



## VOLUNTEER REPORT FORMAT

*To be submitted to CRS at the end of volunteer assignment and shared with the Host*

### 1.1 Assignment information

- a) Volunteer Name: **Bob Bond**
- b) Host Organization: Kitui Enterprise Promotion Company (KEPC)
- c) Assignment: KE100 – Develop a strategic marketing plan and marketing campaign plan, and participate in its initial activities.
- d) Dates of Assignment: March 17 – April 7, 2017.
- e) Number of days worked: 19

### 1.2.1 Objective 1 in your SOW:

‘Boost sales of KEPC Royal Mango Juice brand and other products’.

- a) Progress with the objective:

Following day one in-house training session with 9 key KEPC staff covering marketing strategies and campaigns (see objective 2 below), we began implementing a campaign to boost juice sales. KDC agreed to make their one vehicle available (for selling juices) nearly ‘exclusively’ – 5 days per week – during April-May-June to implement a selling drive. Patrick (driver/sales) and Sarah (sales) supplemented by three additional salesmen (Ben, Nelson, and Danson) to cover Kitui plus outlying towns and villages.

During the assignment, field sales calls resulted in weekly ‘blanket coverage’ of several county towns, the team dispersing, visiting an impressive 50+ small stores and roadside stands selling soft drinks, with Royal Mango orders from 6 bottles to two cases each day, plus larger sales to (two) distributors. On-the-job sales training was conducted (volunteer impressed with the overall competence and enthusiasm of the sales team). KEPC will continue running these scheduled sales routes, building retail customer confidence in the company; Kitui town will be covered on Mondays, with other outlying towns covered weekly as scheduled.

Also conducted a supermarket sampling event, participated in a (high school) student sampling event, and a university graduation sampling opportunity.

- b) Expected impacts/results:

OJT field sales training was continued with the sales team over the duration of the assignment, with impressive measureable results: the average sales per day rose from 5-10 cases to 30-35 cases per day! Daily average sales set at 25 cases per day (every day) in order to reach the 4,500 case target by year-end.



A second distributor was added in one of the county towns. The team was encouraged to periodically support distributors with in-store sampling, and new outlet sales drives.

KEPC will determine if Royal Mango juice is a viable business, by selling out all 4,500 cases available during the Apr-Dec 2017 period. Additional Royal-branded products will be added over the next weeks and months, included processed water, mango flakes, fortified flour, and powder. Later, other Royal products can be considered, using passion fruit, lemon, and pineapple.

The sales team was motivated, and were quick learners in making a successful sales call (selling the product benefits such as 100% juice, using samples, using business cards, informing customers of next sales visit). This should provide the basis for successful drives for the additional products planned by KEPC.

#### c) Recommendations<sup>1</sup>

1. REPAIR TRUCK TO BE 'DEDICATED' TO VAN SALES. There is a second van available (possibly exclusively) for sales, but in need of \$3,500 in repairs. A cost/benefit analysis should be run, to demonstrate how the investment would pay off with additional sales. There is another driver available for this vehicle.
2. APPOINT DISTRIBUTORS IN COUNTY TOWNS TO ENABLE EXPANSION TO ADDITIONAL MARKETS. KEPC had one distributor (in Kamuwongo) who has been purchasing twenty cases per week, reselling locally to small shops. A second distributor was added in another town during the assignment. We recommend acquiring as many additional distributors as possible in 2017, in major towns in Kitui County. KEPC sales teams could periodically provide these with marketing support such as in-store supermarket sampling, setting up special events (e.g. at trade fairs and school sporting events), new customers drives, etc. in support of the distributors. This model will be useful when expanding the royal product lines, and in expanding beyond Kitui County in 2018. A sample distributor agreement was provided.
3. TIME MANAGEMENT. Better time management practices should be instituted, especially relating to the sales team (Patrick, Sarah, Ben, Danson, and Nelson). A weekly work plan should be prepared by management, with no changes except for 'emergencies'. This is important as retail customers and distributors rely on consistent service from the KEPC sales

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<sup>1</sup> **Note:** Only make not more than 6 recommendations. The most useful recommendations for hosts are ones that they can implement themselves with minimal expense. For example, a cooperative might change its financial reporting procedures or sold more regular meetings of its board. Broad recommendations on tax or credit reform, changes in government policy, or investment in large-scale equipment, are usually not within the host organization's reach.

team. Weekly sales routes must be consistently run in order to build customer confidence in KEPC as a reliable supplier.

4. **PRODUCE POINT-OF-SALE MATERIALS.** Large posters should be produced for the sampling events, together with ‘bulls-eye’ bottle stickers and shelf-talkers stating ‘100 % Mango Juice’ for some supermarkets and smaller shops. (Visit made to local printer to begin design/production process).
5. Once sales patterns have ‘settled down’, KEPC should introduce **CUSTOMER SALES RECORD CARDS** (one for each direct customer, and one for each distributor) in order to better manage the selling process. Begin with large supermarkets and distributors, recording weekly sales, including sales of ‘zero cases’. A sample customer sales record card was provided.
6. A sales promotion idea discussed: buy two Royal Mango 50 cl mango juice bottles, get a sample pack of Royal Mango flakes FREE. Value-packs can be assembled at the factory.

#### 1.2.2 Objective 2 in your SOW:

‘Identify gaps for future F2F volunteer training’

KEPC would like to introduce a range of products branded under the Royal name, using locally grown passion fruit, lemons, pineapples, etc. A future F2F volunteer might assist in market research, product selection, label design, etc. Contract packing could be an option for certain products, for example using tetrapak, glass jars (for jams, jellies), and cans. A newly-built government processing plant has recently been built along the Mombasa-Nairobi road – will investigate possibilities here.

Also, mango juice production is limited to the three-month season (Oct-Dec), and is limited by the capability (speed) of the pasteurizer. Perhaps a volunteer could investigate ways to increase this capacity. Currently KEPC can purchase only 20% of local co-o mango production.

#### 1.3 Action Plan

Recommendation	Specific Action	Responsible person	By when
1. A plan to boost mango juice sales	Dramatically increase sales coverage by committing truck and 4-5 salespersons	Crack Munyao and Janet Mumo, plus KEPC sales team	Now in process
2. Training	Train KEPC sales team (mostly OJT) in effective selling practices	Volunteer (Bob Bond)	In process during the assignment

3. Future product launches to expand Royal brand	New product (and packaging) market research	Crack Munyao	Ongoing
4. Dramatically expand number of distributors in Kitui County in 2017	Sales presentations to potential distributors (after securing local retail outlets)	Sales team	June 30, 2017
5. Produce point-of-sales materials, including sampling outdoor posters	Visit local printers	Sarah (Marketing)	April 30, 2017
6. Cross-promotion idea: buy two bottles, get sample flakes free	Can produce value-packs in-house	Sarah (Marketing)	June 30, 2017

#### 1.4 Number of people assisted

- Through formal training: 9 (6 male, 3 female)
- Through direct technical assistance (Do not double count): 0
- Out of these above, number of host staffs:
- Training/assistance by field: 0

Category	Total	Males	Females
Members/ owners			
Employees	9	6	3
Clients/ Suppliers			
Family Members			
Total			

#### 1.5 Gender

- What gender roles did you recognize in your host community? Did these roles play a part in your assignment? How? Seemed to be an equal number of men and women in the host organization. Didn't play a part in the assignment.
- How might CRS or the host organization improve opportunities for the women in this host or host community? Work with KDC (Kenya Development Center), "parent company" of KEPC, with their women empowerment projects.

#### 1.6 Value of volunteer contribution in \$ 35.

- Hours volunteer spent preparing for assignment: 15



b. Estimated value of all material contributions volunteer contributed to host during assignment:

1.7 Value of hosts' contribution in \$ (Please consult the host as well)

- a) Meals
- b) Transportation
- c) Lodging
- d) Translation
- e) Other (Specify)

1.8 Host Profile Data:

Did you obtain any data that supplements or corrects the data in the existing host information as detailed in the SOW? Please list it. NO

1.9 Recommendations for CRS:

None – the assignment was useful and timely for the host. Enjoyed the assignment's flexibility upon arrival (more sales OJT), less in-house formal training.

1.10 Press Release

### **FOR IMMEDIATE RELEASE**

#### **VOLUNTEER CONTACT:**

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## **Asheville Area Volunteer Travels to Kenya to Share Skills with Local NGO**

**Farmer to Farmer program promotes economic growth and agricultural development in East Africa**

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## Asheville Area Volunteer Travels to Kenya to Share Skills with Local Development NGO

### **Farmer to Farmer program promotes economic growth and Agricultural development in East Africa**

**Robert Bond**, a consultant from Weaverville, NC travelled to Kenya for 2 weeks to share his technical skills and expertise with a local NGO. Bond's assignment is part of Catholic Relief Services' Farmer-to-Farmer (FTF) program that promotes economic growth, food security, and agricultural development in East Africa.

**"We began developing a business plan with an NGO (Kenya Enterprise Promotion Company) in SE Kenya, and securing support to insure follow-up. The new business will generate a significant increase in farmer income"** said Bond.

Funded by the U.S. Agency for International Development (USAID), the five-year program matches the technical assistance of U.S. farmers, agribusinesses, cooperatives, and universities to help farmers in developing countries improve agricultural productivity, access new markets, and increase their incomes.

Bond's volunteer assignment is one of nearly 500 assignments that focus on agriculture, food security and nutrition in Ethiopia, Tanzania, Kenya and Uganda. This is the first time CRS has been involved in the 28-year-old Farmer-to-Farmer Program funded by the U.S. government.

CRS is partnering with five U.S. institutions to tap into the rich diversity of the U.S. agriculture community: the National Catholic Rural Life Conference, Foods Resource Bank, National Association of Agricultural Educators, American Agri-Women, and the University of Illinois' College of Agricultural, Consumer and Environmental Sciences.

The U.S. volunteers will travel to East Africa for anywhere from one to six weeks, their expenses covered by USAID.

"One thing we are certain of is that this program will be beneficial not just to the farmers in East Africa, but also to the volunteers from America," said Bruce White, CRS' director for the program. "It's going to make the world a little bit smaller for everyone involved."

For more information, visit [farmertofarmer.crs.org](http://farmertofarmer.crs.org)

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*Catholic Relief Services is the official international humanitarian agency of the Catholic community in the United States. The agency alleviates suffering and provides assistance to people in need in nearly 100 countries, without regard to race, religion or nationality. For more information, please visit [crs.org](http://crs.org) or [crsespanol.org](http://crsespanol.org).*