



STRATEGIC BUSINESS PLAN

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Introduction

The British Chamber of Commerce in Sierra Leone (BCCSL) was officially formed on 17th February 2012 and launched on 2nd March 2012. BCCSL is set up as a private non-profit making organisation and registered as a Company Limited by Guarantee under the Companies Act 2009 of the laws of Sierra Leone.

We aim to offer our members high quality events, productive networking, promotional opportunities, valuable information and practical services and access key stakeholders. The Chamber is supported by the British High Commission in Freetown.

This Business Plan sets the strategic direction of the Chamber for the next twelve (12) months covering the period August 2020 – September 2021. The Plan is at its draft stage and intended to be used by the Executive Committee as a reference point for engagement with the broader Chamber membership.

Mission

Our Mission is to promote and support the business interests of all our members (as defined by the Chamber Constitution) in Sierra Leone, strengthen commercial ties between Britain and Sierra Leone, sustain existing and introduce new foreign business into the Sierra Leone market, encourage Sierra Leone investment into the UK (export and direct investment), drive the private sector forward more broadly, through capacity building for its players and actors, leading to a reduction in aid dependency for Sierra Leone.

What we seek to offer our valued Membership

Being a BCCSL member gives companies, both large and small, access to an exclusive network of business leaders who are active in the UK-Sierra Leone business community mainly through free or low-cost events and trade missions.

As an authoritative voice for member's interests, it offers a platform to discuss key issues on policy and legislation, with key decision makers in government as well as other multipliers in Sierra Leone and the UK.

The BCCSL identifies trends and opportunities for UK companies in Sierra Leone, making direct business introductions, referrals and giving advice/assistance where necessary.

The BCCSL's research, publications, events, and trade missions will help to promote and grow UK business within Sierra Leone. Companies looking to enter, explore or expand in Sierra Leone will find BCCSL membership a real asset.

Objectives

Ensure the Chamber plays a dynamic and visible role in promoting trade between the UK and Sierra Leone, strengthening links between the two business communities and key Ministries.

Use the Chambers network and events to promote greater understanding of the business environment and government policies, ensuring regular information sharing and engagement with key stakeholders.

When required, provide services to the members, including training, business information, market research and analysis.

Strategic Priority 1: Membership

Grow the membership-base and maintain an acceptable retention level of existing members through the provision of exceptional value and service for members.

We recognise that all businesses are different and therefore offer a tiered membership structure to meet members' objectives and help grow their business in Sierra Leone.

Membership Categories – Check Application Form

Category	Eligibility
Corporate	You are an enterprise which is owned predominantly by British capital, or is primarily based in the UK or has significant UK links, or in the opinion of the Executive Committee will contribute positively to the mission of the BCCSL
Small Medium Enterprises	You are an enterprise which has twenty or fewer employees worldwide, and is not owned or controlled directly or indirectly, by a company that is listed on any stock exchange
Non-Governmental Organisation (NGO)	You are a development organisation with a predominantly British ownership or is primarily based in the UK or has significant UK links, or in the opinion of the Executive Committee will contribute positively to the mission of the BCCSL.
Individual	You are working for an enterprise which is not a member of the BCCSL

Membership strategies:

- Together with our appointed Marketing and Communications partner, develop and implement an aggressive marketing and advertising campaign to expand the membership base, increase retention, enhance visibility, and expand public awareness of the Chamber.
- Understand and deliver on individual member expectations while focusing on developing strong relationships by sustaining consistent member communications.
- Provide value to the Chamber's membership base, encouraging each member's participation in Chamber activities.

- Constantly assess membership fees and categories, implementing a campaign to encourage the upgrade of existing lower-level memberships to an appropriate membership level in line with the size of a company.
- Communicate information and access to opportunities that meet, and often exceed, member expectations.
- Continually assess and improve events, activities, and publications to provide maximum networking and promotional opportunities for members.

Strategic Priority 2: Activities & Services

Be a catalyst for private sector development in Sierra Leone and assist members with establishing and growing their businesses in the market

Service/Activity	Timeframe	Stakeholders
<p>The Website www.bccsl.net</p> <p>Developing and expanding the BCCSL website will be a priority as the major communications vehicle for the Chamber and revenue-making tool providing essential benefits for both members and the wider business community. All BCCSL publications including the Membership Directory and Newsletter will be hosted and archived on the site giving members access to a wide range of reports and other useful information 24-hours a day from anywhere in the world.</p>	<p>August 2020</p>	<p>Chamber, led by the Administrative Coordinator, will develop and launch.</p>
<p>Events</p> <p>Events will generally be hosted in the premises of BCCSL members and are open to non-members thus widening the networking base for BCCSL members and providing public relations exposure and direct marketing</p>		<p>Chamber, BHC, Members, Companies & External stakeholders</p>

Strategic Priority 3: Organisational Development

Operate the Chamber with excellence, innovation, and efficiency with effective leadership from the Executive Committee.

The Chamber is run under the management and direction of the Executive Committee. The Chamber will work with its membership to expand the Executive Committee to cater for depth and breadth at this strategic level.

Executive Committee Strategies

- Mobilise the Executive Committee to become more engaged in the development & support of the Chamber's membership at events, especially those events identified as "key".
- Be strategic & intentional about division and committee assignments of members based on their aptitude & interests.

Conclusion

This strategic plan is a sounding call to action for all Members. It is designed to enhance and provide bold, creative, engaged leadership to meet a new horizon of business possibilities and effectively meet the Chamber's mission, values, and core objectives.

As the country continues to make progress, economic uncertainty in a post Covid-19 world, the struggle to enrich human capital, sustainably manage natural and cultural resources as efforts towards investment in the future, will all come into play. At the core of these opportunities is and should be the spirit of business as reflected through the British Chamber of Commerce in Sierra Leone.