



## DEVELOPMENT ECONOMICS IN SMES BY GOVERNMENTS: A COMPARATIVE STUDY OF SMES HANDICRAFT IN MADAGASCAR AND INDONESIA

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### ABSTRACT

Each country's government appears to take their roles to push companies and enterprises to promote national economic, the existence of small and medium companies will help people find jobs, in other words, it can also raise a country's economy. Furthermore, the company encourages the government to assist businesses. This study focuses on the existing and growing SMEs Handicraft in Madagascar, an African country, and SMEs Handicraft in Indonesia, an Asian country; more specifically, it will investigate the roles and measures taken by local or national governments to develop small and medium enterprises. The research is being carried out on small and medium-sized enterprises, as well as handcraft businesses, in Ambositra, Madagascar, and Malang, Indonesia. The findings of this study indicate that SMEs in the handicraft sector are facing some challenges and difficulties. As a result, the governments of both countries are working actively to support handicraft as SMEs because they are part of national development tools, and they can also provide jobs for people.

**Keywords:** Development Economics, Government, SMEs Handicraft, Madagascar, Indonesia

### INTRODUCTION

The search for new ways to propel a country's development is becoming more intense. To achieve progress, each country employs a variety of tools and approaches. Economic development is critical for all governments, regardless of the variety of fields of activity to be expanded. Every country has a variety of activities available to them, and various factors are within their grasp in order to fully validate the desired economic progress, but we will focus on SMEs. The majority of the economy is made up of small and medium-sized enterprises (SMEs). They play an important role in all countries, helping to drive economic development and alleviate poverty by creating jobs. Small and medium-sized businesses account for the vast majority of all businesses. They also contribute significantly to employment and output. As a result, SMEs have become an engine of development in every country, whether on an international or local scale. Academics are trying to figure out how they work and what makes them unique because of their enormous contribution to economic growth. SMEs are widely regarded as the primary drivers of national and regional development in many countries. Many studies have been conducted on the significance of SMEs

in the country's economy. Many countries, including Madagascar, have implemented SMEs assistance programs and policies. This is true not only in Madagascar, but also in Indonesia.

Madagascar is a country with enormous economic potential located in the Indian Ocean about 400 kilometers east of Africa. Madagascar is a country of 25 million people with a poverty rate of 76.2 percent, one of the highest in the world, with the Big Island rightfully ranking fourth among the world's poorest countries. Household purchasing power was reduced by roughly two-thirds between 1963 and 2008. According to World Bank data, approximately 90% of Malagasy live on less than \$1 per day. Despite the fact that the majority of the population is young (76 percent are under 35), this island in the eastern part of Africa has an alarming unemployment rate. (Bank, Wikipedia, 2016)

The Malagasy economy is no exception to this SMEs logic. Through their dynamism and significant presence, these small and medium-sized enterprises will make an undeniable contribution to a country's economic life while ensuring economic development. Large companies are less common in Madagascar than Micro, Small, and Medium Enterprises (MSMEs). According to INSTAT 2005, these companies account for 80% of all businesses, compared to 20% of large corporations. When the government is unable to afford or provide employment to local residents, unemployment appears to be very high; in other words, the government is always trying to support businesses. Some young graduates are now more focused on starting their own businesses. (RANAIVO, 2006)

Indonesia is the largest country in Southeast Asia, measuring approximately 3,200 miles (5,100 km) from east to west and 1,100 miles (1,100 km) from north to south (1,800 km). At 1,904,569 square kilometers, Indonesia is the world's largest island country and the 14th-largest country by area (735,358 square miles). Indonesia is the world's fourth-most populous country, with approximately 270 million people. Indonesia is a presidential republic with a legislature that is elected by the people. It is divided into 34 provinces, five of which have special status. Indonesia is living in unprecedented times. A new middle class is emerging, and digital technology has increased the number of opportunities to start a business. There are currently over 62 million SMEs (Small and Medium-sized Enterprises) in the country. (Cribb, 2013).

## **Development Economics**

Development economics, in general, is a branch of economics concerned with improving the fiscal, economic, and social conditions of developing countries. Development Economics is the study of the forces that contribute to economic development, particularly in developing countries. It investigates the role of decisions made by households, businesses, and governments. Health, education, working conditions, domestic and international policies, and market conditions are all factors considered in development economics, with an emphasis on improving conditions. Development economics is concerned with the development of theories and methods that aid in the formulation of policies and practices that can be implemented on a national or international scale. This could entail reorganizing market incentives or employing mathematical methods such as intertemporal optimization for project analysis, or it could entail a combination of quantitative and qualitative methods. Growth theory, poverty and inequality, human capital, and institutions are all common topics.

## **SMEs**

It is necessary to first define what a subject matter expert (SME) is. According to Olivier Williamson (2005), a company is "an administered organization that ensures the production and/or distribution of goods and services." However, this definition conceals a wide range of size as the legal status. If all businesses form hierarchies, their forms can also vary greatly. As a result, businesses are numerous, diverse, and play an important role."

There are several types of businesses, according to this definition, including very small businesses, SMEs (Small and Medium Enterprises), and large businesses. Small and medium-sized enterprises (SMEs) are a diverse group of businesses that vary in size and degree of reliance. This data relates to the situation of companies at the time they were formed. These small and medium-sized enterprises are owned by poor or wealthy people and operate in a variety of markets (urban or rural, local, national, regional, or international). They are distinguished by the level of skills of their employees, the amount of capital they have, their technicality, and their more or less stated vocation to develop. As a result, the number of employees varies according to national statistical systems. The most common limit is 250 workers.

Table 1: Categories of companies

| Categories | Effective | Figure | Total Assets |
|------------|-----------|--------|--------------|
|------------|-----------|--------|--------------|

|                             |                 |                   |                    |
|-----------------------------|-----------------|-------------------|--------------------|
| Big Business                | Around 2000     | ≤ 1,5 Billion     | 2 Billion          |
| Small and Medium enterprise | ≤ 250 Employees | ≤ 50 Million euro | ≤ 43 millions euro |
| Very Small Business         | ≤ 10 Employees  | ≤ 2 Million       | ≤ 2 Million        |

Sources [https://ec.europa.eu/info/index\\_en](https://ec.europa.eu/info/index_en). (European Commission , 2006 )

As a result, in developed countries, each country is distinguished by its statistical definition. This definition takes into account the workforce, the amount of turnover, and the value of assets, but the most common variable is the "number of employees." Employees should not exceed three hundred (300) people in Japan; one hundred (100) to five hundred (500) in the United States; and two hundred and fifty (250) in the European Union. In France, a sociological dimension is added: SMEs are companies whose owner works and lives solely from this company, i.e. it is a heritage company.

Table 2: Distribution of employment by type of business

|                    |                  | Permanent staff |         |         | Temporary staff |        |         |
|--------------------|------------------|-----------------|---------|---------|-----------------|--------|---------|
| Type of businesses | Total employment | Man             | Women   | Total   | Man             | Women  | Total   |
| Microbusiness      | 413 446          | 231 648         | 139750  | 371 398 | 35 264          | 6 784  | 42 048  |
| SMEs               | 165 417          | 84 089          | 30 685  | 114 774 | 41 539          | 9 104  | 50 643  |
| Big Enterprise     | 174 490          | 89 895          | 53 443  | 143 338 | 19 544          | 11 608 | 31 152  |
| Together           | 753 353          | 405 633         | 223 877 | 629 510 | 96 347          | 27 496 | 123 843 |

Source: Investigation 2005-INSTAT (Hery, 2019)

In 2004, formal enterprises in Madagascar generated a total turnover of nearly 7,380 billion Ariary and added value of approximately 4,336 billion Ariary, or 58.7 percent of their output. Furthermore, a company has an average turnover of 35 million Ariary. In general, the variation in turnover and value added is influenced by the size of the company. The number of SMEs/SMIs was estimated to be 3.5 percent of the total, and they generated 41 percent of total turnover and 42.9 percent of total added value. A company of this type generated 413 million Ariary in sales on average, with 61.5 percent added value<sup>1</sup>.

## **SMEs Handicraft in Madagascar**

SMEs in developing countries such as Africa are now loading and expanding. Small and medium-sized enterprises (SMEs) are defined as "any agricultural, commercial, industrial, or service enterprise that has progressed from the artisanal stage and an individual enterprise structure to have a certain number of employees more or less tall." During an examination of the existing literature, it was discovered that there are numerous definitions of SMEs in Madagascar. The following proposition has been adopted and is still in use today. A company is classified as a SME if it meets either of the following two criteria, regardless of its industry:

- Permanent workforce between 5 and 100 employees,
- Total balance sheet between 60 and 600 million Ariary. (GENEVE, 2017)

In the case of Madagascar, SMEs Handicraft will thus face a number of challenges, particularly within countries that are unfavorable to them. For example, political instability has been a major scourge for decades, leading to financial penalties as a result of a series of crises. The difficulties of formalizing, the problems of competition, the work-specific conditions limiting candidates' access to positions On the other hand, the incorporation of SMEs into the phenomenon of globalization will be a valuable asset, allowing the country to compete on both a national and international level by implementing various strategies and diversifying the company's activities and products to meet new growth opportunities.

SMEs account for 95 percent of total businesses in Madagascar, demonstrating their critical role in the economic process; they generate more than 51 percent of jobs without accounting for rural activities and agriculture. The contribution of Malagasy SMEs as job creators, wealth creators, and thus GDP creators is undeniable. However, micro-enterprises continue to be the largest employers in the country (51 percent of jobs in non-agricultural enterprises). The employment breakdown by enterprise size reflects the importance of micro enterprises in the national economy. It also demonstrates that there is a significant disparity between the three business classes: large businesses account for 23.2 percent of the working population, small and medium-sized businesses account for 22.0 percent, and micro-businesses account for 54.9 percent.

In terms of job contracts, employment in micro-enterprises is more stable than in SMEs and large enterprises. Furthermore, in the latter type of business, the proportion of women is higher in temporary employment because it affects three out of eight people, whereas it is one in six in micro-enterprises, small and medium-sized enterprises, and large and medium-sized enterprises.

Handcrafts have always been an important part of the cultural, social, and economic lives of Malagasy people from all communities; craft activities continue to produce objects used in daily life or as part of traditional or ritual ceremonies, sometimes associated with symbolic values such as rice cultivation, breeding, and worship of the dead and ancestors. The most remarkable aspect, despite the very favorable industrial development, is that the artisanal sector continues to play an important role in the economy and in the daily lives of the people. Craft activity is generally practiced by default in Madagascar. If people are unable to find work due to a lack of knowledge, the Malagasy will turn to artisanal work.

### **SMEs Handicraft in Indonesia**

Indonesia is a large business-friendly country. According to BPS, there are 64 million SMEs in Indonesia, accounting for 99.9% of all businesses operating in the country (Santia, 2020). Indonesia's abundance of SMEs is a paradox. This country is very collectivistic (Hofstede, 2021), but it has the world's highest density of SMEs, only surpassed by Brunei Darussalam, which is geographically much smaller than Indonesia (Hermanus, 2016). SMEs in Malang use technology to grow their businesses and expand their product marketing. "Nowadays, technology is rapidly advancing. As a result, SME actors must experiment with digital marketing. Conventional methods must begin to change in order for the business to grow," said Aufa Zhafiri, Member of Commission B of the East Java DPRD, during a recess activity on Friday (4/2/2022) at Balai RW 12 Plaosan East, Blimbing District, Malang City. He hopes that business actors will be motivated to innovate in order to survive, particularly during the pandemic. "In the past, our parents who sold pecel had to set up a stall." It's a different era now. We are able to sell online. "We don't need a shop anymore; we can make money from home," said the Gerindra faction's young politician.

After the 1997 Asian monetary crisis, when many large companies went bankrupt, the number of SMEs in Indonesia exploded. People must trade in order to survive, and small and medium-sized businesses are one solution. For a time, the Covid-19 pandemic appeared to have brought the world to a halt. People are forced to spend the majority of their time at home due to the implementation of Community Activity Restrictions (PPKM). This has had an impact on the growth of Small and Medium Enterprises (SMEs). The government must make a difficult decision to implement PPKM in order to reduce Covid-19 cases in Indonesia.

Fortunately, Indonesia is home to a plethora of delightfully unique handicrafts and artworks, ranging from furniture, carvings, and home decorations to traditional fabrics, ornaments, and accessories that reflect the characteristics of various regions. Malang is home to numerous handicraft shops, each with its own distinct personality. Handicraft is a type of craft in which people create items with only their hands or simple tools. The items are usually decorative and serve a purpose. These companies, which I have listed above, continue to use only their hands.

## **METHOD**

This is a qualitative study that was carried out in May 2022. The study was carried out in Madagascar and Indonesia. The data were analyzed qualitatively, and the source triangulation technique was used to ensure validity. Source triangulation was carried out by cross-referencing some data obtained from multiple sources in each research, as evidenced by the results of interviews on all research subjects. The researcher analyzed the data obtained from the source or subject in order to produce conclusions and, ultimately, agreement (member check) with the person who is the source of the information. (Moleong, 2012).

## **RESULTS AND DISCUSSION**

Before looking at the results obtained by these handicraft companies, it is critical to note that handicraft companies and enterprises in general have some weaknesses and problems that they must face. The following are some major weaknesses in handicraft companies, particularly in Ambositra and Malang, Indonesia. (Hubert).

### **Problems Faced by Handicraft Companies in Madagascar**

#### **Lack of money**

Money is the main issue for sculptors because they cannot do their work without it. They require funds to purchase basic raw materials and raw materials. It is not surprising that the majority of artisans are impoverished. More than half of the artisans report working: 67.8 percent of them. (INSTAT). According to the preliminary analysis, the sculptors' most frequently mentioned problem is a lack of funds.

#### **Trade route problems**

Due to the entrepreneur's lack of funds, they are having some difficulties performing their duties and transporting their products to the capital city, because the majority of their products are also transported to the city. However, there are collectors who bring it there, but they already profit from the goods they bring. As a result, true artisans receive little monetary compensation for their efforts. Middlemen, on the other hand, exist in the local area and benefit greatly from the work of artisans. Export taxes are also very high for those who export abroad.

### **Lack of raw materials**

Raw materials are scarce due to the government's protection of forest laws and the smuggling of raw materials abroad. Most artisans, such as Art de Madagascar, use basic materials such as wood, but government restrictions are a significant barrier for them (Ramambazafy, 2019). A bush fire is another factor that makes materials difficult to find for business owners; the forest has been burned, and they are having difficulty obtaining high-quality materials.

### **The quality control system**

The craftsman is chastised for not delivering consistent product quality: the results do not match the samples that were initially presented. Most people are more concerned with quantity than with quality. It is difficult for artisans to guarantee their material supplies. There are few suppliers, and they are not always dependable. The supply is also affected by the degree of isolation and varies depending on the materials. There are materials that are subject to regulations (such as wood, forest accessory products, stones, crocodile skins, and so on) that limit the number of collectors.

### **Learning and Training**

Despite Malagasy artisans' natural talents, it is widely acknowledged that they lack the knowledge and technical skills required to produce sufficiently finished works for foreign markets and, to a lesser extent, tourists. The primary issue in this learning and training is undoubtedly funding. Companies may also fail to prioritize training and learning as part of their funding, instead focusing solely on work completed and operations.

### **Lack of materials and use of technology**

Most handcraft businesses are now transitioning from the traditional to the digital world and technology. However, it appears that machine and technology use is not yet prevalent in less developed countries. In this case, most of the artisans completely use their own hands to create a single product, which is not the case in developed countries. The availability of modern machines and materials will allow the company to produce more products in a single day. In the absence of machines, production will take longer, and many human resources will be required as the company's main brain. Lack of technological use appears to be a barrier to creativity and innovation in Madagascar's handcraft sectors.

### **Problems Faced By Indonesian Handicraft SMEs**

#### **Lack of funding**

Budgets are typically created by businesses prior to the start of a fiscal year based on various financial and economic factors. Creating a budget can be difficult enough. When the challenges of funding a full-fledged business are factored in, the process can become extremely complicated. Even after a budget is created, many factors can cause a deviation from the company budget. Budgeting is extremely difficult for new businesses.

#### **Point of sale problem**

According to my survey of these small business owners, they have a sales problem; they don't have a store yet, but they are still trying to sell the product through the network – online via Instagram.

#### **Problem of missing employees**

The surveyed business owners do not yet have employees and work alone to produce high-quality goods. The problem of missing employees is common to all SMEs handicraft in Indonesia, particularly in Malang, because they are almost all self-employed, so the only workers are friends or family. As a result, there is a shortage of employment because they are underpaid. On the other hand, if they have too many orders from customers, this problem causes delays in most finished work.

Based on the problems mentioned above, central or local governments take the initiative to support handcraft enterprises. Specifically, in the city of Ambositra, because the majority of the

local people live from artisanal work, Ambositra is known as Madagascar's capital city of handcraft, attracting many tourists and visitors. And the Malay people are almost entirely reliant on genuine job creation, including SMEs in handicraft.

In addition to the problems faced by businesses in Madagascar, small entrepreneurs have proposed solutions such as improved craft facilities and access to equipment. Building a workspace or Atelier in general for those who work from home. They should also construct open-plan workplaces in order to boost productivity. Efforts should be made to improve this workplace, such as standardizing the space and utilizing sophisticated equipment such as wood cutting machines. Allowing producers to sell and export their handicrafts to the capital is critical. Foreigners are the primary buyers of Malagasy handicrafts, so if they are prohibited, artisans will suffer financial losses.

Concerning raw materials It is critical to address the issue of raw material access: preventing deforestation makes it difficult for artisans to obtain raw materials. Forest exploitation should be regulated in order to supply them with raw materials. As a result, artisans are granted a forest license to carry out their work.

There are also some solutions from officials involved in the craft issue to support small handcraft enterprises. First Deputies have a lot of power as the government's representative in Ambositra, which is why they come up with the following solutions. Organizing an event is critical in the field of handicrafts because it helps to identify artisans and their products. It is displayed in the form of a handicraft exhibition. This exhibition has many advantages, including income for the artisans. (Emilie, 2019 )

The Regional Director of Water and Forests also suggested that the only solution to the craft is to plant trees; when you plant trees, the number of trees grows, ensuring that raw materials are always available. This plantation has an impact on those who use wood products.

The Regional Director of Tourism and Crafts in Ambositra also suggested that SMEs be grouped into organizations because grouping allows them to obtain good tools, gain a quick market share, and finally gain training. In order to attract visitors to Madagascar, SMEs should also have a website. It will also enable them to sell directly to customers. A website is a way to connect with people all over the world and make communication easier.

In order to maximize productivity and sales, the tourism and artisanal ministers provided training for representatives from crafts SMEs. These representatives can then share and educate

each member of the small companies, allowing them to be productive in accordance with the company's goals. Taxes, levies, and social charges are also reduced or postponed by the government (29.6 percent).

Looking specifically at Indonesia, these SMEs in the handicraft industry face similar challenges. In relation to the point of sale problem, business owners have decided to facilitate the sale despite the problems faced by the companies. They do not focus too much on the problem, but they are able to take quick action, such as creating special pages on the network that bear the names of the companies such as Facebook, Instagram, Whatsapp, and so on. In the case of social media, these companies must do whatever it takes to entice network users to buy their products. To properly produce the image, they must have a good and clear photo camera. The most tried and true solution is to have a large number of friends so that they can advertise their products to them, and the friends who have already purchased will most likely advertise the products to their friends as well.

Next, there are numerous issues caused by a lack of funds, which is the primary reason why a business grows so quickly. According to the survey, business owners did not stop focusing on the problem, but they always looked for a solution to keep the business running, and the knowledge of friends assisted them. Friends assisted them in purchasing raw materials because the funds were required to do so. Not to mention the businesses. (Handicraft company, 2022)

In response to the problem of missing employees, the company decided to complete the work on time; there is not as much rest as employees in other companies, but as long as they do not feel tired, they always work to finalize the order.

There is no doubt about Indonesian artisans' abilities. They are extremely skilled at producing high-quality wood products. As a result, the Indonesian government plays a critical role in the development of the crafts industry. So far, the government has taken serious action by conducting technology research for the development of crafts products. IPTEKDA-LIPI collaborated with local universities near industrial centers on this initiative (e.g. IPTEKDA-LIPI & March Eleven University-Surakarta). The goals of such actions are to improve product quality, diversify product offerings, and learn how to market the product directly abroad. Aside from technology research, the Indonesian government, through its local council, is educating many SMEs through training and mentoring. It is expected that by doing so, craftsmen and SMEs will have enough tools to produce export quality products from raw materials, understand the

importance of business records and bookkeeping, and craftsmen are aware of the importance of design development and product quality control. Not only does the Indonesian government prioritize product development, but it also prioritizes raw material resources. The signing of the Bali Declaration was a significant step toward combating illegal logging. This action is part of the Indonesian government's responsibility to keep the world greener and safer. The Indonesian government recognizes that the ongoing destruction of the world's forests is too frequently viewed as a purely environmental issue, and that many people around the world misunderstand the forces driving this destruction. As a result, the Indonesian government recommends that all industries related to craft products obtain eco-label certification to ensure that logs are obtained legally and that our forests remain green. Lembaga Ekolabel Indonesia (LEI), or the Indonesian Eco-label Institute, was renamed LEI-CBO, or Constituent Based Organization, in October 2004. To popularize the ecolabel program, the government conducts capacity-building programs for certification bodies, evaluators, accreditation personnel, and testing laboratories, as well as obtaining technical assistance from GEN or other eco-labeling programs. More efforts have been made by the government to help crafts SMEs grow and develop more steadily, such as marketing coaching for export activity related to crafts products. The Indonesian government also assists SMEs in promoting their products both locally and internationally through national expos such as Trade Expo Indonesia (TEI) and the Indonesian Trade Promotion Center (ITPC). However, more effort is required to ensure that the crafts industry grows steadily. (The art of wood, 2009)

## CONCLUSION

In conclusion, we have seen that SMEs Handicraft play a critical role in every country's economic development process. There are numerous factors that influence a country's economic growth; SMEs are among the most important factors to consider when it comes to economic development in any country. SMEs play an important role in job creation and economic growth because they contribute to the creation of wealth and employment. Indeed, they limit the country's ability to develop due to a number of peculiarities, characteristics that are unique to it. Some obstacles, however, must be overcome in the short term, while others must be overcome in the medium and long term so that they can fully exercise their role and ensure economic development. In the case of Madagascar and Indonesia, SMEs will face a number of challenges, particularly within countries that are unfavorable to them. Handcraft is a type of SMEs that has a significant

presence in both countries; it serves many functions and is classified as a source of revenue for the government, specifically for tourism attractions. The city of Ambositra is well known as Madagascar's handicraft capital, with artisanal work providing a living for the majority of the locals. Malang SMEs Handicraft use technology to grow their businesses and expand their product marketing. "Nowadays, technology is advancing at a rapid pace. Indonesia is home to a plethora of delightfully unique handicrafts and artworks, ranging from furniture, carvings, and home decorations to traditional fabrics, ornaments, and accessories that represent the characteristics of various businesses. All of these businesses are SMEs that operate and sell a variety of products such as decoration, fashion, clothing, and woodcraft. Every craft small business faces challenges, beginning with basic needs such as raw materials, funding, insufficient learning and training, and a trade route that is not suitable for the company's needs. Faced with these issues, crafts SMEs band together to request government assistance. They also decided to hold an exhibition to introduce themselves, including who they are and what products they manufacture and sell. Because the central or local government recognizes that crafts SMEs play critical roles in creating jobs, growing the national economy, and attracting more tourists and visitors from abroad, they are constantly doing their part and playing their roles in order to develop support crafts.

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