

Vacancy for Internship, Ethiopia-Virtual Assignment 'Dairy Marketing and Branding Strategy development'

Country: Ethiopia

Client: Jantekel Dairy Development and Marketing Cooperative Union (GDCU)

Period: November 01, 2021 to December 31, 2021, **2 months**

Deadline for application: October 25, 2021

Number: One

Who are we looking for?

Master's degree student with a background in agribusiness, marketing, business administration or related field

Context

BHAG of the Union: To process daily 10.000 litre milk per day in 2023

Jantekel Dairy Cooperative Union established in 2006, with 177 members, with 882,000-birr capital, and 7 dairy primary cooperatives (PCs) as a member. Currently, the union has 950 smallholder farmer members, the capital reached 7.1-million-birr capital (nearly all is fixed assets) and the number of PCs has been increased to 12 PCs. Before two years ago the union was producing milk products: Pasteurized milk, buttercream, yogurt, and cheese, etc. Since 2 years ago, the union stopped production due to high machine maintenance costs and loss in its business operations. The union has a Bulgarian-made brand-new milk processing factory. In this factor 276,000 dollar invested, from this 98.000 was covered by USAID and the remaining was covered by the union. The machine was bought in 2017. Initial idea was to have a 5000-litter processing daily production capacity, later the union decided to increase to 10,000 litter daily production capacity.



The union has 12 staff (manager, microbiologist, physiochemical experts, store keeper, maintain, operator, cashier, guards, etc.). The union has a lot of business ambitions; to engage in milk processing, establish animal feed factory, cattle drug supply, and veterinary services, animal breed improvement, and suppling of new dairy technologies and equipment. In the 2021 year, the union's main focus is operationalising the milk processing factory.

In January 2021 has conducted a detailed assessment and decided to support the union and improve its business performance, enhance the bankability and creditworthiness as well as improving union and its members PCs position in the supply chain, so that the union and member PCs provide reliable marketing services for their member farmers. Thus, the 2021-year support will focus on operationalising the milk processing factory at least at 3000 liters/day, enhancing the union's organisational development and improving the union relationship with PCs and member farmers, specifically: Mobilise

4.2 million internal capital to be financially sustainable, hire key staffs to make functional the factory operation.

Thus, The Union is making necessary preparation to start milk processing by the end of October 2021. It is planned to deliver marketing and branding training to Jantekel dairy union staffs and board members by end of October. The training will be provided by an Agripooler (Dutch expert) via virtual platforms. The intern will participate in the training. After the training the intern, will develop a full-fledged marketing and branding strategy together with another Ethiopian intern. The strategy is aimed to professionalise the sales activities of the Union. The interns and the union should have frequent contact to make sure the strategy is feasible. We see this assignment as a theoretical but also a very practical. It should kick start the marketing/sales activities of the Union.

The assignment will be conducted in a participatory manner with the active participation of the Union staffs, board, and key stakeholders. The Agriterra contact person will be communicated and consulted in every milestone of the assignment. Sufficient data will be collected from primary and secondary sources for better understanding of the dairy marketing and branding. Thus, the assignment requires both desk work and travel inside the Union working areas.

The assignment

- ✚ The assignment objective is focusing on providing specific support to Jantekel Dairy Cooperative Union in strengthening its output marketing performance of processed dairy products through professionalising its marketing and branding strategy. More specifically the Intern will co-develop a full-fledged marketing and branding strategy for the Union, assist the Union management in the promotion of the Union dairy products and sales activity.
- ✚ Report writing including recommendations
- ✚ Present results in a stakeholder workshop
- ✚ The assignment will start on November 1, 2021 and will be concluded at the end of December 2021.

Profile of the intern

Knowledge: Marketing Management, Branding, Entrepreneurship/Business development, Sales.

Experience: Entrepreneurship, marketing research and sales projects

Competences: Flexible individual with strong problem-solving and analytical skills self-motivated.

Ability/skill to communicate via technologies like WhatsApp/zoom/teams (with the Agripool and another intern)

Language level: Fluency in English both written and oral, is a prerequisite.

Application

Send your CV and a short letter of motivation to vacancy@agriterra.org to the attention of Habtamu Mekonnen, business advisor Ethiopia.

Agriterra, for cooperatives

We are Ariterra, 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. We work with self-organising teams, so our employees are challenged to use every bit of determination, creativity and strategy to achieve our compelling goals. Being a self-organising organisation makes Ariterra an inspiring and challenging environment for professional growth and development.

Agriterra has an annual turnover of approximately 20 million euros and has over 170 employees, both in the Netherlands and abroad. For more information, visit our website www.agriterra.org.