

MARKETING BASICS TRAINING

AGRITERRA TRAINING PROGRAMME ● ● ● ● ●



INTRODUCTION

Does your cooperative want to improve the income of the farmers? Improving income is generally achieved by selling more products (volume), obtaining higher prices and/or by reducing costs. This all has to do with marketing!

Effective marketing results in:

- rising demand
- more buyers

- diversifying buyers
- higher prices, so better margins
- higher volumes
- long-term relationships with buyers

Effective marketing improves the sales by serving the markets better, thus helping to raise the income of your cooperative and its associated farmers.



PARTICIPANTS

Preferably four cooperatives supplying primary agricultural products. Different products work the best. If your cooperative has the same products as another participant, think about how you want to deal with sharing competitive information in advance.

Preferably 3-5 participants per cooperative: in total, a maximum of 16 participants. Potential participants of the training are the director/manager, marketing- or sales management and -staff and chairperson.



OBJECTIVES

This training plan is designed to strengthen an organisation's marketing strategy and build the skills and capacities of those individuals within the cooperative who implement this marketing strategy.

Participants will be trained on providing content of a sound marketing plan, complete with an action plan. After the training the participants will be expected to develop and implement the marketing plan within their cooperative, supported by Agriterra.



COSTS

Available on request.



This training helps us to understand marketing and how to implement it into our cooperative.





REQUIREMENTS FOR PARTICIPATION

The selection of attendees for any training course is essential for its success. Therefore, to obtain the best results from these sessions, the cooperatives invited to the training course should keep in mind the following criteria when proposing the course to their members:

- Select those members who have (or may hold in the near future) a post of responsibility.
- There should be a mid to long-term commitment between these members and their organisations. Selecting those elected members who have just begun or are only halfway through their term is best.
- Try to respect a gender balance by promoting a balanced male-female representation. This contributes to a strong peer organisation for future decision-making. Also, try to involve young members if possible.



PROGRAMME

WHEN?	WHAT?
Day 1: Basic Marketing Theory	<ul style="list-style-type: none">• Introduction• What is marketing?• Basic Marketing Theory based on the Tom&To Coop case
Day 2: Your Own Marketing Plan – part 1	<ul style="list-style-type: none">• Your External Analysis: the Buyers Analysis and the Value Chain Analysis• Your Internal Analysis: the Marketing Mix and the Marketing Strengths, Weaknesses, Opportunities, Threats (SWOT)
Day 3: Your Own Marketing Plan – part 2	<ul style="list-style-type: none">• Your Targeted Product Market Combination(s)• Adapting the Marketing Mix to the targeted Product Market Combination(s)• Your Marketing Actions
Day 4: Presentation of external expert (optional)	<ul style="list-style-type: none">• Recap sessions with individual coops• Optional presentation of an expert



WHAT'S IN IT FOR YOU?

- All leaders, decision-makers and staff of your organisation will better understand why marketing is vital for your cooperative.
- You will learn the basic marketing theory.
- The theory will directly be put into practice by making a custom-made marketing plan for your own cooperative.
- By doing this together with your colleagues it will strengthen your team.
- You can learn from other cooperatives with similar chances and challenges.
- Afterwards Agriterra will support you in implementing the actions of your marketing plan.
- The marketing plan will boost the sales (volumes and/or prices) of your cooperative.



Agriterra
Willemsplein 42
6811 KD ARNHEM
THE NETHERLANDS

Agriterra is an agri-agency founded by the Dutch agricultural sector that professionalises farmer organisations and cooperatives worldwide in order to better serve the needs and interests of their member farmers.

TRAININGS@AGRITERRA.ORG
WWW.AGRITERRA.ORG