

VIETNAM

GONOI PEOPLE CREDIT FUND



BHAG: Increase number of members in all 3 communes, increase profitability and achieve business goal 2020, increase sale of credit loan products by 20%, and reaching ambition of Loan/Saving 70%



Outcome

2015-2019



Name: Gonoï People Credit Fund
Year of establishment: 2009
Commodities: finance
Start Agriterra: 2016

Core business:
 Saving and credit



“Agriterra is the bridge to development of Go Noi SACCOs.”

Nguyen Thi Hang Nga,
 Deputy Director of Go Noi SACCO



“Opportunities don’t happen. You create them. The success of Go Noi Sacco is a combination of courage to change and hard work payoff.”

Nguyen Thu Trang, business advisor Agriterra



Input Agriterra

2016

Develop marketing & communication plan and local promotion material
Financial Management Training

2017

Internal capitalisation and trust fund mobilisation mission
Developing new client products in addition to revising current products
Maintaining a high-quality loan portfolio and increasing efficiency and profitability

2018

Development of sale plan & launching of new Micro-finance product
Rolling-out MyCoop Training to members
Marketing training

2019

24% of the new members are young
Reached the ambition Loan/Saving of 74%
Mission on managing default risk in microfinance and due diligence has been successfully carried out
Go Noi recently has been launching the microfinance product which is a non-collateral product that has attracted several new clients

RESULTS

1



Business plan including a market analysis and financial projection for Gonoï People Credit Fund was developed

2



5 new credit loans and 1 lifecycle saving product were introduced to diversify the products and services of Gonoï People Credit Fund in order to improve its staff productivity and operations management systems

3



Gonoï People Credit Fund has reached 605 new active clients



Advice



Training



Exchange

GOALS GPCF:

Increase number of members and expand market share in 3 communes

Improve services and Introduction of new products to members

Development of communication plan: Enhance trust among members and improve image of Go Noi in the local community

Transformation of operational data into management information system

**AGRI
TERRA**

