

Last Mile Retailer Curriculum

Modules

1. Welcome and Introduction
2. Inventory management
3. Cash Flow and Budgets
4. Financial Reports
5. Managing Costs
6. Working with Credit
7. Customer Care
8. Business Planning
9. Leadership and Business Management
10. Market Strategies
11. Sustainability
12. Conclusion

Last Mile Retailer has been designed in a modular format that aligns to SCOPEInsight's assessment and makes the training curriculum customizable to the needs of the participating retailers.



AGRIBUSINESS LEADERSHIP PROGRAM

Learn more: www.ifc.org/AgriLeadership

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LAST MILE RETAILER



Smallholder farmers lack access to necessary inputs like improved seed, fertilizer, veterinary medicines, and crop protection products, due to the under-velopment of distribution systems in many emerging markets. Agro-input retailer, who could supply these modern inputs, are challenged by insufficient business management skills, limited access to finance, and low levels of product knowledge.

Building a professional network of last mile retailers could meet farmers' demand, positively impacting their productivity, food security and livelihoods, while expanding agro-input companies' distribution networks.



Last Mile Retailer (LMR) is part of IFC's Agribusiness Leadership Program (ALP). It aims to improve the professionalism of agro-dealers by enhancing their business and management acumen, finetuning their customer service skills and creating the capacities needed to successfully participate in the distribution networks of agro-input companies.

LMR begins with an assessment of agro-dealers professionalism with SCOPEInsight's Retailer Tool. This is followed by tailored classroom training and coaching using a curriculum co-developed with Cultivating New Frontiers in Agriculture (CNFA).

The program is delivered in the local language and can be customized for retailers of varying sizes, and education levels.



How it works

A retailer enrolled in the program goes through **4** steps:



1. Assessment

A trained assessor uses diagnostic tools to score the retailer in 5 management areas. IFC creates a customized training strategy and curriculum based on the results.



2. Training

The managers or owners of the retail shop participate in practical and interactive training tied to the assessment. Participants also create a development plan that addresses performance gaps identified during the assessment.



3. Coaching

Retailers are paired with a trained coach, who supports the managers or owners as they complete their development plan and identifies opportunities to apply what they learned during training.



4. Improving Performance

Through their development plans, retailers define specific actions meant to improve their performance and help them grow their business, secure new contracts, and gain other market benefits that come from being a professional agro retailer.

Through Last Mile Retailer, agro-input businesses can build their retail networks and assist farming families to improve their productivity and implement sustainable production practices.