

II.

Store Management

Topic 30c

Transport From the Dealer to the Farmer

FACT SHEET

II. Store management

Topic 30c: Transport from the dealer to the farmer

When farmers buy agri-inputs, they have to transport the goods to their farm villages.

The transport can be organized in several ways depending on who will transport the goods. Each way has its own advantages and disadvantages for the dealer:

Transported by	Explanation	Advantage	Disadvantage
The dealer by selling on-the-spot	Sometimes agri-input dealers not only sell products from their shop, but they also go into the villages during the season to sell products on-the-spot. Part of the transport is reduced, and the farmer will only need to transport the goods to the farm.	<ul style="list-style-type: none"> - An effective way to reach customers. - Higher sales. 	<ul style="list-style-type: none"> - Time-consuming. - If the shop needs to be closed, you could lose other customers.
The dealer as a service	Transporting the goods to the village or farm can be a service that the dealer is offering.	<ul style="list-style-type: none"> - Way of customer binding. - Attracting new clients with this extra service. 	<ul style="list-style-type: none"> - Could be costly, unless goods can be transported to more than one client at the same time.
A transporter	Either the dealer or the buyer can use an outsider to transport the goods.	<ul style="list-style-type: none"> - No extra costs involved if customer pays. 	<ul style="list-style-type: none"> - Could be costly if dealer pays. - If accidents happen, the dealer might get blamed.
A farmer association	Some associations group members' agri-input demand, buy the inputs in bulk in town, and transport	<ul style="list-style-type: none"> - No extra costs involved. 	<ul style="list-style-type: none"> - If accidents happen, the dealer might get blamed.

	the goods to the village or even to the members' farms.		
The farmer	In this case, the farmers come to a store in town to purchase agri-inputs and transport them to the farm.	- No extra costs involved.	- If accidents happen, the dealer might get blamed.

Topic 30a lists important advice for transporting agri-inputs. It is your role as an agri-input dealer to pass this advice to your customers to avoid accidents.

INSTRUCTIONS

II. Store management

Topic 30c: Transport from the dealer to the farmer

Materials needed:

- Flip-sheet board with flip-sheets
- Markers (1 black, 1 blue, 1 green, 1 red)

Time needed: 30 minutes

Preparations: Flip-sheet with the title: *Transport from the dealer to the farmer.*

Set up

Attention: Tell participants that we have discussed in the previous sessions how dealers should transport agri-inputs. When customers buy products, they will also have to transport the products to their farms.

Title: Tell participants the title while showing the flip-sheet with the title: *Transport from the dealer to the farmer.*

Credibility: Explain your experience in the transport of agri-inputs.

Objectives: To explain four different ways that agri-inputs can reach farmers.

Benefits: Two ways are part of the marketing mix and can increase your sales.

Direction: During this session, we will focus on the people that will bring the products to the farms.

Delivery

Explanation, Demonstration, Exercise, and Guidance:

1. Ask participants **who** can transport agri-inputs from the dealer to the farmer. List the responses on a flip-sheet. Make sure to list:
 - a. The dealer
 - b. A transporter
 - c. A farmer association
 - d. The farmer
2. Divide the participants into four groups. Give each group one category. Each group has to discuss:
 - a. How does it **work**?
 - b. What are the **advantages** for the dealer?
 - c. What are the **disadvantages** for the dealer?
3. Give the groups a few minutes to work. Tell them they do not have to go into detail; this exercise is just to get the general idea.
4. Discuss the **results**. Do not let the groups present the results, but ask the first group for an explanation and for advantages and disadvantages of the dealer transporting the goods. Write key words on a flip-sheet. Ask if other groups agree. Add points if necessary. If everyone agrees, go to the next group until all answers are discussed.
5. Make sure to mention the following:

Transported by	Explanation	Advantage	Disadvantage
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The dealer as a service	Transporting the goods to the village or farm can be a service that the dealer is offering.	<ul style="list-style-type: none"> - Way of customer binding. - Attracting new clients with this extra service. 	<ul style="list-style-type: none"> - Could be costly, unless goods can be transported to more than one client at the same time.
A transporter	Either the dealer or the buyer can use an outsider to transport the goods.	<ul style="list-style-type: none"> - No extra costs involved if customer pays. 	<ul style="list-style-type: none"> - Could be costly if dealer pays. - If accidents happen, the dealer might get blamed.
A farmer association	Some associations group members' agri-input demand, buy the inputs in bulk in town, and transport the goods to the village or even to the members' farms.	<ul style="list-style-type: none"> - No extra costs involved. 	<ul style="list-style-type: none"> - If accidents happen, the dealer might get blamed.
The farmer	In this case, the farmers come to a store in town to purchase agri-inputs and transport them to the farm.	<ul style="list-style-type: none"> - No extra costs involved. 	<ul style="list-style-type: none"> - If accidents happen, the dealer might get blamed.

Finish

Summary: Give a summary using the flip-sheets.

Questions: Ask if anyone has a question or comment.

Evaluation: Ask them who can arrange transport from the dealer to the farmer. Ask for advantages and disadvantages of on-the-spot sales.



Next step: Transportation refers to “place” of the marketing mix. When participants think about their marketing mix, they should keep this information in mind.

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