 

**Farmer to Farmer East Africa**

**Volunteer Assignment Scope of Work**

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| **Summary Information** | |
| Country | Kenya |
| Assignment Code | KE126 |
| Country Project | Horticulture Country Project |
| Host Organization | Sweet n Dried Enterprises |
| Assignment Title | Marketing strategy development and a hands-on support in a marketing campaign for Sweet n Dried |
| Assignment preferred dates | November 30th – 15th December 2017 |
| Type of volunteer assistance: | Business Development (E) |
| Type of value chain activity: | Marketing (M) |
| Assignment objective | * Develop an effective strategic marketing plan to increase processed and packaged produce sales. * To develop a marketing campaign plan and participate in its initial activities |
| Desired volunteer skills/ expertise | 1. Post graduate training in Marketing & Vast experience in marketing |

1. **BACKGROUND**

Sweet ‘N’ Dried enterprise is a cottage industry based in Tharaka Nithi County and registered under the registration of business names Act established in 2009. It deals with value addition of local indigenous foods and fruits such as bananas, mangoes, arrowroots, pumpkin and sweet potatoes. The production facility is located on the lower zones of Meru-South Sub-County which is semi-arid and characterized by a favorable climate for the drying process. The region also has few economic activities hence providing a serene environment for the industry. The business engages the local women and youth in order to equip them economically and restore hope and a sense of being. In the long term the company seeks to empower the smallholder farmers, increase school enrollment and enhance household health thus improving the living standards of the community. Sweet N Dried is practically placed to offer and capitalize on evolving need for affordable and decent value added nutritious food products. It is dedicated to building strong partnerships that create new opportunities for healthy living and accelerate growth for business.

Sweet N Dried focuses on drying of foods to increase the shelf life and address post harvest losses.the company has a drying capacity of 10 tonnes per month. dried products such as ripe banana flakes, mango flakes and flours from green banana, sweet potato, arrowroot and pumpkin. The company received CRS F2F technical volunteer expertise in development of nutritious products through natural fortification of sorghum and millet flour using dried mangoes, bananas and arrow and has made significant strides towards development of quality products. Sweet n dried is currently focusing on three lines dried fruits, dried vegetables and fortified flours. The company later received technical volunteer experts on developing electronic accounting system and business plan development to satisfy its needs.

1. **ISSUE DESCRIPTION**

Sweet N Dried is in the process of completing construction of a new processing facility to meet its growing demand for nutritious products and hence expand its business. However, an assessment of the organizational capacity for this company revealed some gaps in the marketing skills, both at the management and employee level. These gaps would inhibit the company from realizing its mission of providing diversified nutritious food products to different customer segments in Kenya and beyond. Consequently, the company has requested CRS for a F2F volunteer expert on marketing to facilitate the enterprise on development of an effective strategic marketing plan to increase processed and packaged produce sales.

As is the case with many new products in the market in Kenya, Sweet n Dried mango slices’ brand movement from the factory has been slow. This could be attributed to a couple of factors among them being that the company does not have trained marketers and relies on the directors and contracted young women to undertake marketing. Lack of a clear marketing strategy as well as the absence of a marketing campaign plan have also conspired to make the going rather bumpy. The marketing expert will train Sweet n Dried staff on marketing, conduct a marketing survey and develop a marketing strategy. He/She will also come up with a marketing campaign plan and roll out its implementation by participating in its initial activities as a marketing coach.

This assignment is geared towards boosting sales and ultimately, the income levels of the company and local farmers who supply mangoes to the company.

1. **OBJECTIVES OF THE ASSIGNMENT**

The main objective of this assignment is to boost sales of Sweet n Dried mango slices brand and other products.

Specifically, the volunteer expert will perform the following tasks;

1. Train Sweet n Dried Directors and staff on marketing
2. Conduct a comprehensive market survey
3. Develop a marketing strategy
4. Develop a marketing campaign plan
5. Linkage with potential local markets
6. Roll out the marketing campaign plan as a marketing coach

Additionally, the volunteer will review the company’s supply chain management and their systems design

**Host contribution** – Sweet N Dried management will be available during the entire assignment. The directors will be available for the training on addition to working closely with the volunteer, during the preparations and actual trainings. The company will provide local transport to the volunteer during the assignment.

1. **ANTICIPATED RESULTS FROM THE ASSIGNMENT**

The anticipated deliverables include:

* Trainings conducted and people trained
* A marketing survey conducted
* A marketing strategy developed
* A marketing campaign plan developed
* Initial activities of the marketing campaign implemented
* Assignment related photos
* End of assignment Presentation to Sweet n Dried and key stakeholders
* Debriefing with USAID and in country group presentations after assignment
* Field trip report
* Outreach activity or a press release and a media event back in US

1. **SCHEDULE OF VOLUNTEER ACTIVITIES IN KENYA**

A detailed schedule of planned activities will be developed with F2F, Sweet n Dried Directors and volunteer once identified. The assignment duration is however estimated at two weeks

# DESIRABLE VOLUNTEER SKILLS

The volunteer must have the following qualifications and competencies:

* Post graduate qualifications in marketing or a related field
* Minimum of 10 years of experience in senior marketing positions.
* Experience in conducting market surveys
* Experience in developing marketing strategies for new products
* Experience in developing marketing campaign plans
* Hands on experience in implementing marketing campaigns
* Willingness and ability to spearhead a short marketing campaign
* Excellent writing and communications skills in English
* Excellent analytical skills as well as data presentation skills;
* Ability to communicate clearly and effectively with non-native English speakers;
* Excellent hands-on training skills to an adult audience is necessary
* Ability to work in a multi-cultural environment and be sensitive to foreign culture;
* Good interpersonal skills

1. **ACCOMMODATION AND OTHER IN-COUNTRY LOGISTICS**

While in Nairobi, the volunteer will stay at The **Zehneria Portico** 10 Karuna Road, Westlands | P.O. Box 66249-0800 | Nairobi |Website: [www. zehneriahotel.com](http://zehneriahotel.com/); Telephone: +254 731617469/264 | Mobile: +254 733988813 | Email:[reservation@zehneriahotel.com](mailto:reservations@zehneriahotel.com) or any other hotel identified by CRS and communicated to the volunteer prior to arrival. While in Chuka, the volunteer will stay at Kilimo Talii, along Chuka Meru road

CRS will pay for hotel accommodation, and provide volunteer with per diems to cater for meals and other incidentals. The volunteer may get an advance which has to be cleared before departing Kenya. For more information, please refer to country information that will be provided.

**G. RECOMMENDED ASSIGNMENT PREPARATIONS**

* CRS-F2F designs assignments with the assumption of some pre-departure preparation by the volunteer. Actual preparation time will vary based on the experience of the volunteer, as well as informational or training resources the volunteer has readily available. CRS relies on the volunteer to assess the tasks outlined in this SOW and to make his or her own judgment about how much and what kind of preparation is needed prior to arriving in Kenya.
* The volunteer should prepare materials for hand out which can be printed at CRS office in Nairobi before commencement of the assignment. Flip charts, markers, masking tapes can be obtained at CRS offices. Depending on the training venue the volunteer may use a laptop and projector for power point presentations. But if the training venue is in the community, it will be difficult to use PowerPoint.
* CRS strongly recommends that the volunteer become familiar with CRS programs in Kenya, the horticulture project description, other information in the briefing pack before arrival to Kenya

1. **Key Contacts**

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| **CRS Baltimore** | **CRS EA. Regional Office** |
| **Maria Figueroa**  Recruitment Manager  EA Farmer-to-Farmer Program  228 W. Lexington Street  Baltimore, MD 21201  410-951-7366  Email: [maria.figueroa@crs.org](mailto:maria.figueroa@crs.org) | **Nyambura Theuri**  Deputy Project Director  EA Farmer - to-Farmer Program  P.O. Box 49675 – 00100  Nairobi, Kenya  St. Augustine Court Karuna Close Road  Email: [nyambura.theuri@crs.org](mailto:nyambura.theuri@crs.org) |
| **CRS Kenya** | |
| **Gabriel Mbokothe**  Project Director  Farmer-to-Farmer Program  Kenya  Office Tel: +254 20 421 0000, ext. 116  Mobile cell phone +254 733990299  Email: [gabriel.mbokothe@crs.org](mailto:gabriel.mbokothe@crs.org) | **Marcy Trueb**  Head of Programs  CRS Kenya  Office Tel: +254 20 421 0000  Mobile: +254733788850  Email: [Marcy.Trueb@crs.org](mailto:Marcy.Trueb@crs.org) |
| **Peterson Karanja**  Project Coordinator  Farmer-to-Farmer Program  Kenya  Office Tel: +254 02 421 0000,  Email: [Peterson.karanja@crs.org](mailto:Peterson.karanja@crs.org) |  |

**Host**

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| **Mercy Mwende**  Director  Sweet N Dried Enterprises  Tel: +254 723562445  Email**:** : sweetndried@gmail.com |  |