

## **Marketing and Sales Support for Masroor Food Processing Company**

**Vacancy Number:** MFPC002

**Location:** Jalalabad

**Organization / Company Name:** Masroor Food Processing Company

**Employment Type:** None-Consulting

**Activities Title:** Marketing and Sales support

**Contract Duration:** 20 days/Lump Sum

**Nationality:** Afghan-Non Afghan

**Start Date:** 25/11/2014

**Closing Date:** 10/12/2014

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### **Background**

MFPC is the abbreviation of Masroor Foods Processing Company. It is non-political non-governmental organization, established in 2008 as a private business and registered with AISA (Afghanistan Investment Support Agency) under registration No.: D 02-260. The main objective of the company is to establish and keep the business sustainable that would support farmers and public sector.

MFPC is legally authorized to work inside Afghanistan without any restriction and has full authority to seek financial resources, process fruits and vegetables and develop market for gardeners, farmers and expand its own market share in the regional and provincial markets of Afghanistan.

### **Description:**

#### **OBJECTIVE OF THE ACTION**

The general objective of the Action is to launch marketing campaign through roadside billboards, advertisement cups, pen, stand banner, shopping bags and packaging and labelling.

The specific objectives of the Action are:

- a) To launch marketing campaign for the business
- b) To increase the total amount of sales and provide more sustainability to the business and provide long term employment opportunities.

- c) To attract more clients through marketing and promotional campaigns.
- d) To serve through providing quality products regarding client satisfaction.
- e) To improve the profitability and provide expansion to the business through marketing campaign.

The anticipated results of the Action are: (deliverables)

- a) Increase the total number and volume of sales both products and services.
- b) More markets will be covered through attracting new clients.

The indicators of direct results of the Action are as follows:

- a) Provide more sustainability to the business.
- b) Increased effectiveness of the Sales force resulting in acceleration of the Sales and revenues.
- c) Positive changes in the quality and quantity of overall services.

### **3. ACTIVITIES**

The Action comprises the following activities:

- a) Business promotion through roadside bill boards and paper printed leaflets.
  - Identification of the most competitive (quality and price) local services providers to develop the graphics and print the ads.
  - Signing of the contract with the most competitive company.
  - Printing of the flax sheets and installing them on the roadside billboards.
  - Printing of paper printed leaflets (roadside billboards, advertisement cups, pen, stand banner, shopping bags and packaging and labelling
  - Billboards 6 (2<sup>m</sup> x 3<sup>m</sup>)
  - Advertisement cups 300 pieces
  - Advertisement pens 3000 pieces
  - Stand banner 30 pieces
  - Shopping bags 400kg
  - Cherry juice can 100,000 pieces
  - Pomegranate juice can 100,000 pieces
  - Apple juice can 100,000 pieces
  - Guava juice can 50,00 pieces
  - Juice cartoon 15,000

### **4. ORGANIZATION OF THE ACTION**

The Action will be performed via service providing sources in the following locations:

**Nangarhar, province.**

The indicative start date of the Action is: As soon as possible

The **maximum duration** of the Action is: **20 days**:

\*: if applicable (when the company is mobilized from another region in Afghanistan he is authorized to invoice 5 additional working days)

This Action is undertaken by **different sources** mobilized by the abovementioned Client.

### **PAYMENT MODALITIES**

This section specifies:

- The structure of the financial proposal to be submitted by the bidding services provider.
- The currency in which the payments are made.
- The payments schedule.

The contract is *LUMP-SUM*. The total amount shall comprise expert(s) fees and other incidental expenses (such as daily allowance, transport).

The currency in which payments are made is: Afghani

The payments schedule is as follows:

Advance	20 % of the contract amount
Final payment	80% of the contract amount conditional on acceptance of the final report

### **Contact Information**

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