



**To express interest in this assignment, please email  
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**Farmer to Farmer Benin  
 Volunteer Assignment Scope of Work**

Summary Information	
Assignment Code	BJ228
Country	Benin (but the assignment will be in Togo)
Country Project	Flexible
Host Organization	The Savings and Credit Action for the Socio-Economic Development and the Development of Households Cooperative (COOPEC ADESEM)
Type of Volunteer Assistance	<b>Organizational Development (O)</b>
Type of Value Chain Activity	<b>Information and Input support services (S)</b>
Assignment Title	Training on Marketing and support to marketing strategies plan development
Assignment preferred dates	December - January 2019
Objectives of the assignment	<ul style="list-style-type: none"> <li>• Train the COOPEC ADESEM staff on marketing tools and techniques,</li> <li>• Coach the women members of COOPEC ADESEM to draft their marketing strategies plan</li> </ul>
Desired volunteer skill/expertise	<ul style="list-style-type: none"> <li>• Expert in market strategies development and marketing tools and techniques</li> <li>• Relevant experiences in training and coaching on marketing strategies plan development and commercial negotiation,</li> <li>• Practical experience in marketing plan development</li> <li>• Marketing experiences with a microfinance institution is an asset</li> </ul>

	<ul style="list-style-type: none"> <li>• Be used to adult and illiterate people training</li> <li>• Be familiar to participatory approach</li> </ul>
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**A. BACKGROUND**

The Charity Organization for Integral Development (OCDI) at Sokodé in Togo settled the Savings and Credit Action for the Socio-Economic Development and the Development of Households Cooperative (COOPEC ADESEM). This structure was born from the projects of women's promotion of the OCDI. In fact, the OCDI Caritas of Sokodé as part of its program for the promotion of women had a history that began with hygiene and sanitation in households, the promotion of women's rights in rural areas, and the promotion of the financial autonomy of women through credits for production and processing of agricultural products.

In order to perpetuate the achievements of the projects and programs of women's promotion, and to respond to the interpellation of the OCDI by thousands of women beneficiaries of the women's promotion projects to create a structure to shelter them from doubtful structures, the OCDI agreed to reach out to a former microfinance institution called IBAT to comply with the new requirements of the BCEAO. Indeed, IBAT was a microfinance structure in difficulty created since 2006 and which remained at the embryonic stage. This difficulty led it to get closer to the Caritas Sokodé OCDI to avoid the risk of being withdrawn their operation License by the tutelage authorities.

Then, IBAT had been transformed and renamed to become COOPEC ADESEM since May 2019. This structure has its headquarter in Sokodé and wants to be a structure at the service of the Church, which through the OCDI CARITAS SOKODE has agreed to accompany it in its development. Today, COOPEC ADESEM consists of five branches, two service points, and one management.

COOPEC ADESEM is therefore present in 07 localities in the Country that are: Tchebbe and Adjengre (in the prefecture of Sotouboua), Kaboli (in the prefecture of Tchamba), Sokodé (in the prefecture of Tchaoudjo), Bafilo (in the prefecture of Assoli), Bangeli and Kabou (in the Bassar prefecture).

The activities carried out are mainly training and financial service delivering to the members who are legal persons (institution, group, cooperatives, agricultural ... etc.) and natural persons (individuals without distinction of ethnic religion or other consideration). Products are loans supplying, savings collecting, terms and sight deposits, tontine collection, tontine loans ... etc.

**B. ISSUE DESCRIPTION**

As stated above, the members of COOPEC ADESEM are mainly women working in agriculture, agricultural products processing sectors. All of them has established their own business and are carrying out many

production and processing activities. But, COOPEC ADESEM is not well known beyond Sokodé and at the same time, they intend to expand their activities to many other areas and reach many other women. In addition, they need to better sell their products and services by developing. But the staff lack marketing techniques and tools knowledge and they have no marketing plan in place that could help them to improve and expand their activities and maybe help them to develop new products and services.

### **C. OBJECTIVES OF THE ASSIGNMENT**

The main objective of this assignment is to train 42 members of COOPEC ADESEM staff of Sokodé (Togo) on marketing techniques and tools and support them in marketing strategies plan development. The assignment will intend specially to:

- Train the COOPEC ADESEM staff marketing techniques and tools,
- Coach the COOPEC ADESEM staff to draft their marketing strategies plan

### **D. HOST CONTRIBUTION**

The contribution of the COOPEC ADESEM staff to this assignment will consist of mobilizing, supporting the commuting, the lodging and the feeding fees of the participants to the training sessions. In addition, they promises to take in charge the roundtrip commuting of the volunteer from his or her hotel to its headquarter every day.

### **E. ANTICIPATED RESULTS FROM THE ASSIGNMENT**

Through the volunteer technical assistance, the COOPEC ADESEM microfinance institution will set up some clear and relevant marketing strategies that will help them to expand successfully their agencies in many other areas in the country and make their business more profitable and sustainable. In addition, they will make more profits which can be invested to develop new products and services. Their success will help to impact more women in needs and will contribute to empower women and reduce inequity in the country.

### **F. DELIVERABLES**

The deliverables expected from this assignment are the follows:

- The training of 42 members of the COOPEC ADESEM staff on marketing tools and techniques is done,

- The effective coaching of COOPEC ADESEM staff to draft their marketing strategies plan
- Debriefing with USAID and country staff after assignment
- Provide assignment report

#### **G. SCHEDULE OF VOLUNTEER ACTIVITIES IN COUNTRY (DRAFT)**

<b>Day</b>	<b>Activity</b>
Day 1	Travel from home to US international airport
Day 2	Arrival at Benin International Airport, picked up and check in at Livingstone Hotel or Nobila Airport Hotel.
Day 3	At 9.00 am, the volunteer will come to CRS office for introductions and orientations (briefings including host brief), logistics and expectations and anticipated outcomes. Any necessary hand-outs will be prepared at CRS offices and Travel to Togo and Sokodé and check in Hotel Al Heri. CRS Benin F2F team introduces the volunteer to the OCDI Sokodé and the COOPEC ADESEM responsible and the administrative board as well as to the chief of police and to Mayor of the district. The volunteer will review and finalize the work-plan and discuss with them on any other arrangement for the work
Day 4	Make a quick diagnosis to better understand the issues related to COOPEC ADESEM activities
Days 5-6-7-8	Training on marketing techniques and tools
Day 9-10-11	Coaching the participants to draft a marketing strategies plan
Day 12	Wrap up meeting and debriefing with with OCDI Sokodé and COOPEC ADESEM representatives, CRS Benin F2F staff, actions plan and recommendations review and travel back to Cotonou
Day 13	Travel Back to Cotonou
Day 14	Debriefing at CRS office with USAID Mission and CRS staff. Volunteer will finalize his/her reporting at CRS office and fill out all necessary M&E forms as well finalize advances and expenditures with finance
Day 15	Depart for USA

#### **H. DESIRABLE VOLUNTEERS SKILLS**

As described above, the volunteer we are looking for this assignment must have relevant professional skills and practical experiences in Markets and marketing strategies development tools and techniques.

Especially, he or she must be:

- Expert in market strategies development and marketing tools and techniques

- Relevant experiences in training and coaching on market strategies plan development and commercial negotiation,
- Practical experience in marketing plan development
- Marketing experiences with Microfinance Institution is an asset
- Be used to adult people training
- Be familiar to participatory approach

## **I. ACCOMMODATION AND OTHER IN-COUNTRY LOGISTICS**

In Cotonou, the volunteer will stay at Livingstone Hotel or Nobilla Airport Hotel, whereas at Sokodé in Togo, the volunteer will stay at Al Heri Hotel. In Benin, CRS will pay for hotel accommodation. In addition, a local network SIM card will be provided to the volunteer as well as a spare computer if needed at his or her arrival in Cotonou. In Togo, CRS will hire a local translator for the volunteer's work and COOPEC ADESEM will contribute to the volunteer's commuting as well as mobilizing and supporting its staff for the required sessions. Father Jean PIONTEK, the General Secretary of OCDI Sokodé and Mr Louis KOFFETO, the responsible of the COOPEC ADESEM will work closely with the volunteer during the preparations and his/her work, to ensure that the assignment goals are being achieved.

## **J. RECOMMENDED ASSIGNMENT PREPARATIONS**

### **1. Training Materials**

The volunteer should prepare materials for hand out before his arrival which can be printed at CRS office in Benin. Flip charts, markers, masking tapes and projector can be obtained at the CRS offices in case the volunteer wishes to make some illustrations during the sessions.

### **2. Working Environment**

Sokodé is in the Togo Republic and located in the center at about 300km from Lomé, the Capital which is about about 150 km from Cotonou. People there are Muslim (70%) and Christians (30%) but all of them are well involved in endogenous religion. People there speak three mains languages: Kotoli, Ewé and Kabiè. Also, in Sokodé, people are open to collaborate with foreigners.

### **3. Recommended Reading**

The volunteer may read some documents on microfinance markets in Africa and about cashew and soya bean processing activities and sales.

#### 4. Weather Appropriate Clothing

The weather appropriate clothing is light and not dark clothes. In the center of Togo, the weather is a bit hot and humid with some temperatures varying between 23 to 36 Celsius degree. It is also a sunny weather with some rains fall from June.

#### K. KEY CONTACTS

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