

SCOPE OF WORK

Consultant Name:	TBD				
Project/Activity Name:	Sweden/USAID FARMA II Project {Bosnia}	Activity #			
Assignment Title:	Sales and Marketing Expert				
Position Type:	Full Time		Part Time		STTA X
Consultant Nationality:			TCN		CCN X
Engaged By:	Cardno Emerging Markets USA, Ltd.				
Position Reports to:	Private Sector Component Lead / Deputy Chief of Party				
Assignment Period:	Start Date: November, 2019		End Date: April, 2020		
Total LOE for Position:	Total LOE: 60 days		On site:	Offsite (desk work):	

Sweden/USAID FARMA II - Description of Project

The Government of Sweden and USAID have awarded Cardno Emerging Markets USA a five-year contract for implementation of the Fostering Agricultural Markets Activity II (FARMA II) project in Bosnia & Herzegovina (BiH). The purpose of the FARMA II Project is to create agricultural and agribusiness economic opportunities for BiH farmers and entrepreneurs. Sweden/USAID FARMA II will achieve this by assisting agricultural producer organizations to adopt European Union (EU) and international agricultural and food standards and new production techniques, produce new high value products and expand their access to foreign and domestic markets.

Scope of Work: Sales and marketing for small businesses in agriculture

Bosnia and Herzegovina has a strong deficit in the agri-food sector, reaching over BAM 2 billion in 2018. Trade deficit is recorded even for some products where the production capacities are generally strong, suggesting that improvements may be necessary with strengthening marketing strategies and improving the sales skills of the local companies.

Many producer organizations (POs) in BiH that Sweden/USAID FARMA II is working with are micro or small businesses and they lack the human resources to adequately address the marketing related issues. In many cases, the POs start their operations with the minimum of relevant technical skills related to the production, but know very little or nothing about the relevant marketing strategies for small businesses in agriculture. In addition, the sales staff engaged by these small businesses has not had any formal training in sales and there are no procedures to guide their activities. Such situation, in combination with the absence of planning related to sales and marketing, results in many missed opportunities and very slow business development, or worse.

Purpose of assignment

Following the demand from the field, Sweden/USAID FARMA II plans to support positive changes in marketing of domestic agricultural products. This activity envisions consultancy support in two areas: (1) Organization of marketing and sales related trainings and workshops; (2) Direct technical support to selected POs in developing relevant marketing strategies and improving sales techniques.

Deliverables

Sweden/USAID FARMA II is planning to further support the POs to improve their marketing practices and improve their sales, locally and/or internationally. This will include the following activities, with deliverables as specified below:

- (1) Organization of sales and marketing related trainings and workshops

The consultant is expected to deliver 2 trainings / workshops in five locations around the country, targeting in total 50-100 POs. Sweden/USAID FARMA II will act as the organizational and logistical coordinator for the organization of these trainings. The first training should focus on marketing for small businesses in agriculture, while the second training should focus more on sales. For both

trainings, the consultant needs to prepare the presentations and training materials and present it to the FARMA II supervisor for approval in advance. Through these activities, the consultant is expected to improve PO marketing skills, which will result in increased sales, new product development, development of new distribution channels and increased brand awareness for PO brands.

- (2) Direct technical support to selected POs (chosen by FARMA II) in developing relevant marketing and/or sales skills

Specific tasks for individual assignments will depend on PO size and needs, and will be defined by the brief prepared by Sweden/USAID FARMA II. These tasks may include but are not limited to:

- Supporting the POs with the analysis of distribution channels;
- Conducting a market research to orient the sales plans;
- Revising the pricing strategy;
- Direct trainings to sales force; setting sales targets;
- Development of marketing strategy and/or sales plan

Timing and Level of Effort

Total LOE is estimated at 60 days and is expected to take place between November 2019 and April 2020. Indicatively, around 20% of consultants time will be used on the first group of activities (trainings and workshops), and the remaining 80% on the direct work with POs. Support to individual POs may vary from a couple of hours to maximum 3 days.

Regular communication with FARMA II supervisor will be expected throughout the assignment period.

Qualifications and skills

- University degree is required;
- Minimum 5 years of relevant professional experience in marketing, preferably with small businesses. Candidates with previous experience related to agriculture / food processing will be given an advantage;
- Previous experience with delivering workshops or coaching small businesses is a must.
- Excellent communication, reporting and presentation skills;
- Excellent computer skills and proficiency in Microsoft Office applications;
- Willingness to travel BiH-wide as needed.

The closing date for the receipt of applications is October 25, 2019. Cardno Emerging Markets USA, Ltd is an equal opportunity employer. All information received will be treated with confidentiality. Incomplete applications will not be considered. **Only shortlisted candidates will be contacted.**