TERMS OF REFERENCE

Consultancy Service for Formulating a Product Development and Marketing Plan for Kipkelion Union’s Roast and Ground Coffee

1. About Fairtrade Africa (FTA)
Established in 2005, Fairtrade Africa (FTA) is the independent non-profit umbrella organization representing all Fairtrade certified producers in Africa. Fairtrade Africa is owned by its members, who are African producer organizations certified against international Fairtrade standards. The organization represents over 1,050,000 producers across 32 countries in Africa to promote fair trade in the global value chain system.

2. About Kipkelion Union (KDCU)
Kipkelion District Cooperative Union Limited was registered in 2009. It has a membership of 32 Coffee Cooperatives all drawn from Kericho, Nandi and Bomet Counties. Currently membership at the primary coops is a total of 18,810 with female members’ constituting 11%. Since the launch of milling the activity, parchment intake has gradually increased from 1.2M Tonnes in 2013, to 1.35M Tonnes in 2014, to 1.5M Tonnes by April 2015 (midway the 2015 season). One of the cooperative’s primary objectives is to market coffee on behalf of the shareholders to both local and international markets.

2.1. Purpose of the Study
Being a beneficiary of the Growing Women in Coffee project which is implemented by Fairtrade Africa, Kipkelion Union intends to develop a roast and ground coffee for the domestic market. Under their “Vision 2030” the Kenyan Government has outlined value addition as key for the transformation of agriculture. In this context there is potential for the sale of cooperative branded coffee into the Kenyan domestic market through government procurement and commercial routes. Support is needed to translate this potential into reality, through the development and launch of a Kipkelion’s branded coffee. In future, it is expected that the product line will be extended to accommodate the women coffee which is milled by the union. Fairtrade Africa is therefore seeking to engage the services of a consultant (individual/firm) to lead the formulation of a product development and a Marketing Plan for Kipkelion District Cooperative Union’s Roast and Ground Coffee.

2.2. Specific Objectives
The Product development and marketing plan will guide the union in their next steps as they make an attempt to penetrate the local market. The following areas should be covered in the exercise

1. Concept integration into the Union’s core business
2. Basic marketing Research & Intelligence for Competitive Product Development
3. Concept packaging and Polishing
4. Product Development steps for the union
5. Selection of the brand Name, Competitive Branding & Logo
6. Product Costing/ Pricing & Profitability
7. Product Distribution Channels
8. Market segmentation, targeting and positioning
9. Marketing launch & strategy Development
10. Project costing and budgeting
11. Proforma income statements
12. Market dynamics of coffee as a commodity in the world market

3. Deliverables
   1. A comprehensive report based on the objectives of the activity in soft copy and hard copy (Spiral bound)
   2. A Detailed Product development and Marketing Implementation Plan based on the prioritized areas.
   3. Present the report to Fairtrade Africa’s management team for validation in a meeting at Fairtrade Africa’s office.

4. Reporting
   In all matters relating to the formulation of the marketing plan, the consultant/firm work directly with the Marketing Officer and the Project Manager, Women in Coffee Project and will report to the Head of Region, East and Central Africa Network.

5. Timelines
   The assignment should be completed in 14 days including report preparation. Part of the exercise will be carried out at Kipkelion Union premises which will be an opportunity to gather more information from the board by involving them in brainstorming, discussions, evaluations and projections sessions. The remaining time will be used to synthesize all the information gathered from the sessions and consolidate it into a bankable Marketing Plan and presentation of the same.

6. Consultant’s Profile
   At the minimum, the consultant(s) must possess the following:
   1. At least a degree in a business field with specialization in Marketing
   2. Knowledge and experience in working with cooperatives in Kenya.
   3. Excellent understanding of the Kenya Coffee Supply Chain.
   4. Experience in data analysis, presentation methods and report writing.
   5. Good spoken and written communication skills in English and Kiswahili

7. Application Requirements
   Applicants must include the following in their application for the work:
   1. Description of the consultancy firm or consultant and an outline of recent experience on assignments of a similar nature.
   2. A description of the methodology for conducting the assignment; financial and technical proposals including work plan for performing the assignment.
   3. At least 3 references of similar assignments that the consulting firm or consultant has undertaken in the last 3 years.

Interested qualified consultant(s) are requested to submit proposals to recruitments@fairtradeafrica.net by close of business on 24th August 2016.