

Marketing and Distribution

Calendars

SEMI's Marketing Module

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Example: Marketing and Distribution

Main Calendar

Mar & Apr	May	June & July	Aug & Sept	Oct
<ul style="list-style-type: none"> •Select demo sites •Review sales plans w/agrodealers (ADs) •Ship product to ADs •Deliver marketing materials to ADs 	<p>(Planting season)</p> <ul style="list-style-type: none"> •Regularly review stock requests with ADs •Manage inventory •Restock key ADs •Monitor credit and payments •Oversee demo planting 	<ul style="list-style-type: none"> •Monitor demos; coach demo farmers •Contact ADs re: leftover stock •Collect leftover stock (if it is your practice) •Collect feedback from ADs •Plan for field day activities 	<ul style="list-style-type: none"> •Hold field day activities •Monitor customer perceptions (germination, etc.) •Meet with key ADs to review their sales season •Collect all monies from ADs •Hold some field days 	<p>(Harvest season)</p> <ul style="list-style-type: none"> •Hold more field days •Take photos of customers with crops for use next year •Collect customer feedback

Example: Marketing and Distribution

Main Calendar

Oct	Nov & Dec	Jan & Feb	
<p>(Harvest season)</p> <ul style="list-style-type: none"> • Hold more field days • Take photos of customers with crops for use next year • Collect customer feedback • Radio testimonials, “expert” radio programs 	<ul style="list-style-type: none"> • Hold post-season planning meeting (review what worked, what didn’t work) • Develop appreciation plans • Hold customer feedback meetings (ADs and farmers) • Develop input for production department 	<ul style="list-style-type: none"> • Develop marketing plan for coming year • Develop marketing materials for next year • Review AD performance • Determine distribution goals and plans for coming year • Review staffing needs, hire if necessary 	

Example: Sub-Plan (or Detailed Plan)

Field Day Detailed Plan

Task	Date	Comment	Person
Select site	Xx/xx	Improve on last year	EA
Lay out site, identify farmers,	Xx/xx	Mr. Mapani would be good	EA
Select date(s)	Xx/xx	Two days, back to back	EA
Identify “what you want to prove to farmers who attend”	Xx/xx	Include Duma, Pannar, landrace. Treat all entries equally. Taste, poundability, storage demos.	EA and RK
Identify groups to attend	Xx/xx	Invite 700 to get 600	RK
Plan publicity campaign	Xx/xx	Send notices, tape testimonials	MW
Plan program for the day	Xx/xx	Review feedback from last year	EA
Select technical support guests and entertainers	Xx/xx	Invite local extension team, NARS breeders, fertilizer specialist	RK
Invite groups	Xx/xx	Track responses	RK
Notify press & radio, ETC	Xx/xx	Invite, and deliver press releases	MW