



MAU TEA MULTIPURPOSE CO-OPERATIVE SOCIETY LTD

Postal Address: P.O Box 377-20200, Kericho, Kenya
Physical Address: 10 km East of Kericho Town along the Kericho-Nakuru highway.
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TERMS OF REFERENCE FOR SALES AND MARKETING CONSULTANT.

A. PROJECT BACKGROUND

Mau Tea Multipurpose Co-operative Society Limited is located in Kericho County, some 10 KMs East of Kericho Town along Kericho-Nakuru Highway. The co-operative owns a large tea plantation (600 acres), tree plantations, a modern tea factory and various accessory facilities like primary school, dispensary and employee housing units. The farm owned by the Co-operative was purchased in the year 2002 by local shareholders based in Kericho, Bomet, Narok and Nakuru counties from its previous owners. From inception until 2011, the Co-operative operated the tea farm only and would sell their produce (tea green leaf) to neighboring tea factories. In the year 2010, the board felt there was need to engage in value addition of their produce in order to offer better return to the shareholders and hence the idea to rehabilitate the decommissioned tea factory, this work was completed in the year 2011 and the factory commissioned in December same year.

To complement its own farm production and hence better utilize the factory capacity, the Co-operative ventured into processing tea from small scale farmers from around the factory and this saw the Society register over 3,000 farmers who are actively supplying tea leaves to the factory to date. To this end, the small scale farmers supply 80% of the total crop processed in the factory and 20% comes from the Society tea estate. The factory has a processing capacity of 80,000 kilos of green leaf tea per day translating to 18,800 kilos of made tea per day.

The Co-operative manufactures black CTC tea variety. The products are sold through the Mombasa tea auction under the garden brand names TILYA TEA AND SINENDO TEA and in the local market under the TILYA Brand. The auction market absorbs 90% of the production while the local market absorbs 10%. In the recent past, the auction market has been on a downward trend due to various challenges in the global markets and hence the board of directors have identified local sales as an alternative that can cushion the Cooperative from the devastating effects of low prices and poor demand in the auction.

Tilya brand has gained acceptance in the local market and has been able to command a considerable market share in Kericho, Bomet, Nakuru and Uasin-gishu Counties. We are in the process of expanding our presence into the other counties such as Nairobi, Narok, Kisumu, Busia and Kagamega Counties.

B. ABOUT THE ASIGNMENT

Mau tea multipurpose cooperative society is seeking the services of a marketing and sales consulting firm to support it in development of a robust sales and marketing strategy that will enable it expand its local sales of tea and enable it achieve its full potential in the market. The assignment will commence with an in-depth market assessment and end with a sales and marketing plan for the tea products manufactured by the cooperative society.

C. PROJECT OBJECTIVES.

The specific objectives of this project are;

- i. Conduct of a market assessment to establish the potential of Society's tea products. This will include an assessment and analysis of the current customer base, market trends, competition, Pricing strategies, opportunities and Threats.
- ii. Establishment of Tilya products' competitive advantage in the target market based on the market assessment.
- iii. Develop a sales, marketing and distribution strategy that will enable the Cooperative increase its market share, sales revenue and profitability from the local sales market.
- iv. Advise the cooperative on a pricing strategy that will grow sales while maintaining a good profit margin for the business.
- v. Develop a sales management plan that will ensure that sales targets are met cost effectively.
- vi. Prepare, present and submit a report to the board of directors sharing the findings from the market assessment and implementation plan of the strategy developed.
- vii. Review of existing sales and marketing strategies, identification of opportunities for improvement and development of a new sales and marketing strategy that will foster growth in sales, greater market share capture and profitability.

D. DELIVERY TIMELINES, MILESTONES AND DELIVERABLES

The project is expected to take two months from inception to presentation of a final report to the board. The project consultant is expected before start to draw a work plan and forward to the CEO for approval.

E. QUALIFICATIONS AND EXPERIENCE

The board prefers a consulting firm with a team of qualified personnel to implement this project however, individuals with requisite capacity may be considered. To this extend interested consulting firms shall be required to submit their proposal complete with certificate of registration, tax compliance certificates, registration with relevant professional bodies and copies of certificates of individual consultants who will undertake the various project tasks.

For consideration, the following shall be the qualification criteria against which the applicants will be evaluated;

- i. Advanced university Degree in Marketing, Business administration or closely related field.
- ii. Professional qualification in marketing and strategy will be an added advantage.
- iii. Excellent analytical and presentation skills.
- iv. Demonstrated experience in developing sales and Marketing strategies for fast moving consumer goods and or food products, experience in marketing of tea products will be an advantage.
- v. Good knowledge of co-operative Society landscape in Kenya will be an added advantage.

The consultant will also be required to give evidence of similar work as part of qualification criteria.

F. TERMS OF PAYMENT

Upon engagement, the consultant will be paid an upfront deposit of 25% of the agreed sum and a final payment of the remainder at the end of the contract upon presentation of final report to the board of directors.

G. HOW TO APPLY


Interested parties should send their applications to

THE CEO MAU TEA MULTIPURPOSE CO-OPERATIVE SOCIETY LIMITED

P.O.BOX 377-20200, KERICHO

E-mail: info@mautea.co.ke

Applications and proposal to reach the above not later than 10.10.2023



CHIEF EXECUTIVE OFFICER
25.09.2023.