

## Vacancy Internship Indonesia 'Market Research for Processed Dairy Products'

**Country:** Indonesia

**Client:** KPSP Saluyu

**Period:** February – April 2020

**Deadline for application:** 1 December 2019

**Number of students we need:** 1 Dutch student and 1 Indonesian student

### Who are we looking for?

Master or bachelor's degree student of a Dutch business school/university, preferably from marketing (or related) study program.

### Context

Koperasi Peternak Sapi Perah (KPSP Saluyu) is a dairy farmers cooperative located in Kuningan, West Java with 308 members. Saluyu's mission is to purchase cow milk from its members and distribute the milk to milk processing factories. While Saluyu is relatively small compared to Agriterra's other dairy cooperative clients in Indonesia, it has shown a lot of enthusiasm and openness to new ideas which resulted in multiple positive changes, including a doubling of its milk production in 2016. This was due to an increase of members, as well as more cows and improved information towards members.

Since 2018, Saluyu has gone through various programmes with Agriterra to explore possibilities about value – adding activities. They want to build a factory so their product can be sold at a higher margin in order to deliver more value for the members. After the Internal Capitalisation workshop in 2018, several members are committed to invest and contribute to the capital of the factory. However, so far no concrete steps have been taken for the establishment of this factory because Saluyu still does not have a clear grasp on the available market opportunities for processed dairy products, especially in the West Java region. Even local governments in the Kuningan and Tasikmalaya region don't have information about dairy market opportunities, as figured out during an internship mission in October 2018. The cooperative needs accurate information gained from proper market research before they can decide which products are in demand that they can produce and decide whether or not to establish a factory.



## The assignment

The intern will do a 12-week market research project with following objectives:

- Collect accurate market information about demand volume, market prices and market characteristics of processed dairy products (Cheese/Yoghurt/Pasteurised milk/etc.) in Kuningan, Cirebon, and Bandung area.
- Conduct value chain analysis of processed dairy products in aforementioned areas.
- Give recommendations to the cooperative about how to utilize available opportunities on an industrial scale.

## Profile of the intern

**Knowledge:** Marketing Management, Entrepreneurship/Business development

**Experience:** Entrepreneurship or marketing research projects

**Competences:** Qualitative and quantitative research, Marketing management

**Language level:** English (proficient)

## Application

Send your CV and a short letter of motivation to Agriterra [vacancy@agriterra.org](mailto:vacancy@agriterra.org) for the attention of Mr C.C. (Cees) van Rij, manager agri-advice.

## Agriterra, for cooperatives

Agriterra provides high quality, and hands-on advice, training and exchange services, to cooperatives and farmer organisations with maximum impact for socio-economically strong and productive rural areas. In 2018, with 117 employees, Agriterra advises 208 cooperatives in 17 countries. With our programme we reach more than 500.000 farmers. In the last two years we have already mobilised more than 20 million euro made available through policy changes. More than 40 cooperatives are linked to banks with a mobilised loan for working capital and investments of more than 15 million euro, while 33 clients have a processing facility with increased production.

Through professionalising and strengthening cooperatives in Latin America, Africa and Asia, Agriterra contributes to positive economic development and better income distribution. Farmers organised in strong, competitive and trustworthy cooperatives are indispensable for a vibrant rural economy, fostering agricultural development and off-farm employment in rural areas.

Agriterra draws on a century of cooperative knowledge in the Netherlands disclosed via its extensive network in the Dutch agri-food sector. These experts and Agripool experts from farmers organisations all over the world, work together with business advisors from the Netherlands and national business advisors in the countries where Agriterra staff is based. For more information, visit our website [www.agriterra.org](http://www.agriterra.org).