

SNV Rwanda is looking for:

Intern: Packaging, Labelling & Branding

Marketing Rwandan Honey

Context

SNV Netherlands Development Organisation

SNV Netherlands Development Organisation is an international development organization of Dutch origin with over 40 years of experience. We currently work in 32 countries in Africa, Asia, Latin America and the Balkans. SNV's worldwide presence implies that it is possible to leverage all these sources of expertise, knowledge and relationships. SNV is dedicated to a society in which all people enjoy the freedom to pursue their own sustainable development. We contribute to this by strengthening the capacity of local organizations.

We do this by providing advisory services to these organisations, facilitating knowledge development, brokering, networking and advocacy at national and international level. Partnerships with other development agencies and the private sector are key to our approach

Our motto, 'Connecting People's Capacities', reflects our focus on the empowerment of people and local organisations in the fight against poverty and promotion of good governance

SNV Rwanda

SNV began its operations in Rwanda in 1980 and intervenes since 2007 in the following sectors and value chains: Renewable Energy/Biogas, Non-timber forest products/Beekeeping, Water Hygiene and Sanitation (WaSH), Education, Tourism and Coffee and from 2010 onwards in Dairy.

Governance for empowerment, including gender, social inclusion and environmental sustainability are important elements in all interventions. Being at the forefront to test and take further global tendencies in development SNV is increasing efforts in knowledge development and brokering, financial services and vocational skills development. In order to ensure sustainability we collaborate as much as possible with local service providers to whom we gradually hand over our activities.

In all our interventions we work in close collaboration with national and international partners and government, looking for complementarily, knowledge sharing and joint learning.

In economic development SNV uses the Value Chain Development approach, analyzing carefully all steps from input to sales; and addressing key blockages and opportunities to

further develop the value chain as a whole. We hereby focus on the development of sound private enterprises, building their management and technical capacities, looking for tailored financial solutions and linking them with new promising markets, while ensuring good governance practices. Although our interventions are not always directly with poor people, we analyze the Value Chain in function of pro poor impact and ensure that they can raise their voice and get equal benefits in terms of employment and income.

Packaging, labelling & branding Rwandan honey

The value chain of bee products in Rwanda is mainly based on a 'push' mechanism instead of a 'pull' mechanism. Little attention has been given to the packaging, marketing & branding of the Rwandan honey. Part is due to the lack of market focus by the companies.

A study conducted by Berenschot in 2008 showed Rwandan honey has a lot of potential, but the problem is that many companies do not choose a strategy for a certain market. There are many market options and the prices paid for honey are high and increasing on all (local, regional and international) markets, but it is impossible to penetrate all possible markets at the same time. The opportunity lies in the choice for a certain market.

However, most important is that a choice is made for a certain market and that the marketing strategy is adjusted to this market and its restrictions in terms of packaging, labelling and branding. There is large knowledge gap with regards to this issue therefore we would like to hire intern to research this.

Main Objective of the internship

An analysis on how to improve the packaging, labelling & branding part of the honey value chain in Rwanda by focusing on two (potential) honey markets and within a pro-poor perspective

Responsibilities:

- Analyse potential international and domestic markets and the competitors of the honey market and identify at least 2 potential markets (by using existing information at SNV).
- Analyse supply and use of packaging material to beekeepers' cooperatives in Rwanda
- Identify the actors in the packaging, marketing & branding part of the chain
- Analyse marketing strategies of beekeepers' coops in Rwanda by comparing it to what is done outside of Rwanda especially the East African Market
- Identify the best and most cost effective way to improve packaging & labelling & branding of honey for the identified markets

- Write a short business case for a cooperative union or other client of SNV how it could improve its packaging, labelling & branding in most cost effective and realistic way
- Identify main intervention areas for SNV and its partners/clients to best support the packaging, labelling & branding of honey thereby identify potential new partners/clients for SNV to work with

Duration & Conditions

The assignment is expected to take about 80 days (4 months) of which 40 days are used for a desk study and 40 days for field research.

- For Rwandan students from Kigali SNV will provide lodging, transport and a daily subsistence allowance for the student during his/her field research
- For Rwandan students living of Kigali SNV will provide daily subsistence allowance, lodging and transport for all trips outside of his/her home region.
- For students outside of Rwanda SNV will provide lodging and a daily subsistence allowance for his/her full stay in Rwanda.

All other costs related to this assignment are for the student.

Expected results

- Validation workshop in the study zones and in Kigali for the stakeholders
- Report of the study including concrete recommendation for SNV in the beekeeping sector
- Business case for a SNV client

Skills & Qualifications

- In final phase of Master's degree in Marketing or related field
- Experience in conducting similar studies
- Familiarity with value chain concept
- Familiarity with honey value chain is a plus
- Excellent organisational skills
- Excellent written and oral communication skills in English
- Ability to work effectively with diverse groups and communities
- Ability to take initiative and solve problems, and to work collaboratively
- Ability to speak and write in French or Kinyarwanda is a plus

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Expression of interest

Potential students are invited to express their interest by sending us a:

- Motivation letter
- CV with a detailed profile of their skills & qualifications
- Proposal which shall include a proposed methodology and a tentative timetable

You can apply by submitting your application letter and CV to the Human Resource Officer of SNV Rwanda, Evelyn Uwera, by email to rwanda@snvworld.org ; euwera@snvworld.org until 31 May 2010