Understanding how Indigenous entrepreneurs use diverse blended customary and modern strategies for creating viable enterprise development.

Sarah Rice

Devnet 7.12.18
Outline

• The Lovo
  - From the Land
  - Within the Land
  - On the Land

• Conclusion:
  Power of the Vanua
From the Land

https://matthewmeierphoto.photoshelter.com/image/I0000aUSU.FDnKnc
“The first thing they [local guests] thought that I've been helped, that I've got a business partner, a foreigner...If somebody do business around here it must be a foreigner on the side. But here no.”
- Owner
“Duri ga me davo”

“iTaukei stand to fall”

- Participants
Within the Land

https://www.youtube.com/watch?v=ZT0EofNs0GA
Within the Land

On the Land


Forever discovering

Te Kunenga ki Pūrehuroa

MASSEY UNIVERSITY
“Na i lakolako oqo e dodonu me da lako vata kece”

“This is a path that we must all rightfully take together”

- owner

On the Land


Forever discovering
References


