



Internship China Xishuangbanna Yuanxiangwotu Federation

Title: Support Xishuangbanna Yuanxiangwotu Federation on marketing and sales

Client: Xishuangbanna Yuanxiangwotu Federation of farmer cooperatives

Period: Starting August 2017

Duration: 1-2 months

Introduction

Since 2011 until 2014, under the coordination of Menghai Agriculture Economics Management Station (a government institutions), Agriterra support the development of 5 farmer cooperatives. In 2015, 3 of these cooperatives, together with another 3 cooperatives established a federation called "Xishuangbanna Yuanxiangwotu Federation". It was officially established on December 24th, 2015, which is the first Federation in Xishuangbanna Prefecture, located in West-South of China's Yunnan Province. There are around 2500 household farmers members in the 6 coops. Its overall policy is to provide a promotion and sales platform for its member cooperatives (sell agriculture products), insisting its focus on high-quality and biologic products, inheriting and promote ethnic brand (Xishuangbanna is a region of Dai People and the other ethnic groups). Its ambitious vision is to sell their green、 biological and high-quality agricultural products to all over the country, contributing to green living.

The 6 cooperatives produce rice, pork(special small ear pig), potato, pumpkin, brown sugar (made of red date), tea and vegetables.

The production of each product: rice: 20,000tons; pork: 150tons (3000pigs* 50kg/pig); potato: 400 tons; pumpkin: 600 tons; tea: 150 tons. It is expected the production will increase. All of the 6 cooperatives have their own market channel, however there are some difficulties in expending market and sales. That is why the federation was established, the federation will play a role in expanding new market channels.

Rationale

In 2016, Agriterra supports the Federation in market survey and other aspect. The sales business will be started in 2017.

Its specific objectives in 2017 are as the following:

1. A shop will be set up to sell their green products in Kunming (capital of Yunnan Province) or Jinghong (capital of Xishuangbanna Prefecture). Menghai is famous for the unique climate and clean environment, which has naturally make a green/biologic brand for the local products. The long-term objective is to set up their sales shop in all the provincial capital cities throughout China.
2. The federation will register a trademark, and then the products sold through the federation will be labeled with one brand.
3. Online shop. Under negotiation.



4. Build a good sales team.

Therefore, the sales planning, marketing, product propaganda and promotion, as well as a good sales team is quite important for the federation.

The Assignment

The assignment therefore involves:

1. Collect market information, assisting in sales planning/strategies.
2. Assist to develop product propaganda and promotion planning.
3. Participate in selling, together with sales people, to give suggestions and help to improve sales people.

The assignment will be performed with close coordination with the Federation and Agriterra.

Objectives

1. Assist the federation in setting up a sale and supply planning.
2. Assist the federation in making product propaganda and promotion planning.
3. Assist marketing trainer in developing a tailor made marketing training.

We are looking for

A well-motivated student who is enthusiastic of farmer organisation and interested in Chinese and local customs, is greatly welcomed.

Experience in selling and marketing, university degree or above, good communication skills, business-minded, disciplined, responsible, and willing to work/live in Menghai (rural area) for a few months.

Language:

Prefer a Dutch student who is fluent in Chinese

Or combine a Dutch student and a Chinese student (solve language barrier)

Or a Chinese student who studies in the Netherlands

Offer from the Federation

Local food and lodging (staff dormitory or a room of a member's house)

No salary

Additional information

The federation is located in Menghai County, Xishuangbanna Prefecture, Yunnan Province. Xishuangbanna is a nice region with rich biodiversity and traditional ethnic people (like Dai people, Bulang people, etc.).



Application

Send your CV and a short letter of motivation to the Agriterra office at vacature@agriterra.org before 3 March with reference to "Assignment China-Xishuangbanna Yuanxiangwotu Federation on marketing and sales". Prior to the internship the candidate is expected to take part in an introduction workshop.

About Agriterra

Agriterra is an agri-agency founded and steered by the farmers' organisations and agricultural cooperatives in the Netherlands. Its mandate is to strengthen producers' organisations and cooperatives worldwide. For farmer-led business initiatives, Agriterra specifically supports business development services in the pre-investment phase such as feasibility studies, market surveys, business planning and capacity building components. In addition Agriterra provides:

- Brokerage services to link farmer-led business development initiatives with investors, banks and other primary and supportive stakeholders in the value chain.
- Advisory services often employing Agripool advisors: experts stemming from co-operative and private agribusiness companies from the Netherlands and beyond with a specific thematic or sector expertise.