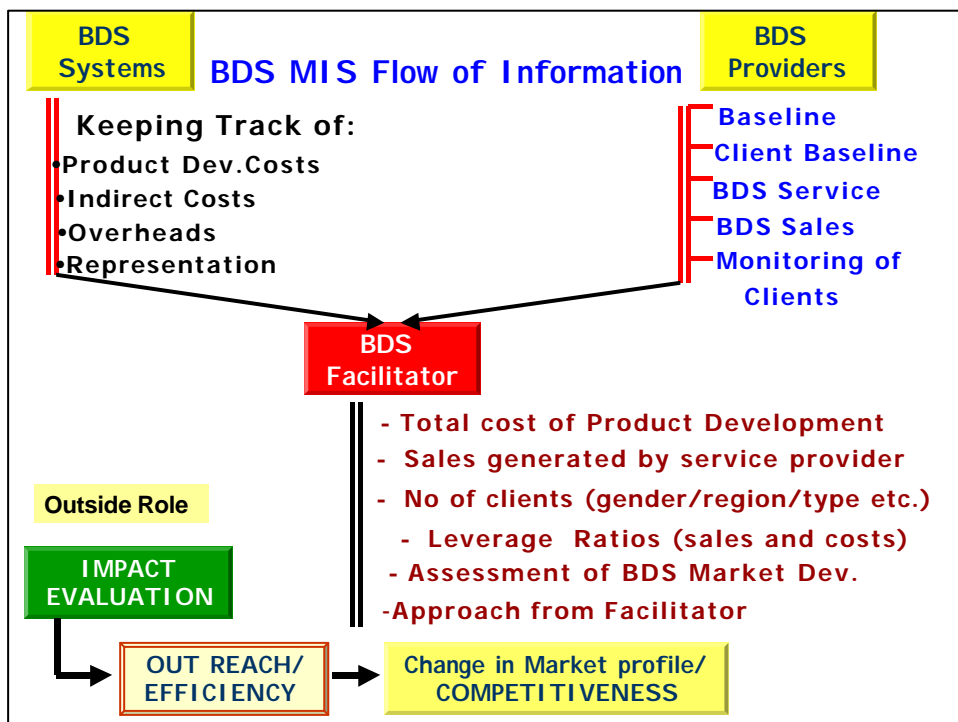
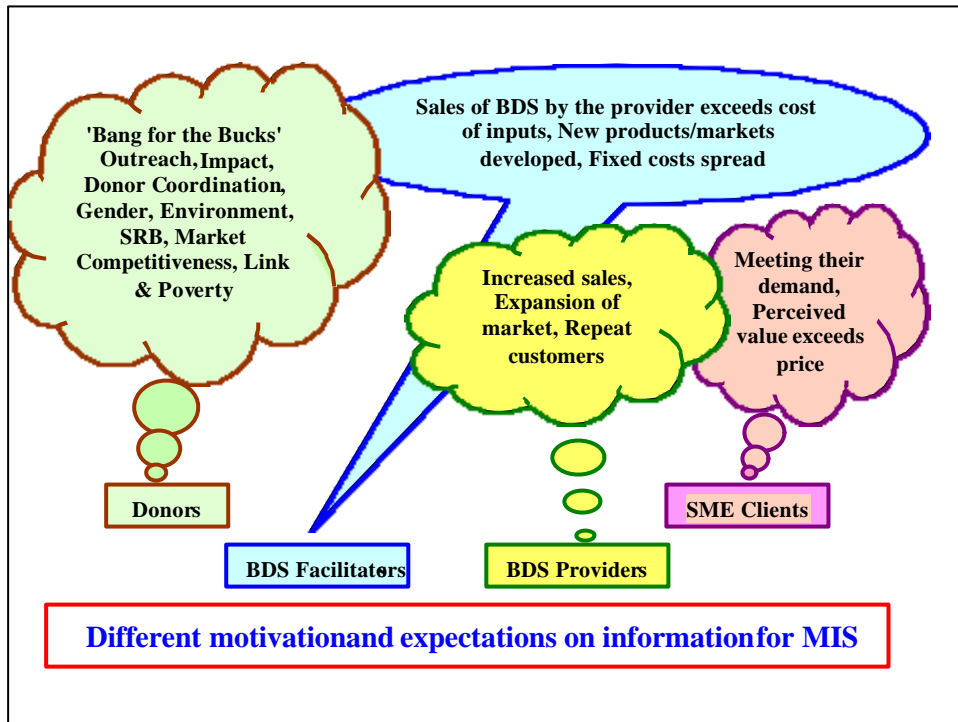
BDS Annual Seminar – Turin
9-13 September 2002

Experience in Bangladesh

Deepak Adhikary
Senior Enterprise Support Specialist
South Asia Enterprise Development Facility - IFC







The Key BDSP Indicators

- Number of small enterprises purchasing BDS
- Number of BDS providers
- Women providers supported
- Women clients reached
- Number and value of BDS products
- Sales of BDS provider
- Transaction leverage and other costs
- Geographical coverage,
- Profile of market (demand and strategy), and
- Employment.

Types of BDS support	Selected	Rejected	On Going	Total
IT	8	10	2	20
Legal	2	1		3
Media Communication	3	8	5	16
Technical Training	2	15	4	21
Management Training/Consultancy	3	28	5	36
Event Management	3			3
Accounting / Tax		19	1	20
Business Linkage		3	6	9
Others		5	2	7
Marketing		1		1
Total	21	90	25	136

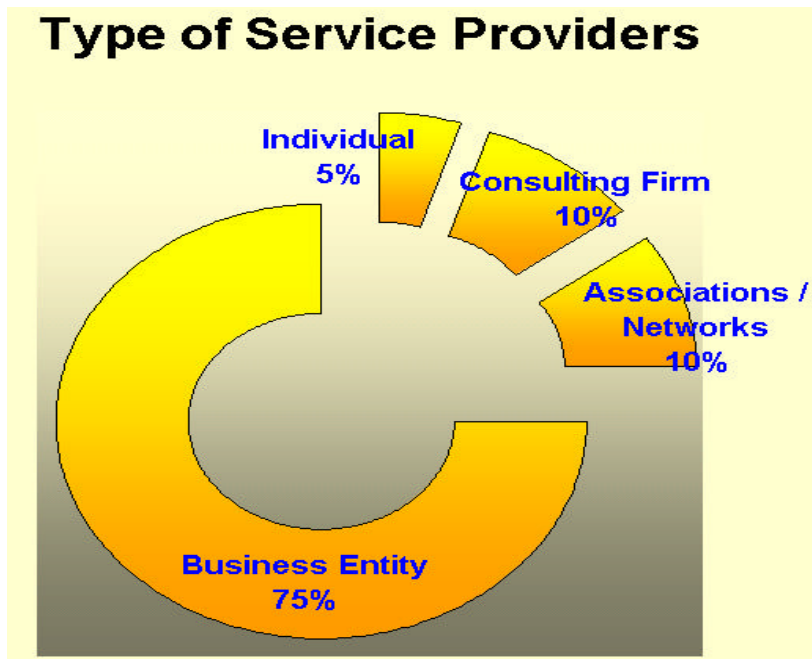
Transaction Leverage Ratio



Cumulative Physical Outreach by Districts	8
Numbers of Service Providers Assisted	21
Numbers of BDS Assisted	10
BDS Development Cost Swisscontact 70%, Provider 30%)	\$ 16,138
Sales of Assisted BDS	\$ 44,708
Investment in Research, Studies and Project Facilitation	\$ 46,980
Swisscontact Total Cost (Direct + Indirect + Overhead)	\$ 65,192
BDS Development Cost per Service Provider	\$ 768
BDS Development Cost per Client	\$ 23
BDS Turnover on Swisscontact (direct + Indirect) Cost	0.91
BDS Turnover on Swisscontact (direct + Indirect + Overhead) Cost	0.69
Service Providers Total Employment	230
Clients Employment	2467
Total BDS Clients (SMEs and large) Reached by Service Providers	280
Total SME BDS Clients Reached by Service Providers	160
Repeat BDS Purchase	137

Number of Potential Providers Requests Processing	
Processed	136
Less than 3 Months	21
3 Months to 1 Year	85
More than a Year	6

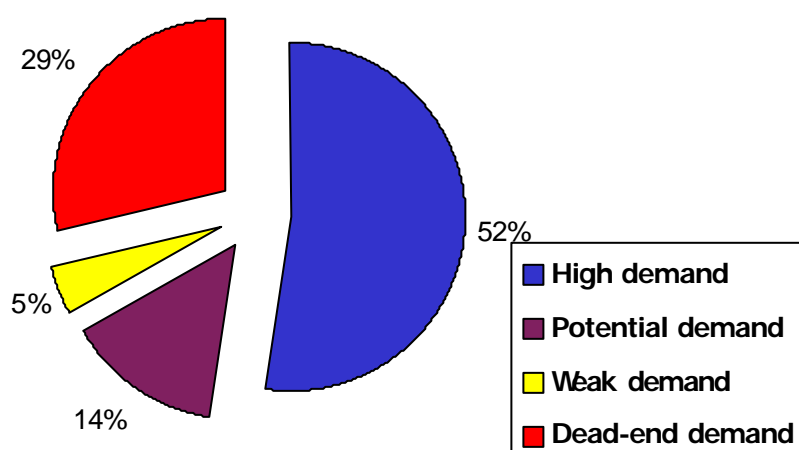
Gender Perspectives	
Women Service Providers	6
Service Providers Women Employees	50
Women Clients Reached by Service Providers	40
Client's Women Employees	268
Total Clients Reached by Service Providers	530



Providers assessed by marketing strategy

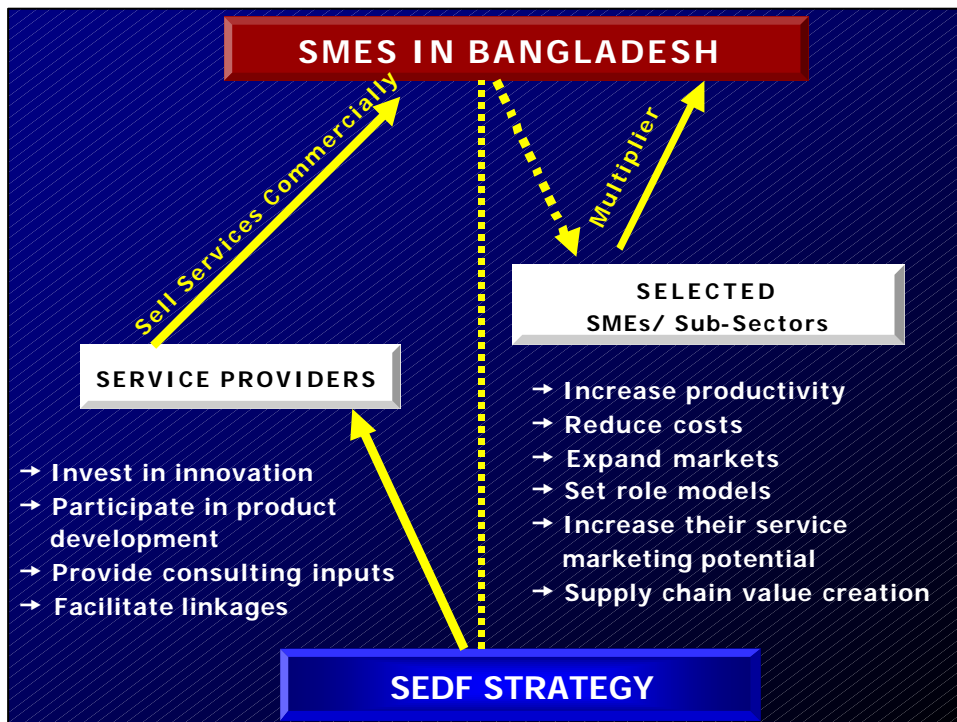
<i>Business development service</i>	<i>Market penetration</i>	<i>Market development</i>	<i>Product development</i>	<i>Business diversification</i>	<i>Total</i>
Information technology	10	3	5	0	18
Legal advisory	1	1	1	0	3
Media and communication	8	2	1	0	11
Technical training	13	1	1	2	17
Management consulting, training	25	1	2	3	31
Event management	0	3	0	0	3
Accounting and tax	19	0	0	0	19
Business linkage / marketing	3	1			4
Other	5	0	0	0	5
Total	84	12	10	5	111

Potential and BDS Provider's Nature of Market (in Percent)



Usefulness of market Assessment

- ❑ Proved that there is demand to “skepticals”
- ❑ Respect among stakeholders
- ❑ Prepares partial base-line
- ❑ Intelligent discussions with service providers
- ❑ Low demand from providers but high from Donors/Researchers – not intended



What are the Lessons and Future for BDS Projects?

- If we follow “Pure” Market Oriented BDS Programmes, it is difficult to show the desired impact as outreach is not going to be highly significant
- If we have a “Big” BDS Project, then Cost Effectiveness becomes an issue and we land up doing, exactly against what we preach
- Can we take a “Cocktail” of approaches – sub-sector focused, intervening where there is no private sector interest yet and finally go for value creation process rather than input-output calculations?
- Narrowing the gap between field and “Experts” as well as getting out of the Mohammad Ali Mode!!!!