



To express interest in this assignment for virtual support, please email emily.keast@crs.org
 To express interest in this assignment for Liberian volunteers, please email geraldine.tabi@crs.org

**CRS Farmer to Farmer Program
 Volunteer Assignment Scope of Work**

Summary Information	
Assignment Code	LR214
Country	Liberia
Country Project	Cassava
Host Organization	Royal Investment Inc.
Assignment Title	Technical assistance on a 5-year marketing strategic plan development
Assignment preferred dates	October-November 2021
Objectives of the assignment	The objective of this assignment is to develop a long-term marketing strategy for Royal Investment Inc.
Desired volunteer skill/expertise	<p>A suitable volunteer candidate for this assignment must have relevant experience working with agro-industries.</p> <p>The candidate shall have a degree in marketing or a related field and at least 5 years of relevant experience and skills in marketing strategy development and business planning.</p> <p>Knowledge and Skills:</p> <ul style="list-style-type: none"> • Proven experience in customer service or marketing field • Display positive, can-do attitude • Analytical mind with problem-solving aptitude • Ability to identify and summarize relevant trends from market • Organizational skills • Excellent communication and writing skills <p>He/she must be prepared to work in a remote area and be passionate working with the developing communities.</p>
Type of Volunteer Assistance	Business/Enterprise Development (E)
Type of Value Chain Activity	Information and Input Support Services (S)
PERSUAP Classification ¹	III

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.



A. BACKGROUND.

Royal Investment Inc. is a company located in Tappita, Nimba County. The company was established in 2016. The company has a total number of 20 employees that work on site for the sole purpose of meeting their target and they are involved with cassava production, processing, and packaging in Tappita, Nimba County.

The company is mainly involved with cassava production, processing and packaging. Their main markets are the southern counties (Grand Gedeh, Rivergee and Maryland counties). Others are communities and towns within Nimba County.

The mission of Royal Investment Inc. is to be involved with agricultural production and processing activities such as cassava, rice, and others.

B. ISSUE DESCRIPTION:

Operations for the company have slowed down due to road connectivity. As mentioned above, Royal Investment Inc. heavily supplies the southern counties with their processed cassava. The company right now is struggling in terms of shaping their plan and developing a long-term plan to be able to tackle these issues. As such they are not meeting their target in terms of what was projected in their business plan. The market they operate in is cut off completely, this is a situation where they are not in control of and as such, they need to have a plan in which will guide them in term of unforeseen situation like this.

Road connectivity plays a key role in term of the company meeting or acceding its objective. This is a natural cause where the company wants to shift their plan in term of meeting their objectives; however, the management and staff of the factory do not know how to enter a new market when there are many. They lack an important knowledge/asset which is marketing. Now the factory is in need of volunteer assistance to help them develop a long-term marketing strategy that will:

- Determine the factory marketing goals and objectives.
- Focus their goals on increasing their brand visibility.
- Identify other potential markets, and define strategies to explore those market.
- Define their marketing strategies that will help achieve their goals.
- Outline what activities they will use within each strategy. There are many activities they can use but the factory must figure out which ones make sense for their target audience and will work for them in terms of resources.

It is evident that this assistance on marketing strategic plan designing will be of great beneficial for Royal Investment Inc. as it will: increase visibility of their brand, develop lasting relationships with their clients, create loyalty and trust with both their current customers and prospects, position their business as an expert in their industry, and help their customer move through the purchase decision more quickly.



C. OBJECTIVES OF THE ASSIGNMENT

The objective of this assignment is to develop a long-term marketing strategy for Royal Investment Inc.

More specifically:

- Conduct a SWOT analysis for Royal Investment Inc.
- Help to define marketing goals and objectives.
- Define strategies that will help achieve their goals and goals.
- Prepare an action plan for all the required activities to be carried out.
- Define strategies to increase sales and/or revenue.
- Help prepare a budget for all the required activities.
- Help design the monitoring and evaluation mechanisms of the marketing strategic plan.
- Finally develop a five-year marketing strategic plan document.
- Organize a one-day coaching session on the content of the developed marketing strategy.
- 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, Royal Investment is expected to meet the following requirements:

- Avail staff and identify member representatives to assist the volunteer during the marketing strategic plan designing.
- Provide venue for the assignment sessions and any other logistics.
- Commit to implement all the recommendations provided by the volunteer(s) after the completion of the assignments.

E. ANTICIPATED RESULTS FROM THE ASSIGNMENT

Following the completion of this assignment, the outcomes below will be anticipated:

- A five-years marketing strategic plan developed.
- Realistic action plan of activities established that are in line with the vision and mission charted out for it.
- Increased operational efficiency.
- Increased number of clients (new market) and income
- A final report explaining how the assignment was conducted, it should include recommendations to be implemented by the Royal Investment Inc.

F. DELIVERABLES

1. Final report due one day BEFORE assignment completion
2. Group presentation with local stakeholders at the end of the assignment in country
3. Volunteer outreach activities in the US and in country
4. The marketing strategic plan developed



G. SCHEDULE OF VOLUNTEER ACTIVITIES IN COUNTRY

Day	Planned 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 Royal Investment Inc. management for introduction and review of the scope of work.
Day 3-14	Start the rollout of agreed work plan.
Day 15	Organize the workshop to share achievements, and recommendations.
Day 16	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

A volunteer should be:

- Proactive, results-oriented, and service-oriented.
- Have very good interpersonal skills.
- Flexible.

I. ACCOMMODATION AND ANOTHER IN-COUNTRY LOGISTICS

In Tappita, Nimba County, the volunteer’s transportation, accommodation and meals will be taken care of by the ASA Project.

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 venue provided by Royal Investment whose office is in Tappita, Nimba County. The volunteer will work closely with the Royal Investment Management team and in-county F2F field team as well.
- **Recommended Reading**
Liberia F2F program recommends that the volunteer familiarizes themselves with this scope of work and to take his/her time to read about the rice and 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	CRS Liberia
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Host Organization:	



USAID
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