

## TERMS OF REFERENCE – BRANDING & MARKETING

<b>Date:</b> September, 2020	<b>Suggested Themes:</b> Exploring effective digital marketing platforms to identify buyers of shea based products.  Understanding marketing investments for tomorrow  Developing the right marketing mix for your shea products.  Creating a brand positioning to enhance business export competitiveness	<b>Format:</b> Group Discussion and Presentation followed by Q&A; Group exercises.  Delivery Mode: Face to Face  Trainers: Industry Consultant & Marketing Expert  Participant Materials: Presentation, Manuals on the different marketplace platforms,
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### Scope of Work

#### 1- Background

The Global Shea Alliance (GSA) is a multi-stakeholder platform with 560 members from 35 countries representing all shea stakeholder groups including women's groups, supporters, international oils and fat suppliers, and leading food and cosmetic brands. Through public private partnerships, the GSA promotes industry sustainability, quality practices and standards, and demand for shea in food and cosmetic products.

The Global Shea Alliance in collaboration with the West African Competitiveness Programme (WACOMP) a programme funded by the European Union (EU) and implemented in Ghana by United Nations Industrial Development Organization (UNIDO) is providing technical assistance to stakeholders in the Cosmetic and Personal Care Products Value Chain.

The overall project objective is to strengthen the export competitiveness of the Ghanaian economy through enhanced value-addition, low carbon, sustainable production and processing and an increased access to regional and international markets. The programme aims at increasing business capacity so that improved products can translate to increase sales, profits, and jobs further down the line. The training will focus on branding, marketing and exploring different online platforms that provides suppliers and buyers profile. The

objective of this programme will also identify different marketing approaches that companies can utilize without needing to hire specialists such as social media experts or leveraging online influencers to promote their products.

As a matter of fact, many entrepreneurs don't have an employee dedicated on marketing but are rather doing it themselves. This training will therefore provide the SMEs with the skills to do it right and opportunity to reach wider audience through digital marketing. At the end of the training, attendees will have a good understanding of how to develop their brand for local and international markets and explore different market strategy to sell their products. The training will also highlight on the approaches that shea exporters can use to access buyers information online and address specific niche markets that companies can take advantage of, such as sustainable, natural ingredient, and/or African ingredient niche markets.

### Training Outcomes

Participant will undergo key learning and develop practical skills through the training sessions which include;

- Improving their branding and marketing strategy for their business
- Ability to apply proper pricing, marketing promotion and distribution strategy for their products.
- Access different online platforms for buyer profiles such as Alibaba, JUMIA, KGR-USA, Facebook Shop etc
- Profile their business online
- Engagement with buyer from international market.
- Understand the appropriate marketing investments to undertake.

### 2. Assignment

The GSA is looking for a technical consultant & marketing expert to undertake a one-day face to face training engaging over 50 SME's from Ghana. The targeted SMEs are small companies producing shea-based cosmetic products, including soaps, creams, hair products, and shea butter.

The training session will take place in Accra, Ghana on September 29, 2020. The exact date will be confirmed by the end of August. The training will be in-person and will last a full day. The training will be in two (2) parts

- PART A: From 9:00 – 3:30pm. The training will consist of presentation, group discussions, as well as at least two group exercises / case studies.
- PART B: From 3:30pm – 5pm. The part B will be a B2B forum where SMEs will interact with trade and commercial attaché representing various export markets for shea

buyers and retailers. The Branding & Marketing Consultant will host a booth during the B2B session where he will provide individual feedback and coaching to the different participants.

The training session need to cover the following topics:

- Designing a Marketing Strategy
- Overview of Niche Markets for shea products
- Understanding your Customers and different markets for shea
- Exploring effective digital platforms for marketing and buyer engagements
- Understanding marketing investments for tomorrow
- Developing a shea brand for exports
- Resources to Leverage as a Solo Entrepreneur
- Creating your own business platform

### 3. Deliverables

The branding and marketing expert will provide the following deliverables. The deliverables will need to be submitted to the GSA 3 weeks before the training date.

- Presentation slides
- Training Manual & Resources
- Case studies / Group Exercises