



BUSINESS DEVELOPMENT

TRAINING PROGRAMME ● ● ● ● ●

TRAINING DESCRIPTION

Marketing Basics





TRAINING PROGRAMME ● ● ● ● ●

COURSE NAME

Marketing Basics Training

DURATION

4 days

FOR WHOM

- Manager
- Marketing- or sales management and – staff
- Chairperson



Cooperative business development & farmer entrepreneurship Advice – Training – Exchange

Agriterra professionalises ambitious farmer cooperatives and organisations worldwide. Cooperative expertise and peer-to-peer advice from the Dutch agri- & food top sector are key principles; advice, training and exchange are the key methodologies.

Agriterra developed a range of practical training products for cooperatives and agricultural organisations in emerging economies.

MARKETING BASICS TRAINING

Objective

The basic drive for improving the marketing of cooperatives is the desire 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.

Effective marketing results in:

- raising demand
- diversifying demand
- diversifying buyers
- higher prices, so better margins
- higher volumes
- long-term relationships with buyers
- faster adjustment to future changes

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

Selection of participants

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.

Preferably cooperatives having different agricultural products. In case there are cooperatives with the same product, ask them how they want to deal with sharing competitive information in advance. During the training, the trainer can take this into account. 3-4 cooperatives are invited to participate.



Training Content

The main components of the training are:

- Basic marketing theory
- External Analysis
 - The buyers analysis
 - The value chain analysis
- Internal analysis
- Marketing Strengths, Weaknesses, Opportunities and Threats (SWOT)
- Product Market Combinations
- Adapt the Marketing Mix
- Basic Marketing Action Plan

Methodology

Preparation is key. The following preparations are requested from each participating organisation:

- Complete the Marketing Health Check. This gives a good insight into the current status of the Marketing & Sales within the cooperative and it helps Agriterra to develop a customised training for the participants.

Marketing Health Check

This training includes a "Marketing Health Check". The purpose of including this health check in the training programme is to help an organisation's staff reflect on the situation together (whether they are from the same organisation or not) and share their knowledge and experience once they return to their own cooperatives. This will facilitate change and improvement, given that the staff initiates an assessment process of the organisation's marketing management using this health check as a tool.

The health check has seven sections. In order to achieve the goals of this course, we encourage the participants to do this preparatory assignment in advance. Investing approximately 30 minutes in proper preparation will help them to achieve better results during the course. On the other hand, it will help Agriterra to customise the training to the current status of the participating cooperatives. We advise that every participant completes this marketing survey personally.

Training Results

In this 4-day workshop the participants will be trained to develop a sound marketing plan, complete with an action plan. After the training participants will be expected and supported by Agriterra with implementing the marketing plan within their cooperative.