



To express interest in this assignment for virtual support, please email [emily.keast@crs.org](mailto:emily.keast@crs.org)  
 To express interest in this assignment for Liberian volunteers, please email [geraldine.tabi@crs.org](mailto:geraldine.tabi@crs.org)

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

Summary Information	
<b>Assignment Code</b>	<b>LR228</b>
Country	Liberia
Country Project	Cassava
Host Organization	Agriculture General Supply Store
Assignment Title	Technical assistance on business plan development
Assignment preferred dates	January 2021
Objectives of the assignment	The objective of this assignment is to develop a five-year business plan for the company in terms of setting targets, understanding their competitors, understanding the market, and meeting its objectives that will lead to additional financial sourcing for the sole purpose of growth & expansion.
Desired volunteer skill/expertise	<p>A suitable volunteer candidate for this assignment must have relevant experience working with agricultural cooperatives. The candidate should have a degree in economics, accounting, finance, marketing, or a related field. Good understanding of agricultural and rural development from both a development cooperation and private sector perspective. At least five years of relevant experience working in small business management, agribusiness, marketing, and business planning development.</p> <p><b>Knowledge and Skills:</b></p> <ul style="list-style-type: none"> <li>• Proven experience in small business management.</li> <li>• Agribusiness business development experience.</li> <li>• Analytical mind with problem-solving aptitude.</li> <li>• Ability to identify and summarize relevant trends from market.</li> <li>• Business planning and entrepreneurship spirit.</li> <li>• Organizational and leadership skills.</li> <li>• Excellent communication and writing skills.</li> </ul> <p>He/she must be prepared to work in a remote area and be passionate working with developing communities. Fluency in English.</p>
Type of Volunteer Assistance	Business/Enterprise Development (E)
Type of Value Chain Activity	Information and Input Support Services (S)
PERSUAP Classification <sup>1</sup>	III

<sup>1</sup> 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



## A. BACKGROUND

Agriculture General Supply Store is an agro inputs dealer company located in Ganta, Nimba County. The company was established in 2014. The company has a total of four staff members that operate daily on sales of agro inputs to farmers, cooperative, processors and aggregators. They focus on the sales of chemicals, fertilizers, seeds, and agro equipment.

The mission of the company is to meet the demand of the farmers in terms of production and increase their yield which will also increase their income. This will ultimately lead to farmers having access to quality inputs for farm production.

## B. ISSUE DESCRIPTION:

Small business management plays a key role in terms of business growth and expansion. In today's business world, the essence for doing business is to maximized profit that will ultimately lead to expansion and growth of that entity. The company wants to create positivity in the lives of farmers and society at large. To be competitive and take advantage of the new opportunities that are arising, the company must increasingly adapt their farm business to market changes and improve efficiency, profitability, and income. The company is well position in terms of making business; their records are all in order and they have a good system in place that tracks their customers and sales daily. For the company to meet their targets, the company needs to shift its direction and focus on long-term targets. As such, they need a business plan for operational growth and expansion.

For them to reach their peak, a business plan needs to be fully in place to attract potential investors for additional sourcing of finances for its operations and growth. Potential investors need to have a clear vision of where they are spending their resources and this business plan will be needed.

This is the main reason of soliciting assistance on developing a five- year business plan that details the specific steps necessary to make their business ideas succeed and help them achieve both their short-term and long-term objectives.

## C. OBJECTIVES OF THE ASSIGNMENT

The objective of this assignment is to develop a five-year business plan for the company in terms of setting targets, understanding their competitors, understanding the market, and meeting objectives that will lead to additional financial sourcing for the sole purpose of growth and expansion.

More specifically:

- Explore all the components and the activities of the company.
- Conduct an organizational and institutional diagnosis of the company.
- Conduct market assessment for potential competitors in the market.

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other USAID projects and collaborators.



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- Help define the business objectives and goals.
- Financial analysis of the business (sales, expenses, and inventory).
- Determine the best price for the product, the market, and its demand.
- Select the best way to distribute the product through distribution channels.
- Create new ways to promote the business.
- Develop the business plan appropriately.
- Prepare a training report detailing how the trainings were conducted, achievements, challenges lessons, opportunities for future engagements and recommendations.
- Organize a half-day presentation to cooperative members, other stakeholders and share training report and recommendations.

#### **D. HOST CONTRIBUTION**

To conduct this assignment, Agriculture General Supply Store is expected to meet the following requirements:

- Avail staff and identify member representatives to assist the volunteer during the business plan design.
- Organize meetings with potential stakeholders when it is needed by the volunteer.
- Provide all relevant information regarding Agriculture General Supply Store which is needed in designing the business plan.
- 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 business plan developed.
- A time specific budget including revenue expenses and a reasonable estimation of cash flow.
- A specific set of goals which detail specific systems or support services needed to be created and implemented to achieve the anticipated growth of the business.
- The company fully understands how to implement all activities mentioned in the business plan to meet its target.
- A summary of the strengths, weaknesses, opportunities and threats the business needs to address over the period of the business plan.
- Improved entrepreneurship mindset & spirit.
- Increased sales.
- Increased net income/profit.
- A final report explaining how the assignment was conducted. It should include recommendations to be implemented by the cooperative.

#### **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. 5 years business plan

**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 a detailed work plan covering all activities required to effectively implement this scope of work.
Day 2	Meet with the host Agriculture General Supply Store management for introduction and review of the scope of work.
Day 3-12	Start the rollout of agreed work plan and conduct the training.
Day 13	Organize the workshop to share achievements, 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**

Additional requirements: A volunteer should be:

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

**I. ACCOMMODATION AND ANOTHER IN-COUNTRY LOGISTICS**

In Ganta, 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 CRS Liberia.
- **Working Environment**  
The assignment will be conducted at the venue provided by Agriculture General Supply Store whose office is in Ganta, Nimba County. The volunteer will work closely with Agriculture General Supply Store 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 or 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](mailto: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; Sometimes extending 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.**

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<p><b>Host Organization:</b></p>	



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