

**RESTART Programme
Product Description**

Product	Target Group no.	Description Objectives, Contents Duration	Implementation Strategy with Activities timeline	Budget	Responsible	Remark
Press conference and news release	Medias (TVs, Newspapers, Radios) No. 50 Persons Bangkok	Promote Program and the restart team	Invite 1. Ministry of Industry 2. Local Governors, Head of DIP, GTZ, 3. Private sectors (stakeholders) within 2 nd week	150,000 baht	Starter Team/ ECDA	Cooperate with PRO
Leaflet (What is restart program?)	SMEs COC FTI ATSME Banks Local Govt.	Promote Program and the restart team	1. What is restart Program? 2. Why do you need us? 3. How to contact us? 4. Services providers (within 1 st week / asap)	100,000 baht	Starter Team/ ECDA	10,000 pcs.

Flyer (How to Start a New Business?)	SMEs COC FTI ATSME Banks Local Govt.	Giving basic business concept	1.Tips to start the new business 2.FAQs 3.Restart Programs within 1 st week	100,000 baht	Starter Team/ ECDA	10,000 Pcs.
Flyer (How to weather the Tsunami : 10 tips?)	SMEs COC FTI ATSME Banks Local Govt.	Giving basic business concept	10 Tips to ease situation within 1 st week	100,000 baht	GTZ / ECDA	10,000 Pcs.
Poster	SMEs COC FTI ATSME Banks Local Govt.	Promote Program and the restart team	1.What is restart Program? 2.Why do you need us? 3.How to contact us? 4.Services providers (within 1 st week / asap)	50,000 baht	GTZ / ECDA	2,000 pcs.

Radio Talk Show (on air Clinic)	SMEs	Inform SMEs about activities of various organizations and to promote these activities On line business clinic	1.Invite resource persons 2.Prepare format 3.Contact local radio stations within 1 st week	60,000 baht	PIO / ECDA Provincial PRO	Panel from various organizations
One to One Care ICU cases	Client List from SFIs and Commercial banks, Chamber of Commences, Fisheries association, Local Govt.	Tsunami Business survival and restart business	Short-listing ICU client, Comprehensive interview, 1 by 1 counseling, Prepare the client to BP course, coaching and advising for business restarting, establishing short-term action plan	50,000 Baht Per area (4 Cases) Per week, Totaling 100,000 Baht for 2 areas	Starter Team/ ECDA	Professional Expert Fee, Transportation, Document ,Communication Expenses Total 8 cases

Motivation Workshops	Wounded or injured SMEs' Entrepreneurs	Morale, Hope Inspiration & Creation and Encouraging to do or continue their Business, Enhancing marketing Opportunity	Recall self expectation, setting of future goals, encouraging entrepreneur spirit, creating network among Tsunami survival	35,000 baht for 30 participants (2 workshops per area), Totalling 140,000 Baht for 2 areas	Starter Team/ ECDA	Half Day W/S, invite guest speaker who has previous ill-fated experiences to share ideas. Total 120 participants
Matching SMEs - Bank fast track	SFI & Com.Bank, PIO,Hotel Assoc., etc.	SMEs who need money below 500,000 baht	1.Screen documents 2.Make appointment 3.Small workshop Advisory (trainer / 4 businesses/wk)	100,000 baht (2 groups) 200,000 baht	Starter Team/ ECDA	Total 32 businesses

Business plan	SFI & Com.Bank, Hotel Assoc., etc. (2000)	Finance / re- finance / restart	- selection - consulting - training - business plan - group counselling 10 BPs / 1 wk / 1 team (4 trainers)	100,000 baht (2 groups) 200,000 baht	Starter Team/ ECDA	Total 20 business plans
Business Restart	SFI & Com.Bank, Hotel Assoc., chamber of commerce, etc.	Encourage and provide technical support (consulting)	- Clinic - Diagnosis - Consulting 1 trainer / 12 cases / 1 wk(4 Consultant)	200,000 baht (2 groups) 400,000 baht	Starter Team/ ECDA	96 Cases