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
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
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

Core Customer Value

Core Product
- Brand name
- Design
- Packaging

Augmented Product
- Features
- Warranty
- Delivery & credit
- Product support
- After sale services
Brand Equity Management

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