AGRO-DEALER CHOOSING

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Introduction

- …this is the **last** phase of channel **design process**
- …those firms who let some **negotiatory functions** to be <u>assumed</u> by intermediaries are faced with this task.

The selection process

This consists of **3 STEPS**

1. **Identify prospective** channel members

2. **Develop and apply the selection criteria** **(in a Template)**

3. **Secure** the prospective channel members

What do you think constitute a suitable criteria of selecting an agro-dealer ?

SEMIs UoN

Seed Enterprises Management Institute

University of Nairobi

- Date: _____ AGRODEALER NAME: _____ AGRODEALER LOCATION: _____
- **Rating** : Excellent 1.00, Good=0.75, Average= 0.50, Poor=0.25, Very Poor=0.00
- DESCRIPTION   RATING   WEIGHT   (RxW) SCORE

1.Volume of Prior Year Sales:

2.Growth of Prior Year Sales:

3.Distance/Ease of Traveling to Shop:

4.Professionalism:

5.Location Relative to Target Customers:

6.Value added services eg Agronomic Support to Customers:

7.Storage Capacity and Quality:

8.Low Returns:

9.credit and financial condition/ history

10.Sales strength/ experience of sales people

11.Product Lines carried

30-Jun-18

12. Reputation of the proprietor

13. Sales performance

14. Management ability

15. Attitude

16. Management succession

17. Location

18. Trade licenses

19. Trade history

20. Ease of identification/branding

21. Shop display

22. Referrals from other seed cos

23. Customer service

24. Conducts marketing drives eg village promos

25. Market coverage

Manager Approval: _____

- **SCORE and Classification;** > 75 - Excellent = A, 60 – 75 – Good=B, 50 – 59- Average =C, < 50-Poor=D

END