



To express interest in this assignment please email Emily.keast@crs.org
CRS Farmer to Farmer Program
Volunteer Assignment Scope of Work

Summary Information	
Assignment Code	LIB213
Country	Liberia
Country Project	Cassava
Host Organization	Logan & Logan Inc.
Assignment Title	Capacity building on marketing and long-term marketing strategy development
Assignment preferred dates	October-November 2021
Objectives of the assignment	The objective of this assignment is to clearly develop a five-year marketing strategy and to build the capacity of 24 Logan & Logan members and leadership through training in the fundamentals of marketing and branding, the essentials of social media, and the essence of outreach and how to conduct each.
Desired volunteer skill/expertise	The volunteer should have skills in the following areas: business management and accounting with the ability to conduct training with rural people in marketing strategies. The candidate should have a degree in marketing, public relations, communication and at least 5 years of working experience in rural communities with rural institutions especially marketing and agro business development. The candidate must be knowledgeable on adult training approaches, be prepared to work in remote area, and be passionate working with the developing communities.
Type of Volunteer Assistance	Business/Enterprise Development = E
Type of Value Chain Activity	Marketing (including branding, advertising, promotion, distribution, sales) = M.
PERSUAP Classification ¹	III

A. BACKGROUND

Logan & Logan is a processing agro company working with farmer cooperative groups who specialize in cassava farming. The company is based on the southeastern side of Ganta on the Saclapea and Grand Gedeh road. The population of the community is approximately 41,106 according to the population HUB website 2021. The cooperative is located approximately 2 kilometers away from Ganta and approximately 4 kilometers away from the Liberian/Guinean boarder in northern Liberia. In this community in Nimba county, the local people grow cassava for consumption and marketing purpose. Cassava is usually produced by the local communities and sold to Logan & Logan for the processing and packaging of deepah, gari, and fufu.

¹ USAID precisely classifies PERSUAP in four categories; **PERSUAP Type I** assignments directly related to pesticides recommendations, **Type II** as assignments with indirectly related with pesticides, **Type III** assignments related to curriculum review and designing, business plan development and strategies development and **Type IV** as assignments associated with other USAID projects and collaborators.



Logan & Logan was established in 2014 by a group of young men who believe that it would be worthy if they switched their attention to the processing of cassava into different products for consumption and marketing purposes. The group decided to get a manual machine/hammer mill or sample machine to kickstart the process in Glehnlue community in Ganta city Nimba County. As the production was increasing day after day, the issue of environmental concerns begin to rise. According to the Environmental Protection Agency, the cooperative needed to find a suitable environment to relocate in order to avoid health hazard in the Glehnlue community where they were operating. Based upon this information, a local community (Torwin town) near Ganta decided to give the cooperative 18 acres of land for the construction of the current factory. In 2017, the USAID/LADA project implemented by CNFA purchased and set-up a mini factory for Logan & Logan in Torwin community in Ganta City, Nimba County. The factory can produce more than five metric tons of processed cassava products per day. The vision of Logan & Logan is to process and package cassava in different products for the local and international markets. Most of the locals prepare cassava in different ways (fufu, cassava powder, dumber Garie etc.,) for consumption and the local market. The cooperative usually buys the raw materials (cassava) from its members for processing. The cassava is usually processed into fufu, gari, and cassava powder for the local market in Gbarnga, Ganta, the Republic of Guinea and Monrovia for marketing purpose.

B. ISSUE DESCRIPTION

Logan & Logan has no marketing strategy or plan, yet it has the capacity to produce more than 5 metric tons per day. In fact, just three months ago, the company got a contract from the Ministry of Agriculture STAR-P Project to process, package and brand cassava into the following products: 27 metric tons of deepah, 70 metric tons of fufu, 60 metric tons of gari and 125 metric tons of rice. Not many institutions and individuals are fully aware of the different products this promising company processes. This is because the company is not fully reaching out to the larger populace with well-structured marketing and branding activities. There is no social media publicity and in-person outreach events organized.

Now Logan & Logan has an urgency to set up a marketing strategy to solve this problem. The company has requested for a volunteer to help them develop a long-term marketing strategy that will help:

- Determine Logan & Logan marketing goals. Focus their goals on increasing their brand visibility, identification of other potential markets, and generating quality leads so their activities help the company to overcome that challenge.
- Define marketing strategies that will help achieve their goals.
- Outline the activities they will use within each strategy. There are many activities they can use but figure out which ones make sense for their target audience and will work for them in terms of resources.

It is evident that assistance on marketing strategic plan development and capacity building of 24 Logan & Logan members and leadership in the fundamentals of marketing and branding will be beneficial for the company to increase visibility of their brand, to develop lasting relationships with their clients, to create loyalty and trust with both their current customers and prospects, to position their business as an expert in their industry, and to help their customers move through the purchase decision more quickly.



C. OBJECTIVES OF THE ASSIGNMENT

The objective of this assignment is to clearly develop a five-year marketing strategy development and to build the capacity of Logan & Logan's 24 members and leadership through training in the fundamentals of marketing and branding, the essentials of social media, and the essence of outreach and how to conduct each.

More specifically:

- Conduct training for the Logan & Logan leadership and selected members on marketing and brand management and their impact on business growth.
- Explore all the components and the activities of the factory.
- Make an organizational and institutional diagnosis of the factory.
- Help to clearly determine marketing goals.
- Define marketing strategies that will help achieve their goals.
- Help to define and plan all required activities to be carried out during the five coming years to achieve goals.
- Help to prepare a budget for all the required activities.
- Help to design the monitoring and evaluation mechanisms of the marketing strategic plan.
- Develop a five-year marketing strategic plan document.
- Put in place a marketing team
- Prepare the assignment report, detailing how the assignment was conducted, achievements, challenges, lessons, opportunities for future engagements and recommendations.
- Organize a half-day presentation to SOSOMA Industries Ltd, and any other partner to share the assignment report and recommendations.

D. HOST CONTRIBUTION

To conduct this assignment, Logan & Logan cooperative is expected to meet the following requirements:

- Mobilize and facilitate company members and staff to attend all the training sessions.
- Avail staff and identify other member representatives to assist the volunteer during the marketing strategic plan designing.
- Provide venue for the training sessions.
- Commit to implement all the recommendations provided by the volunteer(s) after the completion of the assignment.

E. ANTICIPATED RESULTS FROM THE ASSIGNMENT

At the completion of this assignment, the anticipated result below is expected:

- Logan & Logan cooperative members and administrative staff/administration have a good understanding about marketing and its impact on business improvement.
- A five-years marketing strategic plan developed.
- Realistic plans of activities established that are in line with the vision and mission.
- Increased operational efficiency.
- Increased number of clients (new market) and income.
- A final report providing full details on how the assignment was conducted, it should include no more than six (6) realistic recommendations be implemented by the cooperative.



F. DELIVERABLES

1. Volunteer final report due BEFORE departure
2. Group presentation with local stakeholders at the end of the assignment in country
3. A 5-year marketing strategic plan for Logan & Logan Inc.
4. Volunteer outreach activities in the US and in country
5. Training manual on marketing

G. SCHEDULE OF VOLUNTEER ACTIVITIES IN COUNTRY

Days (not dates)	Activity
Day 1	Orientation session. Meet with ASA team to review the scope of work and develop detailed work plan covering all activities required to effectively implement this scope of work.
Day 2	Meet with the host cooperative for introduction and review of the scope of work.
Day 3-12	Start the rollout of agreed work plan and start with the assessment, training session.
Day 13	Organize the workshop to share achievements, expected results and recommendations.
Day 14	Conduct debrief session with CRS country team and perhaps USAID Mission on the completed assignment. Fill out all necessary M&E forms and submit to ASA staff.

This is a draft schedule, a final itinerary will be discussed and agreed upon arrival by all parties

H. DESIRABLE VOLUNTEERS SKILLS (Academic and hands on experience on subject matter)

Additional requirements: A volunteer should be:

- Proactive, results-oriented, and service-oriented.
- Have very good interpersonal skills, and flexibility.
- Good communication and writing skills.

I. ACCOMMODATION AND ANOTHER IN-COUNTRY LOGISTICS

In Ganta City Nimba County, the volunteer’s transportation, and accommodation will be taken care of by CRS.

J. RECOMMENDED ASSIGNMENT PREPARATIONS

• **Training Materials:**

In the event the volunteer prepares materials for hand out, they can be printed at the CRS office in Gbarnga, Bong County. Flip charts, markers, and a projector, if needed, can be obtained at the CRS Liberia, Gbarnga Bong County office.



- **Working Environment**

The assignment will be conducted at the Logan & Logan factory near Ganta city Nimba County. The volunteer will work closely with Logan & Logan management and CRS country F2F field team as well.

- **Recommended Reading**

Liberia Program F2F program recommends that the volunteer familiarizes themselves with this scope of work and to take his/her time to read about the cassava value-chain sub-sector in Liberia.

K. REMOTE/LOCAL VOLUNTEER ROLES AND RESPONSIBILITIES

Both volunteers participate in a call to discuss objectives and collaboration approach at the start of the assignment. Collaboration platforms vary depending on the assignment and connectivity. The most frequently used platforms are MS Teams and WhatsApp. The volunteers are highly encouraged to visit [CRS' F2F Digital Resource Library](#), and search for resources that they could use or customize for training. Upon completion of your assignment, volunteers are requested to send any resources they would like to contribute to the library (whether created or found) to farmertofarmer@crs.org.

The local volunteer is responsible for assignment design, preparation, training, developing assignment reports, conducting action planning with hosts and outreach in country, and achieving the assignment objectives. The local volunteer works directly with the host with assistance/input from the US volunteer. Assignments usually last up to 2 weeks and can sometimes extend beyond two weeks due to pending follow up visits, emails etc. Local volunteers are asked to track assignment hours per day, to stay under 112 hours (14 days x 8 hrs).

Virtual support from a paired US volunteer helps provide supplementary training resources, fill in the gaps for technical areas, and share creative ideas and solutions. Two specific responsibilities are to: (i) complete the outreach component of the assignment and (ii) support the in-country volunteer as needed. US volunteers typically put in 4-8 hours per week, depending on the nature of the assignment and collaboration.

L. KEY CONTACTS

To express interest in this assignment, please email the CRS Baltimore contact listed below. To find out additional information about the host, issue description or field conditions, please email the country contact provided below, copying the CRS Baltimore contact.

CRS Baltimore	
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USAID
FROM THE AMERICAN PEOPLE



<p>Emily Keast Volunteer Coordinator Farmer to Farmer Program 228 W. Lexington Street Baltimore, MD 21201 410-951-7366 Email: emily.keast@crs.org</p>	<p>TABI, GERALDINE Volunteer recruiter Agriculture Sustainability Activity (ASA) 16th Street, Gardner Ave C-140 Sinkor, Monrovia, Liberia Tel:0776448755 Email: geraldine.tabi@crs.org</p>
<p>CRS Country Program</p>	
<p>David Suryon Sulonteh II Project Coordinator Tel: +231776555280 Email: david.sulonteh@crs.org</p>	<p>Or Cornelius Teah Doe Program Manager Tel: +231777711641 Email: cornelius.doe@crs.org</p>
<p>Host Organization:</p>	
<p>Marinda B. Joss Executive Director, WOCDAL cooperative Tel: 0777148753</p>	<p>Dimpster Mannahan Co-chair, WOCDAL copoerative Tel: 0880950081</p>