



Marketing, & Business Plan Development Consultant

- **Vacancy for:** 1
- **Posted on:** Nov. 13, 2018
- **Deadline:** Nov. 23, 2018, 11:55 p.m.

Nature of Arrangement: Short-Term Consultancy

Project Title: A strategic business plan for a sustainable agriculture project

Project Location: Yangshila VDC, Eastern Region of Nepal

Duration: 3 months

Start Date: As soon as possible

Position Description:

The consultant shall work on developing a comprehensive strategic 5-year operational plan, business plan, and a marketing strategy for the Vertical Farm Project.

Scope of work:

- Market Research
- Marketing and Business Plan
- Develop a business plan for the vertical farm
- Develop a marketing plan including the market and potential customers
- Develop a detailed 2-year projection of the farm in collaboration with KTK-BELT's accountants
- Work out the appropriate costing, including a portion for core funding, for each service provided
- Provide organizational management structural modification and new skill set (if required) to meet the requirements of the business plan

To achieve the given objectives, a business plan should be comprised of:

- Executive summary & background of Vertical Farm
- Analysis of the products offered
- Analysis of the organizational status, skill sets & running cost of farm
- Analysis of the market and potential customers
- Comparative advantage
- Business model and description of the operation for each product.
- Marketing strategy
- Projection of business returns over 5 years
- Financial/funding needs till break-even status

The plan should also have a section on general guidance and preparation of an annual budget, 5-year projections of the following statements:

1. Projected Balance Sheet
2. Projected Income Statement
3. Projected Cash Flow Statement

Implementation plan

- Action plan for the implementation of the findings and recommendations; including due consideration for social and environmental safeguards
- Recommendations for financial and personnel resources for implementation of the vertical plan
- Recommendations for a suitable management and coordination mechanism for the implementation phase
- Identification of possible risks and mitigation actions
- Develop the monitoring and evaluation framework

Qualifications:

- Has extensive experience in the preparation of business plan, strategy, framework or roadmap
- Has highly competent technical expertise with recognized international experience
- Has relevant education and training in business planning, marketing, infrastructure, transportation, product development, standards setting, local governance, environment, social, and cultural
- Knowledge and practice in agriculture

Applying Procedure

Interested individuals should submit their cv, cover letter, three writing samples (preference for tourism plans) and three references to info@belt-project.org. Please state your salary expectations with your application.

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