

OBSERVATIONS ON CHOOSING AGRO-DEALERS, RETAIL MANAGEMENT AND BRAND MANAGEMENT

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Choosing Agro-dealers

- Agro-dealer is one of the channel options for delivering seed to farmers
- Agro-dealers provide the link between seed company and farmers
- In countries where majority of farming is small-scale, geographically dispersed and where farmers need farm-level education on improved crop production technology, the choice of a dealer-retailer type is appropriate

Selecting Qualified Dealers

□ Dealer selection is guided by the following criteria:

1. Business experience
2. Adequate education background
3. Respectable member of community
4. Credit worthy
5. Full-time involvement
6. Business capitation: sufficient capital for existing and potential business
7. Store: presentable, strategically located and accessible

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Selecting Qualified Dealers

8. Storage/delivery facilities: sufficient to supply to handle the volume of business especially during the peak season
9. Product line: complete line sufficient to supply the market requirement both for seed and other farm inputs
10. Promotion/extension services: perform agro-service activities for farm level education in crop production

Retail Management

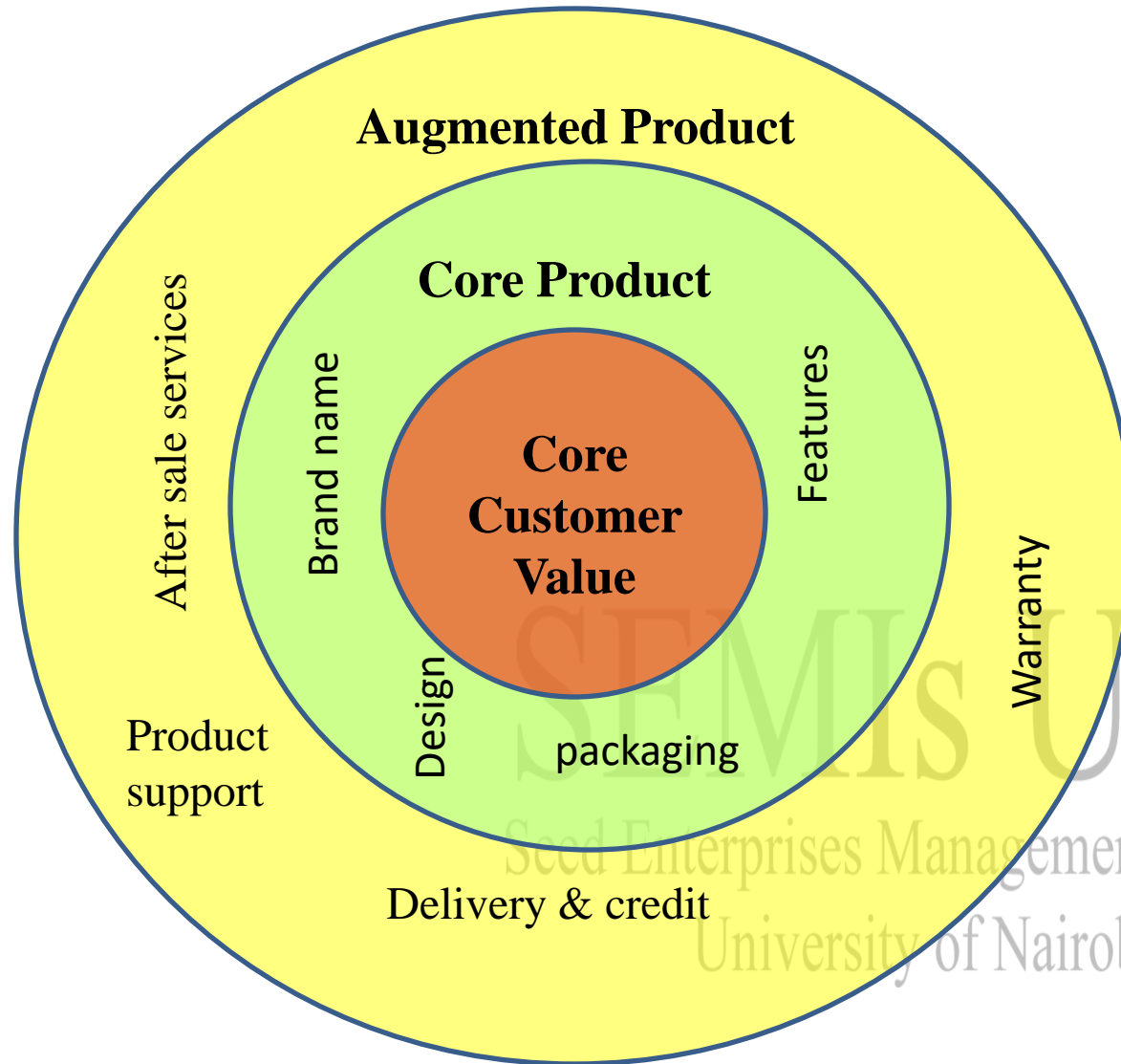
- Building dealer supplier relationship
- Supporting promotional activities
- Training and provision of information
- Collecting feedback
- Credit facility

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Brand Management

- Brand is linked to the identification of a product and the differentiation from its competitors, through the use of a certain name, logo, design or other visual signs and symbols
- Brand is the product or service of a particular supplier which is differentiated by its name and presentation
- Brand identity and image management
- Positioning
- **CAN SEED BE BRANDED?**

Three Levels of Product



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Brand Equity Management

- Brand awareness
- Brand perceptions
- Brand preferences
- Brand loyalty

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Brand Strategy Decisions

● A company has five choices when it comes to brand strategy. These include the following:

- i. Line extension (existing brand name extended to new variety in the existing seed category)
- ii. Brand extensions (brand names extended to new-product categories)
- iii. Multi-brands (new brand names introduced in the same product category)
- iv. New brands (new brand name for a new category product)
- v. Co-brands (brands bearing two or more well-known brand names)