



Vacancy for Internship Philippines

Review and implementation of marketing plan for Farms & Cottages products

Country: Philippines, Quezon City

Client: Federation of People's Sustainable Development Cooperative (FPSDC)

Period: From August-October 2019

Deadline for application: 31 July 2019

Number of students we need: 1

The assignment

FPSDC (<https://www.fpsdc.coop>) is based in Quezon City and was established in 1998 with 21 founding members. Currently the federation has 157 members composed of 122 primary and secondary cooperatives and 35 NGOs; and with a combined equity of PhP 6.1 billion and combined asset base of PhP 20 billion.

The core business of FPSDC previously was on credit and loans provision to its members; but quite recently, the federation absorbed a business on distribution and marketing of products from its members to mainstream markets in the country. The brand Farms and Cottages (F&C) was adopted by FPSDC as its carrier brand.

Its agri commodity business includes repacking of organic rice (brown, red, pink, black), muscovado rice and coconut sugar, and labelling of herring (sardines), jams and jellies, raw wild honey and coco jelly. Additionally, FPSDC also recently launched Black Garlic as one of its new products. All these products carried under the brand Farms & Cottages. 85% of its gross revenues come from lending, while 15% comes from commercialisation and marketing, processing, technology dissemination, storage and bulking, and training for agri coops.

It has an average total income of around P38 million in the last 3 years and an average surplus of P14 million in the last 3 years. It wants to become the biggest and best-known product developer, distributor and marketing arm of products coming from cooperatives, people's organizations and sell these to the mainstream markets in the Philippines.

Its BHAG is to become the leading, globally recognized distributor of locally and sustainably produced commodities.

Who are we looking for?

We are looking for a well-motivated Dutch/Dutch-based student from a university/ college majoring in agricultural/business/management/economics/supply chain/other related degrees, who is interested to review and help implement the Marketing Plan of FPSDC for its F&C products for the local, export and e-commerce markets.

The characteristics we look for are: business acumen, strong analytical skills, good communication and writing skills, adventurous, flexible, independent, fluent in English, result-driven and willingness to work/live in Quezon City, Philippines for several months.

Objectives

To review and help implement the Marketing Plan of FPSDC for its F&C products.

Activities

1. Read Company Assessment, Strategic Plan, Business Plan of and Marketing Plan of FPSDC
2. Exchange information/experience/knowledge with management about F&C product/market and the marketing plan
3. Review of desktop study and discussion with management to understand and analyze the internal, external and market environment for F&C products
4. Review of desktop study and survey to understand the market/buyers/customers or relevant market actors if needed
5. Review of the analysis of market opportunities and proposed selected opportunities, as well as the targeted market
6. Review the positioning statement
7. Review the marketing strategies and marketing mix
8. Help the marketing team design the step by step approach to achieve the target on marketing plan
9. Write a report on the marketing review and implementation

Expected Result

- Review and implementation of marketing plan covering its market, customers and industrial environment; targeted market; positioning statement; marketing strategies; marketing mix; and step by step approach to achieve the target on marketing plan.
- Work with the FPSDC marketing team and management to make sure that there is a thorough understanding of the marketing plan and its implementation.

About Agriterra

We are Agriterra, a Dutch agri-agency that provides business development services to ambitious cooperatives and farmer organisations in developing and emerging economies. We assist them with advice and training by locally based business advisors and by deploying practitioners from the Dutch and international farmer organisations and (cooperative) companies; the so-called AgriPool experts. We apply a three-track approach: we make cooperatives bankable and create real farmer-led companies, we improve extension services to farmer members and we enhance farmer-government dialogues. Our advisory practice covers the full range of services on Management & Organisation, Financial Management, Governance, Business Development and Lobby & Advocacy.

Agriterra works from local offices in a large number of countries. Agriterra has an annual turnover of approximately 15 million euros, is ISO certified and has over 140 employees, both in the Netherlands and abroad. For more information, visit our website www.agriterra.org

Are you interested?

Are you interested in this position and do you fit the profile? Then apply with a cover letter and curriculum vitae, by sending an e-mail before 31 July to vacancy@agriterra.org to the attention of C.C. van Rij, manager agri-advice.

If you require further information, you can contact Richard van der Maden by sending an e-mail to vandermaden@agriterra.org.