



Brief for a Marketing Consultant for value added products from areca leaf sheaths

Location – Preferred Shimoga or Must be willing to travel to Shivamogga as frequently as needed.

Duration: 6 months starting from September 2020

Summary

TIDE is a development organisation (NGO) that leverages technology for conserving the environment, creating livelihood, and addressing societal issues. TIDE has created and disseminated technology based, innovative livelihood options for rural communities.

TIDE has started a program to promote areca leaf sheath product enterprises in Shivamogga district among farmers and other potential entrepreneurs, with their own investment and supported by the program for technology and necessary linkages. We are looking to appoint a marketing consultant as part of the program.

Key responsibilities:

- Identify and characterise the market segments (including Export market) for the areca leaf sheath products.
- Prepare and recommend a market penetration plan for each of the identified segment, understanding the techno economics, along with quality, packaging and other requirements including certification.
- Develop a strategy for implementation of the market penetration plan along with recommendations on channels, pricing, promotion
- Secure and provide linkages for the first set of 5 beacon enterprises through marketing agent/s with commitment on volume.
- Recommend if there are other potential opportunities with areca plant in the value addition chain, including innovative products

Deliverables:

- Detailed report covering product mix, market segments, channels, pricing strategy, branding & promotion strategy, quality requirements, export potential, regulatory requirements, and other relevant information
- Market penetration plan.
- Secured markets for the 5 beacon enterprises through MoU or other guarantees, with minimum two different agents / dealers /buyers, along with specifications on quality, quantity, price, and commissions.

Candidates with relevant skill set and experience may contact us with details by mailing to nishanth.chavan@tide-india.org before 31st August 2020. Consultation fee would be based on proven expertise.

The contract may be extended to phase II of the project, based on the requirement.