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Volunteer Name: Nana Bekoe-Sakyi

Country: Kenya

Country project: Horticulture Country Project

Host: Kitui Enterprise Promotion Company

Venue: CRS Office Nairobi

Audience: CRS Staff

Number of people :

Date: June 16, 2016



1. Assignment Objectives as in SOW

- Evaluate their business management skills to determine relevant training needs and carry out training
- Assess the company's market potential for the value added products. SWOT analysis, market research and analysis, product distribution channels and repackaging strategies.

1. Assignment Objectives as in SOW

- Explore ways of raising funds for expansion of KEPC enterprises and increasing both company's and farmers income
- Facilitate the company in identifying potential partners for financing their business enterprises.

1. Assignment Objectives as in SOW

- Develop five year strategic business plan: F2F volunteer will facilitate KEPC board on developing a comprehensive business plan for a five-year period with market analysis and business potential for their value added products, sales forecast and promotion techniques, long-term (strategic) objectives, management structure, operations, financial strategies and financial projections.

1. Assignment Objectives as in SOW

- **First-year action plan:** This includes anticipated year one gross sales calculation and year one operational and business expenses estimation. A detailed budget for the first year of the company's activity will be developed as well.

2. Achievement of the assignment objectives

- Evaluation of KEPc business management skills was done and training conducted to meet identified needs
- KEPc market potential was assessed and a SWOT analysis conducted with the entire staff.

2. Achievement of the assignment objectives

- Fund raising strategies and exploration of potential partners was done with KEPc and the Farmers.
- Information pertinent to the development of the business plan was gathered and strategic options were discussed with KEPc Management.

3. Recommendations to the host with regards to the assignment

- Farmers cooperative relations to be prioritized
- Internal procedures and process to be documented
- Operational process to be re-engineered
- Product traceability to be implemented at all levels of operation

3. Recommendations to the host with regards to the assignment

- KEPc staff to be well informed and adopt a team approach to operations management and to maintain cross training across departments.
- Focus on selling the 2016 Mango Juice Concentrate.

4. Anticipated Impact

- Underscore and legitimize the ownership of the success of KEPc by the farmers in the Nzamka cooperative
- Improved and documented procedures that fulfill audit requirements for an international customer base

4. Anticipated Impact

- Reconfiguring the equipment on factory floor and labor schedules to increase the efficiency of the operations with the direct impact of up to 100% increase in throughput.
- Product traceability will allow KEPc to acquire a tier of regional and international customers, hotels, airlines, western juice blending companies

4. Anticipated Impact

- As pioneers in the food and beverage processing industry in the county, the staff will be motivated to be creative and resourceful at the startup phase of the operation.
- Cash flow from inventory sales will be a key success factor for the 2017 season and the viability of KEPc.

5. Recommended future volunteer Assistance

- Assistance in Marketing the Royal Mango brand and the KEPc image to the local regional and international markets.
- Website for product ordering especially food service and industrial customers.

6. Recommendations to other non-host stakeholders

- The Nzamka Cooperative would benefit immensely from input from a sub-county cooperative officer to leverage their strengths to improve their operations. The quality of the raw materials depend on their knowledge and skills.

Action plan for host recommendations

Recommendation	Specific Action	Responsible person	By when
1.Cooperative Relations	Engage and provide input to crop production issues resolution	Sarah Mwendwa	July 15, 2016
2.Inernal process and procedures documentation	Document print and file all operational procedures and processes	James Kasembeli	November 30 2016
3.Operations process re-engineering	3.Reconfigure factory equipment to enhance product flow through operation	James Kasembeli, Susan Gatembei	November 30, 2016
4. Product traceability	Implement product tracing in the entire operation	Crack Wuambua, Susan Gatembei, Sarah Mwendwa, Sharon Munyao James Kasembeli	December 15, 2016
5.Team Management Development	Provide performance based incentives to motivate working together towards a common goal	Crack Wuambua	July 15, 2016
6.Sell what has been produced	Use every means available to sell the inventory from the past season	Crack Wuambua, Susan Gatembei, Sarah Mwendwa, Sharon Munyao James Kasembeli	December 15, 2016

7. How can CRS improve future volunteer experience

- Enhance debriefing process. Volunteers like to talk about what they have accomplished. Provide them with an eager audience.

Thank You!