Illustrative Export Competitiveness Logical Framework

Narrative Summary	Indicators	Data Sources	Assumptions
Goal Trade Performance Enhanced	• Foreign trade (X+M) as a percentage of GDP • Value of exports for selected products from assisted firms/farms	• World Bank World Development Indicators (WDI) • National Statistics (by HS number) • Target firm/farm data (by HS number)	
Purpose Competitiveness of Exports Improved	• Target country share of world exports for selected products • Number and size of orders from existing buyers (quarter/year) Number and size of orders from new buyers (quarter/year) • Number of countries to which target firms/farms export their goods (year)	• UN Commodity Trade Statistics • Firm level data/ Project records	*Affecting Purpose to Goal Link* • Stable economic conditions in buyer countries • Stable or increasingly favorable world prices for target products • Stable or lower international transport costs
Sub-Purpose 1. Export Product Quality & Capacity to Fulfill Orders Improved 2. Business/Farm Agreements with Importers/Buyers Expanded	• Number and percent of shipments from assisted firms/farms reported as accepted/ rejected on quality grounds (quarter/year) • Number and percent of shipments from assisted firms/farms reported as received on time (quarter/year) • Number of entities that purchase from assisted firms/farms	• Firm level data/ Project records	*Affecting Sub-Purpose to Purpose Link* • [Results from IR 2.1.2 and 2.1.3 achieved]
Outputs 1.1 Business/Farm Productivity Increased 1.2 Alignment of Product Quality Standards with International Norms Improved 1.3 Small Firm/Farm Integration Into Export Supply Chain Enhanced 2.1 Business/Farm Contacts with Importers/ Buyers Increased 2.2 Business/Farm Awareness of Foreign Market Requirements Improved	• Product specific productivity measures • Number of firms receiving USG assistance that have obtained certification with (an) international quality control institution(s) in meeting minimum product standards • Number of small firms in target export value chains before/after assistance • Value of small firm share of export chain earnings • Depth of target business/farm community knowledge of foreign market requirements, including import controls/standards	• Target firm/farm & government records • Project/target firm/farm comparisons of local products to international norms and/or local lab tests against international norms • Project sample surveys of businesses/ farms	*Affecting Output to Sub-Purpose Link* • Stable or improved domestic transport timeliness and cost • Adequate transit facilities (e.g. cold storage) • Stable or lower prices for imported inputs
Inputs: 1. Provide training and technical assistance to exporters and small firms/farms in export value chains 2. Provide training and technical assistance to local business-to-business export support entities (on delivering training, technical assistance, transport, finance)	• Number of firms receiving USG capacity building assistance to export • Person hours of training completed in trade and investment enabling environment supported by USG assistance • Number of days of technical assistance trade and investment environment provided to counterparts or stakeholders	• Project training and TA records • Project pre-post knowledge and skill testing • Project participant/ beneficiary satisfaction surveys	*Affecting Inputs to Outputs Link* • Stable or improved domestic power supply *(DO 3 achieved)* • Stable or improved connectivity (including price) • Stable or improving business enabling environment for exporters and small business *(Linked to IR 2.1.2)*