

TERM OF REFERENCE

Market and Business Development Lead for VietFarm to Table Network

I. Background

Center for Development and Integration is conducting the Inclusive Growth Programme under the grant of Irish Aid (2020 - 2021) which aims to develop VietFarm standards for small producers in Viet Nam and promote market links for producers. With partially support from this project, CDI conducts a market link initiative on VietFarm to Table Network starting November 2020.

II. Purpose

Scope of Service focuses on VietFarm to Table Network (VF2TN) as a start-up of **VietFarm** labelled fresh products.

III. Scope of work

1. Branding and marketing for Vietfarm labelled products, focusing on products to VietFarm2Table Network (VF2TN)
2. Develop the market links to Fresh products to ensure sales and sales system of VietFarm to Table Network Run.
3. Conduct promotion of VietFarm labelled products to business community including “Table” Chain of custody, F&B, big kitchens, household consumers, groceries
4. Act as marketing lead for VietFarm to Table Network including:
 - Conduct marketing activities, including recruitment, customer services, promotion, development of product profiles.
 - Conduct marketing campaigns of VietFarm online and marketing events offsite.
 - Develop marketing materials
 - Support to run digital marketing.
5. Conduct sales through
 - Facilitate B2C platform used for VietFarm to Table.
 - Direct sales to targeted client network members
 - Push sales into

IV. Specific targets

The annual sales and market targets are develop the network and sales to:

1. 30 groceries
2. 120 F&B, restaurants members in chain in the VF2TN
3. 3-5 big kitchen (schools)
4. 1000 household consumers
5. 50 farm/producers members
6. Branding of VietFarm certified labelling products: 30 products
7. Targets sales of 60 tons of veggies and fruits per month

V. Package and benefit

VietFarm program under CDI's Inclusive Growth program offer a range of package from 10,000,000 VND to 20,000,000 VND per month (excluding PIT) based on experiences and work performance.

In addition, bonus based on sales performance is applied upon negotiation basis.

VI. Term for work

Expected starting is 5 Nov. 2020.

After 6 months starting from 5 Nov. 2020, upon satisfactory of performance, the position can be extended.

Contact:

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