

Vacancy for an Agripool mission Development of Strategic Plan 2018-2021 for Jiangyou Federation

Ref. nr AS.10494

Who are we looking for?

We are looking for an expert in business development (especially in value chain (production optimization, value addition and market organization) and agricultural cooperatives. who has experience in Asia preferably in China who has ability to elaborate a comprehensive strategic plan for a multi-purpose federation based on the major challenges and ambitions linked to business and organizational development. Are you flexible, stress tolerant, optimistic, patient and pragmatic? Then you may be the right person needed to facilitate the workshop that will put in place the strategic orientations of this federation over the next three years.

Jiangyou Federation

Jiangyou federation is a district level federation who has 96 cooperative members with different agri-products including Chinese medicine, fruit & vegetables, aquiculture and Rice. Jiangyou is planned to build a district level agri-product platform with the same brand and packaging to promote on the market, also on the online-platform.

They have already built a website and operate SACCOS' among the coop members only with loans. Last year, the federation has started to sell multiple agri-products by using the brand of federations to make some profit for federation. For now, the website they have built is to provide agri-information to their members. But the services of website is very weak, the functions of website are not built and used.

They lack of an effective way to unify those member cooperatives and provide practical services to meet the demand of coops. Besides, a strategy plan with sound business develop plan in future coming years to realize self-reliant and make profit is crucial for this federation.



Country

China

Period

July 17 to July 23, 2018

Dead line: 22 June 2018

Number of experts needed: 2

Mission

The objective of this federation is to build the marketing opportunity and integrate the products of member cooperatives, and develop better services to support for member coops, realizing self-reliant. How to function the website of federation and how to make use of their brand to expand the influence is the key challenge they are facing.

The strategic plan will be developed taking into account the major challenges, services provided by the federation and the perspectives in the future. This entails defining the vision, mission and value of this federation.

The specific objectives of this mission are as follow:

- Conducting a strategic planning workshop with about 12 key actors of federation (Board member, marketing manager and general management)
- Describe the major strategic lines of Jiangyou federation Strategic Plan
- Define the operational activities and the financing strategy

This mission would be a combination of two missions, which are all about developing strategic plan for one. Cooperative who produce bloody orange and one multi-purpose federation . The mission duration is 10 days (including travelling).

Mission Team Composition

The expert will be assisted by a local team business advisor who understands well the China orange value chain and market. Huang Yunan, Agriterra business advisor based in China will also join the mission team for support with the cooperative.

Expert's profile	
Knowledge	- Demonstrated experience in developing overall strategy plan for cooperatives or federation - Strong analyzing skills - Strong Strategic planning skills - Knowledge on multi-purpose Agri-services
Experience	- Experience in agricultural cooperatives, familiar with Business Experience in China would be an add value. - Intensive working experience within Agri-business sector.
Competences	Flexible, stress tolerant, optimistic, patient, pragmatic with excellent reporting skills
Language	English

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