

UNIVERSITY OF NAIROBI

Seed Enterprises Management Institute

MARKETING & SALES PROCEDURES
Lecture 5.3 at 11-12 pm

Presentation to SEMIS Trainees
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SEED MARKETING AND SALES PROCEDURES

cont'd

- Market plan or roadmap which have sub plans
 - a) Product plan- type of varieties, yield, quality, class, new or old, quantity, packaging schedules, dates stock required
 - b) Price plan- pricing policy, commissions, margins, discounts
 - c) Place plan- distribution networks, transport, storage, sales areas, customer convenience,
 - d) Promotion plan- target group, which media to use, timing, packing type and design, advertising, PR campaigns, demonstrations, coordination with other agents (use data of at least 3 years)
 - e) Budget plans- sales targets, costs of all activities, gross margins
 - f) Personnel plans-staffing levels, training, cost, scales, bonuses, appraisal systems line management, and responsibilities.

SEED MARKETING & SALES PROCEDURES cont'd

➤ Strategic planning

- ❖ Review current plan and think into the future

- ❖ What is outlook for seed industry and seed market in the future?

- Answers external and internal factors that control business

- ❖ How secure is the company's position in the market?

- Analysis of company position in relations to current and future competitions (SWOT)

- ❖ What is the future of the company's business and how is it going to be achieved?

- This state objectives and how they are to be achieved.

Eg selling imported vege seed, or ASAL seed for 5 years?

➤ Supplying the market

Seed as a product

Developing a product market plan

Packaging, Labelling, Distribution

Promotion, adverting extension and demonstrations

Promotion campaigns, Advertising, Personal selling

SEED MARKETING & SALES PROCEDURES cont'd

➤ Supplying the market

- Seed as a product is a range of all varieties of all crop species that are being supplied for sale
- In making decision to buy a customer is informed about the benefits through various marketing methods
- Companies decide on brand names to use when supplying the markets
- That brand name must imply quality is assured
- Aim to grow the supply by increased awareness, and building confidence of farmers in the variety and build quantities to supply stockists in response to demand created at farm level.

SEED MARKETING & SALES PROCEDURES cont'd

- Developing a product market plan
 - ❖ Design market plan which form basis for production plan.
 - ❖ Unfortunately, in public seed projects production plans are prepared before marketing plans making it sometimes easy to under or over produce.
- Design standard market plan form for your products including
 - Variety, grain seed opv/hybrid, vegetables, imported or home grown
 - ❖ Seed volume per class, labelling details, seed dressing, labelling, target distribution channels, transportation means, target cost, gross margins, target date of availability.

SEED MARKETING & SALES PROCEDURES cont'd

➤ Factors affecting seed marketing

1. Availability of adapted varieties
2. Provision of clear policy of developing seed industry
3. Official Company government program to demonstrate use of the adapted varieties which depends on available funding.
4. Reliable demand forecasting

Realistic assessment and targets are very essential

One can under or over supply leading to losses

Market information must be availed to make realistic demand forecasting.

➤ Discussions

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