

## Terms of Reference

<b>Title</b>	<b>: Trademark development for TBC</b>
<b>Client</b>	<b>: Thang Binh Cooperative (TBC)</b>
<b>Country</b>	<b>: Viet Nam</b>
<b>Project number</b>	<b>: 22TBC – 8812</b>
<b>Assignment number</b>	<b>: ADV.19555</b>
<b>Period</b>	<b>: 5<sup>th</sup> September – 5<sup>th</sup> November 2024</b> (including 4 days in the field: 23 <sup>rd</sup> -26 <sup>th</sup> September)
<b>Cooperative advisor (CA)</b>	<b>: Tran Quang Dieu</b>
<b>Mode of Agripool involvement</b>	<input type="checkbox"/> <b>Remote (Online) only</b> <input type="checkbox"/> <b>Field visit included</b>

### Introduction cooperative

Thang Binh agricultural cooperative is located in Village 2, Cu Kty Commune, Krong Bong district, Dak Lak province. The cooperative was established in 2013 by a farmer group. Currently, the Cooperative has 32 official members and 343 affiliate members. Thang Binh currently provides services to additional 600 farmers. The cooperative has 400 ha of sugarcane (main activity). The members of the cooperative share their land together and they work on the land together so they can produce efficiently. The cooperative has also 70 ha of rice. For this crop, they also share the land and work together. Except for the main products, the cooperative also offers services such as fertilizer, pesticides, and seedling to members.

The sugarcane market in Vietnam is under high pressure. Although the sugarcane market is difficult, due to the efficient organization of working groups, high yield/ha and the sale of fertilizer, Thang Binh is still profitable. Despite a recent rise in market price in sugarcane, there is no assurance on the stability of this price. Because of the fluctuation in the sugarcane market, Thang Binh has a dual strategy: (i) Improve the sugarcane business (higher yield, lower production costs) by mechanization, growth, and better seedling; (ii) Diversification to rice as a new product.

Currently, rice commodity is seen as potential one, TBC has the following activities related to rice commodity:

1. Provide agricultural inputs for rice fields of members/farmers
2. Provide rice seeds from their own field
3. Processing services (e.g., drying)
4. Collecting, packaging, and selling rice products to market

### Background of the assignment

TBC has succeeded in growing and commercializing their rice business with ST24 & ST25 - the world awarded best rice variety. Besides the long-term wholesale contracts signed with local buyers domestically, the cooperative has initially succeeded in exporting their rice products to the international market, which promises a higher value margin. Quality of TBC rice is fairly good, acceptable by local and foreign consumers.

However, TBC is recently facing key challenges related to the trademarks of its rice products in the market as follows:

1. **TBC's logo:** it was designed some years ago and now is regarded as similar to other logos of other organizations. Therefore, it is likely that it could not be registered as an official trade marks to be protected by the authority.
2. **The name of TBC's rice product:** It was picked some years ago with the name "Thang Binh" and now is the same as the name of another organization who did register this name as its trademark already.
3. **Product story of TBC's rice:** TBC does not have a story for its rice product in order to communicate its product vision and to answer the questions "why" and "how" of bringing the rice product to life in the market and throughout the product development process.

In 2024, in response to the request of TBC, Agriterra agreed to assist the cooperative to develop its new logo, new name of its rice product, and the story of its rice for the purpose of differentiate its rice product from other competitors as well as to communicates to customers why they need TBC's rice product in their lives.

### Main objective

We support TBC to enhance its supply chain integration, secure opportunities for value addition in domestic and international value chains via developing *a new name of TBC's rice product, creating a well-crafted product story, and a new logo that represent the essence of TBC as the heart of its branding efforts.*

### Specific objectives

- **New logo design:** the logo designed must express TBC brand identity that gives its current and potential clients a natural sense of harmony. Looking at competing brands to see what logos communicate effectively to TBC target audiences is also carefully taken into consideration. Analyzing competitors' logos can not only help TBC gain strategic insights, but can help it differentiate itself from the pack.
- **New name of TBC's rice product:** the product name should incorporate and personify what the product stands for and feel as natural to the person using it as the product itself. The more culture sensitive TBC product is, rice, the more sensitive is the name and needs to be well accepted in the cultural background of the target audience.
- **Product story:** First, it explains the *why* behind the rice product—the product vision, which is the overarching long-term mission of the product. The product vision must be developed to guide everyone involved in the product's development. Secondly, the story also narrates the *how* of the product — the product strategy of how to bring the product to life. The product strategy must be developed to describe what TBC's business hopes to accomplish with its product and how it plans to do so. Additionally, the product strategy must answer key questions, like who the product will serve and how it will benefit them.

## Expected results

- **New logo design:** A new logo designed by the consultant and agreed by TBC and Agriterra. The consultant is also responsible for registering the logo figure as a registered trademark owned by TBC.
- **New name of TBC's rice product:** A new name of TBC's rice product developed by the consultant and agreed by TBC and Agriterra. The consultant is also responsible for registering the new name of TBC's rice product as a registered trademark owned by TBC.
- **Product story:** A product story of TBC's rice developed by the consultant and agreed by TBC and Agriterra.

## Assignment details

- Composition of the Agriterra assignment team:
  - Tran Thanh Ha, Agriterra cooperative advisor
  - Tran Quang Dieu, Agriterra cooperative advisor
  - Local consultant (to be hired by ATVN for this assignment)
- Duration of the assignment: The time frame of the assignment will be 12 days in the period of September 5<sup>th</sup> – November 5<sup>th</sup> 2024. This includes 01 day for preparation, 1 day for reporting, and 10 days for logo design and development of TBC's product story and product name.
- Arrangements: (alternative options)
  - ATVN will arrange and cater for flight, hotel, transportation, programme for the Agriterra assignment team.
- Responsibilities Agriterra: logistics
- Responsibilities client: TBC

## Tentative programme

Day	Time	Programme	Available
Sept. 5-22		- Online Introduction meeting between TBC and Agriterra team - Desk work preparation for the assignment	CA/Consultant/ TBC's management
Monday, Sept. 23	Morning	Flight to Dak Lak	CA/Consultant
	Afternoon	<b>Meeting with TBC's management team:</b> - Vision, mission, objectives - Current situation and needs of TBC regarding its trademark development - Current logo, current product name, current product packaging of TBC - Expectation for the result of the assignment	CA/Consultant/ TBC's management
Tuesday, Sept. 24	Morning	<b>Meeting with 3 rice farmers (1<sup>st</sup> commune) at their houses/rice field:</b>	CA/Consultant/ TBC members

		<ul style="list-style-type: none"> <li>- Rice farming practices that make TBC's rice different from others</li> <li>- Soil and weather that makes TBC's rice different from others</li> <li>- Taking pictures of farmers at the rice field</li> </ul>	
	Afternoon	<p><b>Meeting with 3 rice farmers (2<sup>nd</sup> commune) at their houses/rice field:</b></p> <ul style="list-style-type: none"> <li>- Rice farming practices that make TBC's rice different from others</li> <li>- Soil and weather that makes TBC's rice different from others</li> <li>- Taking pictures of farmers at the rice field</li> </ul>	CA/Consultant/ TBC members
Wednesday, Sept. 25	Morning	<p><b>Working on the presentation of developing the Logo and rice product name of TBC:</b></p> <ul style="list-style-type: none"> <li>- Expected characters of the logo in terms of shape, colour, content, arrangement, meanings. Why?</li> <li>- Expected characters of the rice product name in terms of shape, colour, content, arrangement, meanings. Why?</li> </ul>	CA/Consultant
	Afternoon	<p><b>Working on the presentation of product story of TBC's rice:</b></p> <ul style="list-style-type: none"> <li>- Expected product story of TBC's rice in terms of content and meanings. Why?</li> </ul>	CA/Consultant
Thursday, Sept. 26	Morning	<p><b>Meeting with TBC's management team:</b></p> <ul style="list-style-type: none"> <li>- Presentation of TBC's logo, product name, product story ideas</li> <li>- Inputs and feedback of TBC's management</li> </ul>	CA/Consultant/ TBC's management
	Afternoon	Flight from Dak Lak - Hanoi	CA/Consultant
Sept. 30- Nov. 5		<ul style="list-style-type: none"> <li>- Finalization of the mission report</li> <li>- Finalization of the logo, product name, product story</li> <li>- Trademark registration of the final logo and product name</li> </ul>	Consultant

CA = Agriterra Cooperative Advisor

## Agriterra, for cooperatives

We are a purpose-driven organisation, aimed at strengthening farmer cooperatives in 13 countries in Africa and Asia. Agriterra's wheel of impact depicts how strong farmer cooperatives contribute to societal development and the relevance to many of the Sustainable Development Goals of the United Nations.

Positively impacting farmer cooperatives is at the heart of our identity and is reflected in our legal entity as a Dutch non-profit foundation.



Agriterra provides high quality and hands-on advice, training and exchange services to farmer cooperatives with maximum impact to support dynamic, economic and sustainably strong and productive rural areas. We draw on a century of cooperative knowledge in the Netherlands shared through our extensive network in the Dutch agri-food sector. These Agripool experts from farmer organisations across the world work with Cooperative advisors from our country offices, supported by staff teams in the Netherlands.

In 2022 Agriterra worked together with 579 farmer organisations, trained 8,989 people and 3,808,366 farmers were reached.