 

**Farmer to Farmer East Africa**

**Volunteer Assignment Scope of Work**

**NOTE: THIS SCOPE OF WORK AWAITING FINAL EDITS**

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| **Summary Information** |
| Country | Kenya |
| Assignment Code | KE100 |
| Country Project | Horticulture Country Project |
| Host Organization | Kitui Enterprise Promotion Company (KEPC) |
| Assignment Title | Mango juice marketing strategy development and a hands on support in a marketing campaign |
| Assignment preferred dates | September – October 30th 2016 |
| Type of volunteer assistance: | Business Development (E) |
| Type of value chain activity: | Marketing (M) |
| Assignment objective | * Develop an effective strategic marketing plan to increase processed and packaged produce sales.
* To develop a marketing campaign plan and participate in its initial activities
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| Desired volunteer skills/ expertise | 1. Post graduate training in Marketing & Vast experience in marketing
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1. **BACKGROUND**

Kitui Development Centre (KDC) is a local Non-Governmental Organization registered in Kenya under the NGO Coordination Act of 1990 in 2001 to work in the Eastern Province of Kenya. Its main goal is to contribute to sustainable positive changes in the living standards of vulnerable people through implementing programs in food security and agribusiness among others. The mission is to improve the living standards of the vulnerable communities through mobilization of resources, experience sharing, developing people’s institutions and finding practical and viable solutions.

The organization started a project on mango value chain for women farmers in Kitui district and was initially funded by FARM Africa, ACT and currently by NETFUND. The production expertise and business plan development was developed through support from FARMER TO FARMER project volunteers supported by USAID. This project is supporting 800 farmers in Kitui central and Kitui east through NZAMKA Farmers’ cooperative society.

On 15th November 2012 KDC registered the Kitui Enterprise Promotion Company under the companies Act (cap.486) to carry the business of manufacturing of non-alcoholic beverages through processing of the mango fruit. The Company’s main business is processing mango juice/concentrate and mango powder with an overall objective of increasing farmers’ income and improving livelihoods of small scale farmers in Kitui County by utilizing appropriate technologies, knowledge, skills and abilities. The current focus is on the mango value chain from production, processing and marketing.

1. **ISSUE DESCRIPTION**

Late last year, KEPC embarked on its first bulk processing of mangoes having installed all the required machines and equipment in its newly built factory premises. The processing period is dictated by the seasonality of the mango fruit and hence went on until March this year. By the end of the processing period, KEPC had processed 88,500 kgs of mangoes in to 50,000 liters of concentrate. It is this concentrate that the company is currently diluting, packaging and marketing as is the norm as they await the next processing period stating November.

As is the case with many new products in the market, the Royal Mango Juice brand movement from the warehouse has been sluggish. This could be attributed to a couple of factors among them being that KEPC is a startup company with no previous marketing experience. Additionally, the company still does not have trained marketers and relies on the same factory and administrative personnel to undertake marketing. Lack of a clear marketing strategy as well as the absence of a marketing campaign plan have also conspired to make the going rather bumpy.

Existence of other well-known mango juice brands in the market by companies with a big marketing war chest has also contributed to the slow movement of the Royal Mango juice brand.

While early in the year the company was optimistic it would have sold the entire consignment by mid-year, this is proving to be difficult.

It is against this background that KEPC has requested CRS Farmer to Farmer Program to support it with a marketing expert who can help the company address the marketing challenges.

The marketing expert will train KEPC staff on marketing, conduct a marketing survey and develop a marketing strategy. He/She will also come up with a marketing campaign plan and roll out its implementation by participating in its initial activities as a marketing coach.

This assignment is geared towards boosting sales and ultimately, the income levels of the company and women farmers who supply mangoes to the company.

1. **OBJECTIVES OF THE ASSIGNMENT**

The main objective of this assignment is to boost sales of KEPC Royal mango juice brand and other products.

Specifically, the volunteer expert will perform the following tasks;

1. Train KEPC staff on marketing
2. Conduct a comprehensive market survey
3. Develop a marketing strategy
4. Develop a marketing campaign plan
5. Linkage with potential local markets
6. Roll out the marketing campaign plan as a marketing coach
7. To explore and recommend other future F2F volunteer trainings to KEPC

KEPC being a startup company still in its formative phase, the volunteer expert will be expected to identify gaps for future F2F volunteer training

**Host contribution**– KEP will mobilize the marketing team for other relevant team members for training and participation in the exercise. The host will also provide local transport and any required training materials. The team will be available for the training in addition to working closely with the volunteer during the marketing survey and the marketing campaign activities.

1. **ANTICIPATED RESULTS FROM THE ASSIGNMENT**

The anticipated deliverables include:

* Trainings conducted and people trained
* A marketing survey conducted
* A marketing strategy developed
* A marketing campaign plan developed
* Initial activities of the marketing campaign implemented
* Assignment related photos
* End of assignment Presentation to KEPC and key stakeholders
* Debriefing with USAID and in country group presentations after assignment
* Field trip report
* Outreach activity or a press release and a media event back in US
1. **SCHEDULE OF VOLUNTEER ACTIVITIES IN KENYA**

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| Day | Activity |
| Day 1  | Leave US |
| Day 2 | Upon arrival, you will be picked by a cab driver from Europcar company. The driver will have a placard bearing **CRS logo** & **your name** and will drive you to The **Zehneria Portico** 10 Karuna Road, Westlands | P.O. Box 66249-0800 | Nairobi | Visit us at: [www. zehneriahotel.com](http://zehneriahotel.com/); Telephone: +254 731617469/264 | Mobile: +254 733988813 | Email:reservation@zehneriahotel.com |
| Day 3 | Briefing meeting at CRS offices with CRS F2F staff and become fully briefed on logistics and itinerary of trip. Discuss anticipated outcomes and work plan, prepare any handoutsTravel to Kitui |
| Day 4 | Introduction of the volunteer by CRS staff to KEPC board and management Review the main objectives of the assignment and adjust the agenda for the coming days.A tour of the factoryInteractions with people and processes to gain a better understanding of the company and the products |
| Day 5 | Basic training of KEPC team on marketing |
| Day 6 | Conduct a market survey. This will involve carrying out a market research and analysis to map practical product distribution channels and markets. The expert will also have an opportunity to meet some of the product consumers and get their feedback. |
| Day 7 | Day off |
| Day 8 & 9 | Develop a marketing strategy |
| Day 10 & 11 | Develop a marketing campaign plan  |
| Day 12 & 13 | Participate in the initial marketing campaign activities |
| Day 14 | Day off  |
| Day 15- 17 | Participate in additional initial marketing campaign activities in neighboring towns |
| Day 18 | Review developed marketing strategy and campaign plan with key board members. Agree on the next steps.Debriefing with KEP company management and CRS staffEnd of assignment PowerPoint presentation to KEPC, staff and selected key stakeholders |
| Day 19 | Debriefing at CRS office with USAID Mission and CRS staff.Complete Trip Report (TR), Volunteer departs for USA |

# DESIRABLE VOLUNTEER SKILLS

The volunteer must have the following qualifications and competencies:

* Post graduate qualifications in marketing or a related field
* Minimum of 10 years of experience in senior marketing positions.
* Experience in conducting market surveys
* Experience in developing marketing strategies for new products
* Experience in developing marketing campaign plans
* Hands on experience in implementing marketing campaigns
* Willingness and ability to spearhead a short marketing campaign
* Excellent writing and communications skills in English
* Excellent analytical skills as well as data presentation skills;
* Ability to communicate clearly and effectively with non-native English speakers;
* Excellent hands-on training skills to an adult audience is necessary
* Ability to work in a multi-cultural environment and be sensitive to foreign culture;
* Good interpersonal skills
1. **ACCOMMODATION AND OTHER IN-COUNTRY LOGISTICS**

While in Nairobi, the volunteer will stay at The **Zehneria Portico** 10 Karuna Road, Westlands | P.O. Box 66249-0800 | Nairobi |Website: [www. zehneriahotel.com](http://zehneriahotel.com/); Telephone: +254 731617469/264 | Mobile: +254 733988813 | Email:reservation@zehneriahotel.com or any other hotel identified by CRS and communicated to the volunteer prior to arrival. While in Kitui, the volunteer will stay at the KEFRI Kitui Guest House. http://kefri.org/?page\_id=853

CRS will pay for hotel accommodation, and provide volunteer with per diems to cater for meals and other incidentals. The volunteer may get an advance which has to be cleared before departing Kenya. For more information, please refer to country information that will be provided.

**G. RECOMMENDED ASSIGNMENT PREPARATIONS**

* CRS-F2F designs assignments with the assumption of some pre-departure preparation by the volunteer. Actual preparation time will vary based on the experience of the volunteer, as well as informational or training resources the volunteer has readily available. CRS relies on the volunteer to assess the tasks outlined in this SOW and to make his or her own judgment about how much and what kind of preparation is needed prior to arriving in Kenya.
* The volunteer should prepare materials for hand out which can be printed at CRS office in Nairobi before commencement of the assignment. Flip charts, markers, masking tapes can be obtained at CRS offices. Depending on the training venue the volunteer may use a laptop and projector for power point presentations. But if the training venue is in the community, it will be difficult to use PowerPoint.
* CRS strongly recommends that the volunteer become familiar with CRS programs in Kenya, the horticulture project description, other information in the briefing pack before arrival to Kenya
1. **Key Contacts**

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| **CRS Baltimore** | **CRS EA Regional Office** |

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