



To express interest in this assignment, please email mireille.ngokion@crs.org.

**Farmer to Farmer Benin
Volunteer Assignment Scope of Work**

| Summary Information | |
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| Assignment Code | BJ229 |
| Country | Benin |
| Country Project | Flexi |
| Host Organization | The organization for Sustainable development, reinforcement and self-promotion of community structures (DEDRAS) |
| <i>Type of Volunteer Assistance</i> | Organizational Development (O) |
| <i>Type of Value Chain Activity</i> | Marketing (M) |
| Assignment Title | Market and marketing strategies plan development |
| Assignment preferred dates | January-February 2019 |
| Objectives of the assignment | <ul style="list-style-type: none"> • Train the women pineapple processors on market and marketing strategies development, • Train the women pineapple processors on commercial negotiation, • Coach the women pineapple processors to draft their marketing strategies plan |
| Desired volunteer skill/expertise | <ul style="list-style-type: none"> • Expert in market strategies development and marketing tools and techniques • Relevant experiences in training and coaching on marketing strategies plan development and commercial negotiation, • Practical experience in marketing plan designing • Marketing experiences with processors group is an asset |

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

The Organization for Sustainable Development, Strengthening and Self-Promotion of Community Structures (DEDRAS NGO) is a faith-based organization that has been active since its creation in 1979 by the Union of the Evangelic Churches of Benin (UEEB) in the fight against poverty. It intervenes in several fields including:

- Protection, Education and Sponsorship;
- vocational training and youth employment;
- Development of agricultural sectors and food security;
- Nutrition, community health and reproduction;
- Water, hygiene and sanitation; Humanitarian action and peace

Since 2013, DEDRAS has been running a project to support pineapple producers and processors in the municipalities of Zè, Tori and Toffo. The first two phases were essentially based on the improvement of productivity on the one hand and the structuring of actors in the municipal sector on the other. On the other hand, phase 3 of the project has become more pronounced in the processing value chain. During this phase, 07 artisanal pineapple processing units in juice and cocktail were set up in the three municipalities covered by the project. This units gathered more than 120 women.

B. ISSUE DESCRIPTION

As stated above, the members processing units supported by DEDRAS are mainly women working in pineapple processing value chain. But, the units are facing generally some market and marketing issues that affect greatly the profitability of the activities. Then, they face sometimes high rate of post-harvest losses due to slump and they don't know how to develop some marketing strategies to conquer more and better markets to increase their sales. In addition, they lack knowledge on how to negotiate with some potential customers when they have the opportunity and get a profitable and sustainable market contracts with them. In addition, in Benin, there are many small, medium and even big sizes pineapple juice processors well established and organized since many years now. Nevertheless, the demand is increasing year by year and they just need to develop the relevant strategies to conquer their market part. But most of them lack knowledge on this and they are greatly looking for a technical assistance that can help them to acquire enough knowledge and to draft a relevant plan to perform in marketing activities for their processing units.

C. OBJECTIVES OF THE ASSIGNMENT

The main objective of this assignment is to train some women members of the apple processing units in Zè on marketing and help them to draft a marketing strategies plan. The assignment will intend specially to:

- Train about 36 women on marketing techniques,
- Train them on commercial negotiation,
- Coach the women to draft their marketing strategies plan

D. HOST CONTRIBUTION

The DEDRAS 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 will provide a meeting room and all the required material for the raining session.

E. ANTICIPATED RESULTS FROM THE ASSIGNMENT

Through the volunteer technical assistance, the processing units will set up some clear and relevant marketing strategies that will help them to find more profitable markets and make their businesses more sustainable. In addition, the women will have more profits which can be invested to enlarge their businesses and by this way help them to improve their living conditions as well as for their families. Their success will serve as a model for other women to set up successfully their businesses in the processing units setting up and this will contribute to women unemployment and inequity in the country.

F. DELIVERABLES

The deliverables expected from this assignment are the follows:

- The training of 36 women marketing strategies plan development is done,
- The training of 36 women on commercial negotiation and marketing tools and techniques is done,
- The effective coaching of the women to draft marketing strategies plan of their processing units is done
- Debriefing with USAID and country staff after assignment
- Providing assignment report

G. SCHEDULE OF VOLUNTEER ACTIVITIES IN COUNTRY (DRAFT)

| Day | Activity |
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| Day 1 | Travel from home to US international airport |
| Day 2 | Arrival at Benin International Airport, picked up and check in at Livingstone Hotel. |
| Day 3 | At 9.00 am, the volunteer is greeted at the hotel by CRS staff and thereafter go 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 Zè and check in Hotel Bonté du Soleil. CRS Benin F2F team introduces the volunteer to DEDRAS women processors group and DEDRAS NGO responsible 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 the participants businesses |
| Days 5-6 | Training on market marketing strategies plan designing |
| Day 7- 8 | Training on commercial negotiation approach and techniques |
| Day 10 -11 | Training on marketing tools and techniques |

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| Day 12 | Coaching the participants to draft a marketing strategies plan for their processing units |
| Day 13 | Debriefing the assignment with the women group and DEDRAS responsible, actions plan and recommendations review and 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 |
| 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 marketing strategies plan designing and commercial negotiation,
- Practical experience in marketing plan development
- Marketing experiences with women processors group is an asset
- Be used to adult and illiterate people training
- Be familiar to participatory approach

I. ACCOMMODATION AND OTHER IN-COUNTRY LOGISTICS

In Cotonou, the volunteer will stay at Livingstone Hotel, whereas at Zè, the volunteer will stay at the Hotel Bonté du Soleil. 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 Zè, CRS will hire a local translator for the volunteer's work and DEDRAS will contribute to the volunteer's commuting as well as mobilizing and supporting its members for the required sessions. The responsible of the women processors group and the DEDRAS agent who covers this area 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 which can be printed at CRS office in Benin before his arrival. Flip charts, markers, masking tapes can be obtained at the CRS offices in case the volunteer wishes to make some illustrations during the sessions.

2. Working Environment

Zè is located in the south of Benin in the Atlantique department. It is situated at about 50 km from Cotonou. People there are mostly Christians but all of them are well involved in endogenous religion. People there speak two main languages: AĪZO and FON. Also, in Zè, people are open to collaborate with foreigners.

3. Recommended Reading

The volunteer may read some documents on pineapple markets in Africa and processing activities and sales.

4. Weather Appropriate Clothing

The weather appropriate clothing is light and not dark clothes. In the south of Benin, 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 March.

K. KEY CONTACTS

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