

Volunteer Report

Assignment Information:

Volunteer Name:	Lynda D. Swenson
Host Organization:	TAHA
Assignment: TZZ6	Proposal for the Establishment of TAHA marketing company
Dates of Assignment:	October 25 – November 12, 2014
Days worked at TAHA:	14

Objectives:

The main objective for this volunteer assignment is to advise on mode and structure for operation and management of the horticulture marketing company and to set up its’ operational plan. This will be achieved through the volunteer undertaking the following activities;

- Study and document the current marketing system for horticultural products for TAHA members and non-members
- Identify the strengths and weaknesses of the current marketing system. the challenges of the current marketing system are very clear and known
- Conduct a SWOT analysis for TAHA to assess rationale and capacity to establish and run an independent marketing company
- Use all the information above to propose /make a case for establishment of the TAHA marketing company
- Design the mode and structure for operation and management that links up with TAHA general operations
- Propose the financing structure for the marketing company – (how it sustains itself for the long run)

Deliverables from the Scope of Work

- TAHA marketing company business model document
- TAHA marketing company operational – management structure
- TAHA marketing company financing structure
- One day presentation to TAHA/other stakeholders for feed-back
- Debriefing with CRS and TAHA stakeholders

Assess your success in fulfilling the deliverables.

Business Plan for TANFRESH developed – Draft to CRS
 Presentation to CEO
 Power Point presentation to Board of Directors completed – Draft to CRS
 Income Statement projection for all sites in first full operational year – Draft to CRS
 Financing conversation with Fatma Ahmed, Stanbic Business Banker and Relationship Manager for TAHA.

Number of people Assisted

This was a consulting, not a training assignment. I worked daily with Amani Temu, Operations Manager for TAHA. In addition to his job, he was acting as “de facto” project manager. On some occasions, Justin Ngowi, accountant was with us.

- a) Through formal training - **0**
- b) Through direct technical assistance (Do not double count) - **1**
- c) Out of these above, number of host staffs - **1**
- d) Training/assistance by subject/field:

Subject/Topic/field	Males	Females	Total
Business Plan development	1		1
Total			

Gender

- a) What gender roles did you recognize in your host community? Did these roles play a part in your assignment? How?
The CEO is Jacqueline Mkindi. I met several of her direct reports who are males. I don't know the demographics of TAHA.
- b) How might CRS or the host organization improve opportunities for the women in this host or host community?
I am not sure that is necessary.

Value of volunteer contribution in \$: ~\$50

- a. Hours volunteer spent preparing for assignment: 20+
- b. Estimated value of all material contributions volunteer contributed to host during assignment: Markers, pens, candy, gifts

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.

As noted in the Business Plan, the creation of TANFRESH is well underway. The construction of 4 containment centers will be completed by the end of 2nd quarter 2015 if on schedule.

Recommendations for CRS:

As already mentioned to Mary Kabatange, TAHA is at an extremely busy time and should not have any additional volunteers until 2015.

Recommendations for TAHA

- **Allocate a full time person to the TAHA Marketing Project. Currently Amani Temu is the de facto Project Manager as well as his other positions of Operations Manager and Human Resources Manager.**

This is done; meeting with Michael on Wednesday November 12th

- **Meet with Fatma Ahmed, Stanbic Bank, to begin the borrowing process. Collect and present her with necessary documents as soon as possible.**
- **Begin the hiring process for the General Manager and the GM's direct reports as well as the Site Managers.**