

**SEED ENTREPRISE MANAGEMENT INSTITUTE
(SEMIs)**

SEED MARKETING

PROF JUSTUS M MUNYOKI

WELCOME

2017 Enterprises Management Institute
University of Nairobi

- INTRODUCTION
- Welcome all.

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- The overall objective of the course is to **enhance** participants' knowledge and skills on effective marketing approaches which will enable them to **better serve** and **retain** their existing customers and **attract** new ones.

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Specific objectives :

- To impart the knowledge of fundamentals of seed marketing and its importance for the growth and survival of a seed business;

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- To enhance participants' ability to analyze seed markets, develop and implement marketing strategies

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- To impart practical skills in seed marketing and approaches for creating awareness among farmers and other stakeholders in the seed value chain.

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- Norms and expectations

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NORMS

- Discipline and respect
- Active participation
- Time management
- Suggestions for more norms?

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- What are your expectations?
- What would you want covered through the week?

- What are your current challenges at your organization?

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