



TERMS OF REFERENCE

MARKETING AND PRODUCT DEVELOPMENT FOR PRODUCERS OWNED COFFEE BRAND IN KENYA

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, 055,000 producers across 33 countries in Africa to promote fair trade in the global value chain system.

2. Purpose

Climate change is often priority number one for farmers in the Fairtrade network in terms of the greatest challenges for the future. The effects of climate change differ per region, depending on the natural conditions and the crops that farmers are cultivating. Nevertheless, there are certain ingredients in the adaptation approach that must always be present for it to be successful. The project- climate academy therefore envisions;-

- A strong farmer organization is needed that represents the farmers and develops activities that are within the reach of an individual farmer.
- The organization needs to make a local risk analysis, after which it should design an adaptation strategy and help its members carry out this strategy.
- Raise awareness and increase knowledge about climate change among individual farmers
- Make their agricultural activities more climate resilient
- Protect natural resources near farms
- Diversify economic activities in order to spread income risks more effectively

It is on the basis of diversification that the project seeks to develop the capacity of 2 producer organizations in establishing fully fledged enterprises out of coffee farming. Considering, that the target producer organizations piloted a brand in the local market, Fairtrade Africa is therefore, seeking to engage the services of a consultant (individual/firm) oversee the process of product development for two product lines, launch and successfully market the product in line with the marketing plan agreed on by both producer organizations.



3. Specific Objectives

The Product Development & Marketing consultant will manage the new product development activities for the producer organizations, end-to-end, including artwork development, packaging, roasting and ensuring compliance with relevant regulations; launch and introduce these brands into identified markets and train brand owners on roasting, packaging, branding and marketing skills towards ensuring continuity of the enterprise after project closure.

The following are the key activities for the exercise:

Stage I - Product Development

- Develop unique blends for the coffee brand and within the market acceptable roast profiles
- Develop the packaging and artworks for the brand in consultation with the project beneficiaries. This includes selection of the right colours & logos and their placement on the packs.
- Roast and pack the coffees as per the required standards as per Kenyan regulations
- Develop artwork plates and print packing bags of the right quality in the required volumes.
- Support the producer organizations in acquisition of the relevant trading marks such as Kenya Bureau of Standards (KEBs) and Barcodes while ensuring compliance with relevant regulations.
- Aid in establishing an entity to manage the coffee brand- a limited company preferably.
- Approve all Pre-production samples as per the blend developed by the quality expert.
- Ensure that the producer organizations quality experts are conversant with the product specifications of proposed new product to ensure consistency in quality after the exit of the consultant.
- Accurately complete item set up requirements and all related documents; communicate to procurement, quality department, marketing and sales on the operating procedures for the coffee brand.

Stage II - Product Launch and Marketing.

- Develop a comprehensive marketing and communications / promotion strategy for Fairtrade-certified coffee brand that synergies the marketing plan
- Collaborate with the FTA team in the development of a launch plan for target markets, pricing, distribution and promotions of the two brands.
- Introduce and market the coffee brand as guided by launch results towards triggering demand and creating a platform for take-off.
- Carry out social media activations for the brand
- Build capacity of brand owner's i.e. beneficiary groups of project in agreed product development and marketing activities (e.g. set up sales and promotional teams).



- Develop the promotional materials towards the launch including banners, websites among others.

4. Deliverables

- A coffee brand for the 2 producer organizations with clear product formulae
- Soft copies of the product formulae and brand artworks including the specific colour codes of the brand colours.
- Related registration (KEBs, FT, KIPi), patent & certification details for the coffee brand
- Market & Communications strategy for the coffee brand
- Launch plan, communications & promotional material for the Coffee brand

5. Reporting

In all matters relating to the development, launch and sale of the premium brand, the consultant/firm shall work directly with the BSO- coffee Kenya

6. Timelines

The assignment should be completed in 60 days. This will entail meetings in Nairobi (virtual), and field meetings and with FTA coffee seconded staff and with the suppliers and the regulatory authorities and also visiting the beneficiary groups if need be to train the responsible staff on the operating & marketing procedures for the premium brand. The consultant is also expected to participate in the launch at the end.

7. Consultant's Profile

At the minimum, the consultant(s) must possess the following:

- At least a degree in a business field with specialization in Marketing, brand development, economics or related disciplines.
- Proven experience of value addition, packaging, branding, promotion and sale for FMCG or related products.
- Excellent understanding of the East Africa Coffee Supply Chain.

APPLICATION PROCESS

While preparing the proposal, applicants must include the following:

- a) A brief description of the consultancy firm or consultant
- b) Outline of recent experience on assignments of a similar nature.
- c) Consultants statement on the interpretation of the TOR
- d) A description of the methodology or approach



- e) Financial proposal including work plan for carrying out the assignment within the timelines indicated
- f) At least 3 references of similar assignments that the consulting firm or consultant has undertaken in the last 3 years.
- g) CVs of the consultant including the members who might be engaged for the assignment.

Interested and qualified consultant(s) are requested to submit their proposals to recruitements@fairtradeafrica.net by close of business on 10th May 2019