

Business Ecosystems in Newly Developing Countries and Base of the Pyramid (BOP)
-Focusing on the Case of CARD MRI, Philippine NGO -

JAPAN SCHOLARLY ASSOCIATION FOR ASIAN MANAGEMENT

Abstract

The BOP strategies of Multinational Enterprises (MNEs) are not directly linked to one of the biggest social issues facing newly-emerging countries, reducing poverty. Conventional competitive strategies are ineffective in solving BOP social issues in such countries.

The presentation argues that micro-finance by local NGOs can create a foundation for employment in local communities, discouraging rural inhabitants from migrating to the informal sector in urban areas, and helping to create a foundation for local autonomous and sustainable business ecosystems. After introducing the case of micro financing social business by CARD MRI, a Philippine local NGO, it shows the Private Brand Label strategies by MicroVentures Inc, which tries to establish sustainable business eco-systems leveraging Sari Sari stores' distribution networks. It also introduces Granma Inc., a Japanese venture company mediating between the social issues of local NGOs, and the knowledge owned by foreign companies.

Keywords;

BOP, NGO, MNEs, Informal Sectors, Business Ecosystems, Competitive Strategies, Reducing Poverty.

Moderator:

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“Characteristics of BOP Market and Some Theoretical Issues”

Takuto Motomura, CEO, Granma Inc.

“Social Business Eco-systems for BOP and the Strategy of Granma Inc.”

MARK JOAQUIN RUIZ, President, MicroVentures Inc.

“Enabling Local Value Chains with Mobile Technologies to Bring Impact to Communities, and the Sustainable Business Ecosystem”