AI Basics
for PNG SMEs

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Table of Contents

Our Intention

South Pacific Futures is an AI agency working across the Pacific, supporting organisations, communities, and businesses to thrive in the fast changing digital world. Our mission is simple: to make powerful AI workflows and tools accessible, practical, and useful for everyday people, especially PNG SMEs. This is the first handbook of 3!

We understand the challenges small businesses face: limited time, high workloads, and the pressure to compete in a modern digital marketplace. That's why we created this handbook to give you clear, simple guidance on how AI can become a reliable helper in your business.

Whether you run a trade store, a service company, a PMV, a market stall, or an emerging startup, AI can help you work smarter, communicate better, and grow stronger.

This guide is our commitment to helping small to medium PNG businesses step confidently into the age of AI with tools, knowledge, and support designed for our region.

INTRODUCTION

Small and medium enterprises in Papua New Guinea are operating in an increasingly digital world. Today, business happens not just in offices, markets, workshops and trade stores, but also across WhatsApp, Facebook, email, mobile banking, and online communication. In this digital environment, Artificial Intelligence (AI) has become one of the most practical tools available to support everyday business operations. This guide has been created to introduce you to AI, in a simple, step-by-step way, showing you what it is, how it works, and how it can directly benefit your business.

Think of an AI or Large Language Model (LLM) as a smart business assistant that is available to you 24 hours a day, 7 days a week. It can help you write emails, create quotes, prepare Facebook posts, plan your work, draft documents, translate information, summarise reports, and save significant time. The goal of this handbook is to equip PNG SMEs with the basic skills to use AI confidently and effectively so you can improve communication, operate more efficiently, and compete in a fast-changing digital economy.

Why AI

Why PNG Small Businesses Should Use AI?

PNG small businesses are some of the most hardworking and resourceful in the world.

Many SMEs operate with:

- Limited staff
- One person handling many roles
- Long working hours
- Customers expecting fast replies
- Communication across English, Tok Pisin, and local languages

At the same time, digital communication is no longer optional. Customers now expect businesses to respond through:

- WhatsApp
- Facebook
- SMS
- Email

Artificial Intelligence (AI) helps PNG SMEs keep up without needing extra staff or extra hours.

AI does not replace business owners.

It supports them.

Think of AI as a digital wokboi or wokmeri for writing, thinking, and organising tasks.

Common AI Tools

When people talk about AI, they often mention different tools or names. These are usually Large Language Models (LLMs). An LLM is a type of AI trained to understand and generate text.

Here are the most common ones you may hear about:

➡ **ChatGPT (by OpenAI)**. The most widely used AI writing assistant

Very good for:
- Emails
- Quotes
- Facebook posts
- Translation
- Explaining documents

➡ **Google Gemini**
- AI tool made by Google
- Works well with:
  - Gmail
  - Google Docs
  - Google Search

➡ **Microsoft Copilot**
- Built into Microsoft Word, Excel, and Outlook

➡ **Claude (by Anthropic)**
- Known for clear, careful writing and coding!

All these tools work in a similar way.

They:
- Follow your instructions
- Improve when you give clear prompts
- Make mistakes if instructions are unclear
- Do not understand your business unless you explain it

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What Is an AI/LLM

Artificial Intelligence (or AI) is simply a tool that helps you think, write, plan, and organise your business work more quickly. A Large Language Model (LLM) like ChatGPT has been trained to understand and create language, which means it can assist with almost any task that involves words: writing, explaining, translating, summarising, planning and even solving small business problems.

Think of it like a business assistant who never gets tired. It can help you draft emails, prepare quotes, write Facebook posts, fix your grammar, explain difficult documents, or create quick business ideas. But just like a real assistant, it works best when you give clear instructions.

Em olsem wanpela wokboi o wokmeri, husat save long rait, tingting, mekim tok klia, tasol yu mas givim klia tok pastaim.

If you tell your worker, "Go sort out the storeroom," they may not know exactly what you want.

But if you say:

- "Put all cement on this side,"
- "Check if roofing iron sizes match,"
- "Write a list of what stock is low,"

they perform better.

AI works exactly the same way.

The clearer your instruction, the better the result.

➡️ **Why It Matters for PNG SMEs**

PNG small businesses often deal with:
- Limited staff
- High workload
- Time pressure
- Many roles handled by one person
- Customers expecting quick replies
- Communication across English, Tok Pisin, and local languages

AI helps you overcome these challenges by acting as a reliable, always-available helper.

➡️ **What AI Can Do for You (Practical, Everyday Examples)**

- Write or clean up emails
- Make price lists or quotes
- Summarise long WhatsApp messages
- Translate between Tok Pisin and English
- Create Facebook posts for new stock
- Draft business profiles
- Write short reports
- Correct spelling and grammar
- Make your communication more professional

You stay fully in control. AI just supports your work.
It saves time, saves money, and reduces stress by handling the "thinking and writing work" that normally slows people down.

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Stori-Stori

Meet Anna, a small retail store owner inside Unity Mall, Port Moresby. Every morning, before customers arrive, she spends almost an hour:

- replying to customer messages,
- rewriting supplier emails,
- preparing small quotes,
- and trying to create Facebook posts to promote new stock.

English isn't her first language, and sometimes she worries her messages sound "too direct" or "not professional enough." By lunchtime, she already feels tired, and she still hasn't checked inventory or followed up on stock tasks.

One afternoon, her niece visits the shop and shows her ChatGPT.

Anna gives it a try.
She types:
"Act as a retail shop manager. Write a friendly Facebook post about new handbags arriving today."

Within seconds, the AI produces a clear, warm message, better than the one she normally spends 10–15 minutes trying to write. Encouraged, she tries again:

"Translate this into simple English and Tok Pisin."

Then:
"Draft a polite email to my supplier about late delivery."
Suddenly the work that normally takes her nearly an hour is done in five minutes.

- Her stress drops.
- Her customer replies become faster.
- Her business communication looks more professional.

By the end of the week, Anna realises something important:

AI didn't replace her, it supported her.

It made the writing, planning, and thinking tasks easier. It freed her to focus on the real work of running her shop:

- serving customers, restocking shelves, and growing her business.

And just like Anna, every PNG SME can experience this same benefit. AI won't run your business for you but it gives you a helper that's always available, always fast, and always ready to support your work.

Yusim strong bilong AI, na bisnis bilong yu bai lukim bigpla senis!

Safety Tips for PNG Businesses

Why Safety Matters? AI tools like ChatGPT are powerful and helpful, but they are not perfect.

Just like you would check a staff member's work before sending it to a customer, you must also check AI output.

These simple safety steps protect your business, your customers, and your reputation

Always do these 4 things

1. Check the Output Before You Send It

AI sometimes guesses or fills gaps.

Before you hit "send," read the message carefully.

Look for:

- Numbers or dates that might be wrong
- Business names that don't match
- Overly strong promises

Misunderstandings of your request.

Your eyes are the final quality check.

SAFETY FIRST

2. Avoid Sharing Sensitive Personal Data

Only share the information needed for the task.

Avoid putting into AI:
- Client personal details
- Employee information
- Health records
- Private family information

This protects you and protects your customers.

3. NEVER Share These Items With AI

These must never be typed into ChatGPT:
- Bank statements
- Passwords or login details
- PIN numbers
- NID numbers
- Tax file or payroll data
- Confidential legal documents

4. Use AI to Support Your Decisions ...Not Replace Them

AI is a helper, not the boss. It can draft, explain, translate, and guide...but it cannot replace:

- Your experience
- Your cultural understanding
- Your business judgement
- Your knowledge of your community

Treat AI like a smart assistant, not a decision-maker.

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Stori-Stori

Anna (Unity Mall shop owner) asks AI to draft a promotional message.

Before posting, she checks:
- Are the prices correct?
- Is the product name right?

Is the message clear and suitable for her local customers?
(Simple English/Tok Pisin is often better for her audience.)
Does the post avoid mentioning anything she doesn't want public?
(Like supplier delays, stock quantities, or private issues.)She edits one sentence, then posts it.

That is smart, safe AI use.

IF UNSURE EDIT OR DELETE INFORMATION

Before pressing "enter," ask yourself:

"Does AI really need this information to complete the job?"

If the answer is no, remove it.

📌 **PNG SME SAFETY SUMMARY**

✓ Check everything
✓ Protect personal data
✓ Don't share financial details
✓ Keep control of decisions
✓ Use AI for support, not sensitive work

SAFETY FIRST

The Most Important Skill: How to Ask a Good Prompt

Why prompts matter: Clear instructions give clear answers.

Short or unclear instructions make the AI guess, and the results won't be as useful.

A prompt is simply the message you give the AI.

Think of it like giving directions to a new staff member: the clearer you are, the better they perform.

To keep things simple for SMEs across PNG, we teach one easy method:

A Helpful prompt Method for PNG SME's:

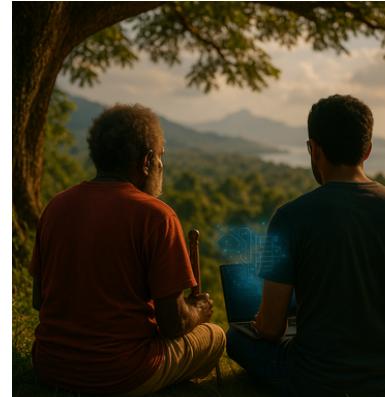**ROLE → TASK → TONE → DETAILS → OUTPUT STYLE**

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The Smart SME Prompt Blueprint

Role → Task → Tone → Details → Output Style

This structure gives you clearer answers with less back-and-forth. It works for business, trade stores, PMVs, catering, wholesale, tourism, security, and more.

The Smart SME Prompt Blueprint is a simple, 5-step structure that helps small business owners tell AI exactly what they want. It works for all kinds of tasks, writing emails, preparing quotes, fixing English, translating to Tok Pisin, drafting policies, creating Facebook posts, and more.

This blueprint is designed so you can copy, reuse, and apply it across any business scenario.

 Why the Smart SME Prompt Blueprint Matters

PNG SMEs often face:

- Limited time
- High workload
- English as a second/third language
- Pressure to communicate professionally
- Slow or inconsistent writing

This prompt blueprint removes guesswork and helps AI understand your request fully.

The Smart SME Prompt Blueprint

Let's break it down:

→ 1. Role : Who Should the AI Pretend to Be?

- Act as a [type of expert].

→ 2. Task: What Job Do You Want Done?

- Please help me [describe exactly what job you want done].

→ 3. Tone: How Should It Sound?

- Use a [friendly / simple / professional / Tok Pisin] tone.

→ 4. Details: What Information Does the AI Need?

- **E.g** Here is the information you need:
  - [Insert details]
  - [Insert text]
  - [Insert price list, background, or customer info]

→ 5. Output Style: How Should the Answer Look?

- Give the result in [email format / bullet points / Facebook post style / short paragraph].

Stori-Stori

Why a Good Prompt Matters

Mary runs a small catering business at Koki Market. She often struggles to reply to customers, send quotes, and write messages that sound clean and professional.

One day, her nephew teaches her one thing:

"Aunty, you must use a proper prompt."

Mary tries the Smart SME Prompt Blueprint:

1. **Role**: "Act as my business assistant for a catering service."
2. **Task**: "Create a quote for a birthday order."
3. **Tone**: "Friendly and simple English."
4. **Details**: 25 people, chicken + rice + salad, soft drinks, price, delivery time.
5. **Output Style**: "Short email format."

Within seconds, she receives a clean, professional quote, ready to send.

By the end of the week:
- Her replies are faster
- Her customers compliment her communication
- She saves hours of work
- She feels more confident running her business

Mary learns one big lesson:

AI doesn't replace her...it supports her.
But only when she gives clear instructions.

Why the Smart SME Prompt Blueprint Matters

The Smart SME Prompt Blueprint is a simple, 5-step structure that helps small business owners tell AI exactly what they want. It works for all kinds of tasks, writing emails, preparing quotes, fixing English, translating to Tok Pisin, drafting policies, creating Facebook posts, and more.

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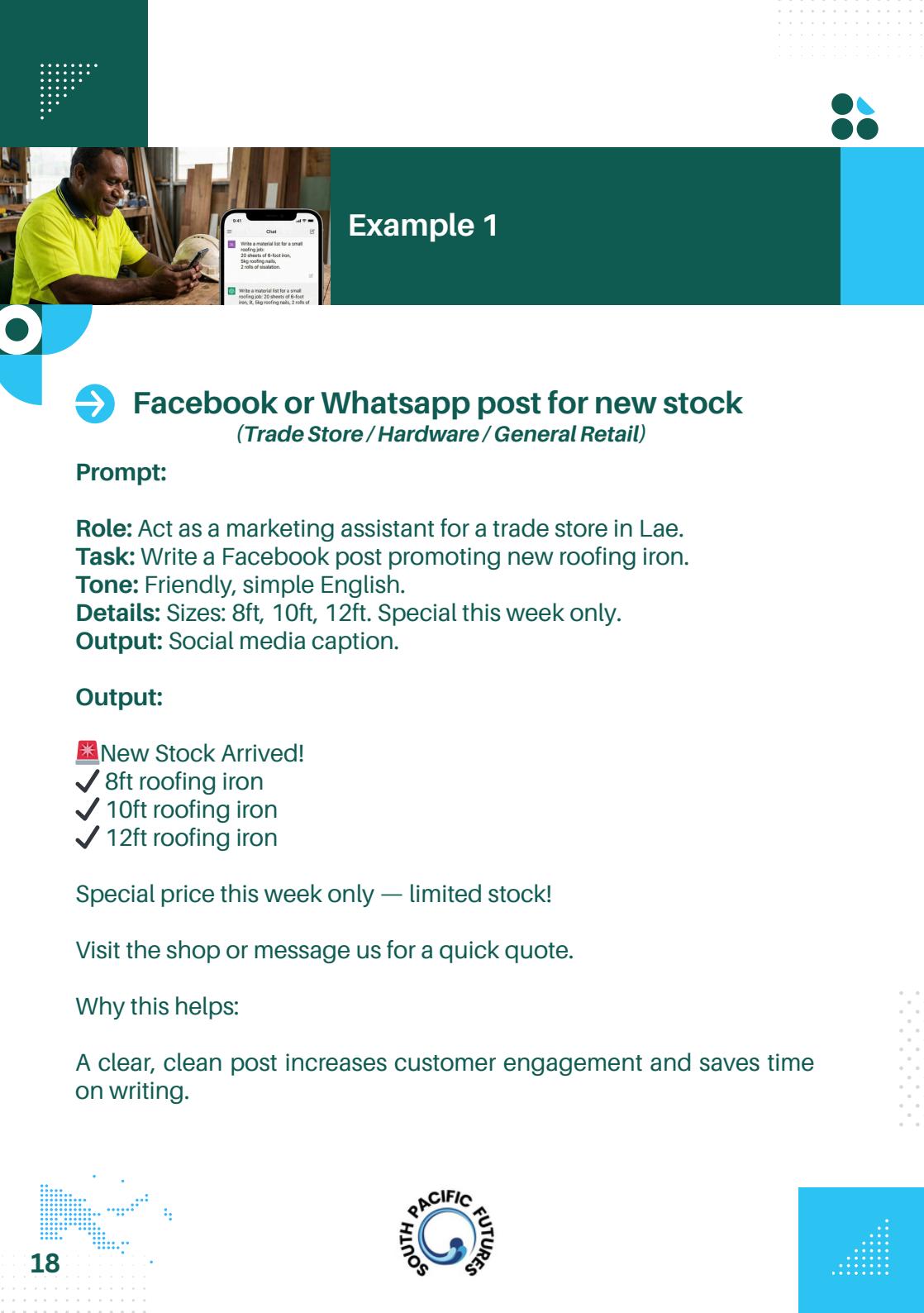
Real PNG Small Business Examples

This section shows real, practical examples of how PNG small businesses can use AI every day. Whether you run a trade store, a security firm, a small retail shop, or operate as a sole trader, these examples demonstrate how AI can help you write better messages, improve your English, prepare quotes, create Facebook posts, and communicate professionally with customers and suppliers. Each prompt follows the Smart SME Prompt Blueprint, making it easy for you to copy, adjust, and use immediately in your own business.

➔ This section is designed for:

- Trade stores
- Small shops & retail
- Security firms
- SMEs & sole traders
- Service providers
- Market vendors moving into digital sales

Each example uses the Smart SME Prompt Blueprint, so readers can copy, modify, and reuse these prompts for their own business.

Example 1

➡️ Facebook or Whatsapp post for new stock
(Trade Store / Hardware / General Retail)

Prompt:

Role: Act as a marketing assistant for a trade store in Lae.
Task: Write a Facebook post promoting new roofing iron.
Tone: Friendly, simple English.
Details: Sizes: 8ft, 10ft, 12ft. Special this week only.
Output: Social media caption.

Output:

🚨New Stock Arrived!
✔️ 8ft roofing iron
✔️ 10ft roofing iron
✔️ 12ft roofing iron

Special price this week only — limited stock!

Visit the shop or message us for a quick quote.

Why this helps:

A clear, clean post increases customer engagement and saves time on writing.

Example 2

Professional Quote Email
(Security Company / Office Admin / Service Provider)

Prompt:

Role: Act as an office administrator.
Task: Write a polite email sending a quote for security services.
Tone: Professional and respectful.
Details: Quote attached. Night guards, 7 days/week.
Output: Email format.

Output:

Good afternoon,
Please find attached our quote for night guard services, operating 7 days per week.

If you need any changes or would like to discuss further, we are happy to assist.

Thank you for considering our services.
Kind regards,
[Your Name]

Why this helps:
Many SMEs struggle with formal writing. AI produces professional communication in seconds.

Example 3

➡ **Customer Update Message (PMV or Taxi Service)**
(PMV owners, taxi drivers, shuttle services)

Prompt:

Role: Act as a customer service assistant for a PMV/taxi business.
Task: Write a message updating customers about today's timing and pick-up information.
Tone: Friendly and clear.
Details: PMV Route 9. Delayed 20 minutes due to traffic at Waigani. Normal schedule resumes after 10am.
Output: SMS/WhatsApp message.

Output:

 Good morning, everyone.

Our Route 9 PMV is running 20 minutes late this morning due to traffic at Waigani. We expect to return to the normal schedule after 10am.

Thank you for your understanding, and please travel safely.
Why this helps:

PMV and taxi operators can send professional, consistent updates to passengers, helping build trust, reduce confusion, and improve customer relationships.

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Everyday Tasks PNG SMEs Can Use AI For

This section shows SMEs exactly what they can use AI for today. These are real, practical jobs that almost every PNG business deals with every week.

AI helps you save time and reduces stress by taking care of the small writing and thinking tasks, so you can focus on running your business.

1. Marketing & Communication
AI can help your business look professional online and in printed materials.

You can use AI to:

- Facebook posts
- (New stock, price updates, promotions, opening hours)
- WhatsApp promotions
- (Short messages to customers, group announcements)
- Flyers, posters & announcements
- (For sales, events, new services)

Quick Example:

"Act as a marketing assistant. Write a Facebook post announcing new phones now in stock. Keep it simple."

2. Admin & Operations

These are the everyday tasks that take time, AI makes them faster.
AI can help you with:

- Writing emails
    - (To suppliers, customers, partners, staff)

- Drafting quotes & invoices
    - (Professional wording, clean format)

- Summaries of meetings
    - (Upload notes → AI writes a clear summary)

- Rewriting messages
    - (Turn rough or long messages into simple English or Tok Pisin)

Quick Example:

"Rewrite this in simple English and Tok Pisin for my staff meeting."

"Act as a executive assistant. Write out the minutes of this meeting based on my notes. Keep it simple."

3. Finance (Basic, Non-Sensitive Tasks Only)

AI CANNOT replace an accountant, but it can help with simple, non-confidential documents.

Useful for:

- Simple cashflow summaries
  - (E.g., "Summarise these weekly numbers in a clean table.")

- Price list creation
  - (Turn rough notes into a clean list for customers)

- Budget templates
  - (AI can create a weekly or monthly budget layout for your business)

Important:

DO NOT upload bank statements or confidential financial documents. Only give AI non-sensitive numbers that you are comfortable sharing.

"Act as a small business admin assistant.

Task: Summarise my weekly cashflow numbers into a simple table.

Tone: Clear and professional."

4. Training & HR

AI is very helpful for small teams and growing businesses.
Useful for:

- Job descriptions
    - (Clear, professional responsibilities & requirements)

- Interview questions
    - (Tailored to the role you're hiring for)

- Workplace policy drafts
    - (Social media policy, leave policy, safety guidelines, code of conduct)

Quick Example:

"Act as an HR manager. Write a job description for a retail shop assistant at Vision City.**"**

🎯 **Why This Matters for PNG SMEs**

Most small businesses in PNG do not have:

- A dedicated marketing person
- A full admin or HR team
- A trained writer
- Someone who can quickly prepare documents

AI fills this gap by acting like a 24/7 assistant who helps with writing, planning, and communication without needing extra staff.
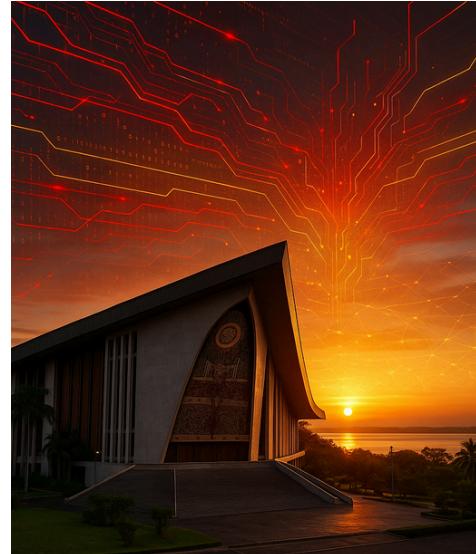
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THANK YOU

To every PNG small business owner, entrepreneur, and hardworking SME leader thank you for taking the time to learn, grow, and explore new tools that can strengthen your business.

This handbook was created to support you as you navigate the digital world and discover how AI can help you:

- Save time
- Improve communication
- Grow your customer base
- Strengthen your operations
- Build confidence in digital tools

At South Pacific Futures, our mission is simple:

To empower people with the knowledge, technology, and opportunities needed to thrive in a changing world. Whether you run a trade store, a PMV, a small retail shop, a security firm, a family business, or you're just starting out, we believe in your potential and your future.

Yumi wokim gutpela bisnis long future.

With respect,
South Pacific Futures Team
Supporting PNG innovation, one SME at a time!

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