

UNIVERSITY OF NAIROBI

Seed Enterprises Management Institute

MARKETING & SALES PROCEDURES *Cont...*

Presentation to SEMIS Trainees

Lecture 5.2 at 9.00 to 10.00 am, May 2017

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Organization (KALRO)

SEED MARKETING & SALES PROCEDURES

cont'd

- Governments have legislations on seed production, processing and marketing
- Marketing is largely left to seed providers to promote their products
- Seed providers may have products but remains in store due to inability to market
- Governments let the private sector have varieties under some agreement to market
- Private sector have formed associations to lobby governments and promote their in country, import and export trade
- Does your country have organized seed groups and how do they operate?

SEED MARKETING AND SALES PROCEDURES cont'd

➤ Understanding the market

- Researching the market

- ❖ Update information on where markets exist and how old ones react to your products

- Marketing information

- ❖ Information to make business decisions and to plan include; what is in market, economic and political position, completion, distributors, policies and legislations, type of farmers and their attitude about your company and products

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SEED MARKETING & SALES PROCEDURES cont'd

- Sources of information
 - ❖ Include internal – production figures, orders, invoices, payments, customer types, dealer network,
 - ❖ and external – government statistics, organizations, studies to gather information
- Market segmentation
 - ❖ Process of identifying and separating a total market into parts so that different market strategies can be used for each part.
 - ❖ E.g. dryland, rich neighborhood, geographical location, maturity, altitude group, hybrid or opv, vegetable seed requiring region.

SEED MARKETING AND SALES PROCEDURES

cont'd

➤ Forecasting Demand

- ❖ Do adequate market demand estimates or there will be under or over production at your cost
- ❖ Demand is what the seller is the quantity that buyers are willing and able to purchase at a particular price
- ❖ Factors affecting demand include cropping pattern, seed use and climate, demand for seed, prices, farmer disposable incomes, variety performance relative to alternative, promotion campaigns
- ❖ List other factors that you consider in your project / company to forecast seed demand.

Asanteni Sana

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