

# **II. Store Management**

## **Topic 27a**

### **The Correct Location of an Agri-Input Store**

# FACT SHEET

## II. Store Management

### Topic 27a: The Correct Location of an Agri-Input Store

When planning the location of an agri-input store, the following must be considered:

- Environment
- Site access
- Customers

#### **Environment**

The content of an agri-input store contains toxic, flammable, corrosive, and dangerous goods. The agri-input store needs to be located far away from:

- Domestic areas with houses, schools, shops, hospitals, and other human activities.
- Eating areas and food factories.
- Areas prone to flooding.
- Bodies of water such as rivers, lakes, water reservoirs, and wells; agri-input stores should be located at least 250 m away from boreholes and wells and 500 m away from open water sources.

#### **Site access**

The site must have suitable access for customers, delivery vehicles, and emergency vehicles. There must be space between the store and surrounding buildings to allow vehicles to move in and out.

#### **Customers**

Customers are very important. Without customers, the agri-input store would not do business or survive long. The store must be:

- Easy to find.
- Easy to reach: most farmers do not have their own transport and rely on public transport.
- Easy to enter.

# INSTRUCTIONS

## II. Store Management

### Topic 27a: The Correct Location of an Agri-Input Store

#### Materials needed

- Flip-sheet board with flip-sheets
- Markers (1 black, 1 blue, 1 green, 1 red)
- Colored cards
- Kraft paper (or other large piece of paper)

**Time needed:** 30 minutes

#### Preparations:

- Flip-sheet with the heading: *The correct location of an agri-input store*
- Colored cards labeled:
  - *School*
  - *Hospital*
  - *houses (4 cards)*
  - *food factory*
  - *bus station*
  - *taxi rank*
  - *industrial area*

You can also cut paper in the shape of a house, a bus, and a vehicle to depict a house, bus station, and taxi rank.

- Four colored cards labeled *Agri-Input Store* or a paper cutout of an agri-input store
- Kraft poster paper with a drawing of a lake and river and with the colored cards pasted on it (see visual)

## Set up

- Attention:** Show the Kraft paper with the drawing and colored cards.
- Title:** Tell participants the title while showing the flip-sheet with the title: *The correct location of an agri-input store.*
- Credibility:** Explain your experience in input store development.
- Objectives:** To explain the best location for an input store taking into consideration the environment, site access, and customers.
- Benefits:** Knowledge about the correct location of an agri-input store is necessary to prevent accidents and environmental pollution.
- Direction:** During this session, we will discuss the location of an input store and not the construction of it.

## Delivery

### Explanation, Demonstration, Exercise, and Guidance:

1. Divide the participants into four groups. Tell the groups that they will see a new town depicted on the Kraft paper. The four groups are agro-dealers who would like to build a **new agri-input store**. They have to discuss the best location for the new store and give arguments to support why it will be the best location. Give each group a colored card labeled *Agri-Input Store*. Allow enough time for the exercise.
2. Talk about the outcome of the discussions. Let the groups, one by one, place to their agri-input store on the Kraft paper and explain why they have selected that location. Make notes on a flip-sheet when they give their arguments.
3. Tell the participants that there are three key criteria to consider when selecting an input store location:
  - Environment
  - Site access
  - Customers
4. Discuss all **criteria** mentioned in the fact sheet and point to them on the Kraft paper. For example, the agri-input store needs to be far from domestic areas with houses, schools, shops, hospitals, and other human activities. If one of the groups has placed their store nearby a domestic area, remove it.
5. Discuss all criteria until you are left with an **advisable location**, which will be somewhere around the industrial area. This will be far away from bodies of water and human activities but reachable via the taxi stand and bus station. Make sure that at least one store is placed in that area.

6. Add that the site has to be accessible for customers, delivery vehicles, and emergency vehicles. There must be space between the store and surrounding buildings to allow vehicles to move in and out.

## Finish

- Summary:** Give a summary by telling participants that the location is important not just to be close to the customers but also to protect the community and environment against the possibility of contamination. List a few criteria.
- Questions:** Ask if anyone has a question or comment.
- Evaluation:** Ask them to name a few criteria for the location of an agri-input store.
- Next step:** In this session, we learned about the placement of an input store. In the next session, we will discuss the construction of an input store.

Distribute the **fact sheet** to all participants.

# VISUAL

