

Terms of Reference

Title	: Market linkage for BQT
Client	: Quyet Tien Cooperative (BQT)
Country	: Viet Nam
Project number	: 23fx-9459
Assignment number	: ADV.18722
Period	: 16th – 30th October, 2024 (including 5 days in the field: 21-25 October)
Cooperative advisor (CA)	: Tran Thanh Ha
Mode of Agripool involvement	<input type="checkbox"/> Remote (Online) only <input type="checkbox"/> Field visit included

Introduction cooperative

Quyet Tien Agricultural Cooperative (BQT) is an agricultural cooperative with 154 members located in Hiep Hoa Hamlet, Quang Hiep commune, Cu M'gar district, Dak Lak, in Western Highland region with coffee as main commodity. The Board of members consists of 3 members with a chairman cum director. 3 members are in Board of supervision. BQT has one vice director and 3 staff (1 treasury officer, 1 storehouse keeper cum security staff, and 1 accountant).

Recently, BQT provides these following services to coffee and pepper growers: i) input supply (including fertilizers, herbicides, pesticides); ii) agriculture extension services (tree planting, nurturing, and harvesting skills); and iii) collection and trading of pepper and coffee. The leadership of BQT has ambitions to add more value into coffee value chains by launching packaged coffee products since 2023 and by shifting its production of medium quality coffee to high quality coffee that could bring higher price of coffee produced and better income for its members. However, BQT has not yet formulated a clear marketing program and a feasible business plan to realize this ambition.

Background of the assignment

In 2024, BQT asked Agriterra to assist the cooperative to expand its market in Vietnam. Agriterra agreed to assist BQT to collaborate and expand its market in Ho Chi Minh city (a biggest market in Vietnam) through missions, networking opportunities and continue support.

Main objective

We support BQT to catalyze its growth and generate employment. We help BQT meet industry standards and market requirements, support supply chain integration, secure opportunities for value addition in domestic value chains, and access and utilize new technologies. We advise and mentor BQT on product quality, design, pricing, and packaging and marketing for target markets. Through trade shows, buyers' and trade missions, and

business-to-business networking, we facilitate lasting business relationships between buyers and sellers.

Specific objectives

- To understand the market via market research and customer research in Ho Chi Minh city. Research will be conducted to identify coffee products' characteristics demanded most by roasteries, consumers and distributors, as well as the trend in the markets in the coming years.
- To modify coffee products of BQT based on the findings of market and consumer behaviors via research analysis of customer feedback, market size analysis, market trend analysis, market share analysis, competitor research, growth potential analysis, SWOT analysis of the target market, risk analysis and cost-benefit ratio analysis.
- To formulate a sound marketing and sale program of BQT for the period of 2024-2028 based on the findings of market and consumer behaviors via research analysis of customer feedback, market size analysis, market trend analysis, market share analysis, competitor research, growth potential analysis, SWOT analysis of the target market, risk analysis and cost-benefit ratio analysis.

Expected results

1. Meeting with 7 coffee roasters/distributors in HCM city regarding the specific objectives as mentioned above.

Requirement of the consultant: The consultant needs to be able to arrange these meetings and discussions.

2. Market research presentation for the management of BQT.

Requirement of the consultant: The consultant will prepare and facilitate the meeting with BQT's management, presenting the findings and conclusions of the market research as a basis for the formulation of BQT's marketing and sale program of BQT.

2. The marketing and sale program of BQT for the period of 2024-2028 formulated.

Requirement of the consultant: The consultant needs to prepare and finalize this program in consultation with Agriterra and BQT.

Assignment details

- Composition of the Agriterra assignment team:
 - Tran Thanh Ha, Agriterra cooperative advisor
 - Local consultant (to be hired by ATVN for this assignment)

The team will be joined by BQT's director and BQT's business manager (BQT's team) who will participate in meeting with coffee roasters/distributors in HCM city as well as in the whole process of this assignment.

- Duration of the assignment: The time frame of the assignment will be 10 days in the period of October 16th – 30th, 2024. This includes 02 days for preparation, 3 days for reporting.
- Arrangements: (alternative options)
 - ATVN will arrange and cater for flight, hotel, transportation, programme for the Agriterra assignment team.
- Responsibilities Agriterra: logistics
- Responsibilities client: BQT

Tentative programme

Day	Time	Programme	Available
		Online Introduction meeting between BQT and Agriterra team	CA/Consultant/ BQT's Team
Monday, Oct. 21	Morning	Flight to HCM city	CA BQT's Team
	Afternoon	Meeting with 2 coffee roasters/distributors	CA/Consultant/ BQT's Team
Tuesday, Oct. 22	Morning	Meeting with 3 coffee roasters/distributors	CA/Consultant/ BQT's Team
	Afternoon	- Meeting with 2 coffee roasters/distributors - Flight to Dak Lak province	CA/Consultant/ BQT's Team
Wednesday, Oct. 23	Morning	<i>Visit the coffee production process of BQT:</i> - Coffee farming: visit 2 coffee farmers - Coffee processing: visit coffee processing venue - Coffee quality control: meeting BQT's management	CA/Consultant/ BQT's Team
	Afternoon	<i>Visit the coffee production process of BQT:</i> - Coffee quality control: meeting BQT's management (continuing)	CA/Consultant BQT's management
Thursday, Oct. 24	Morning	Preparation of the market research presentation	CA/Consultant
	Afternoon	- Presentation of the market research and receiving inputs from BQT as the basis for the formulation of marketing and sale program of BQT for the period of 2024-2028 - Follow-up detail action plan of BQT for the period of 2024-2025 facilitated by the CA and consultant - Consultant flight to HCM	CA/Consultant/ BQT's management
Friday, Oct. 25	Morning	- Follow-up meeting with Daklak CA - CA: flight to Hanoi	CA
Oct. 26-30		Finalization of the mission report	Consultant and CA

CA = Tran Thanh Ha, Agriterra Cooperative Advisor

An application, technical and proposal should be submitted in English by email with the subject mentioning " **Market linkage for BQT**" to vietnam@agriterra.org and copy to ha@agriterra.org

The closing date for application: 17.00pm, 16 October 2024

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.