

Bord Bia Marketing Fellowship 2021/'22

Client Assignment Application Example

(Full application process and cost model detailed at end of form)

Company Details	
Company Name:	Exports Plus
Company Website:	Exportsplus.com
Company Location:	WestPoint, Industrial Estate, Kilkenny, Ireland
Project Sponsor Details	
Contact Name:	Joe Bloggs
Job Title:	Commercial Director
Mobile:	087xxxxxx
Email:	Joe.bloggs@exportplus.com
Your Project Details	
Project Title:	Truly Wholesome Cheese: To identify and assist with growth opportunities in the market in collaboration with our distributor.
Bord Bia Sector Manager:	Jane Doe
What country/market(s) are you targeting?	USA
Estimated split between B2B and B2C activities?	Approx. 60/40 B2C / B2B
Estimated split between market research and business development activities?	50/50
Why are you interested in this market? What research have you done to date?	We identified a gap in the market for dairy products that are fortified with vitamins and minerals, a wider global trends in Food & Drink. We identified a niche target demographic around the 'adventurous foodie' persona and we use this as the target audience for this brand.
Have you got a resource / presence in this country? If yes, please specify	We have a Business Development Manager based in Boston and we also have a distributor/Broker in place.

<p>Are you applying for a Major or Standard project? <i>(A Major project is 50% of the Fellows time and costs €10K, a Standard project is 20% of the Fellows time and costs €4k)</i></p>	<p>Major</p>
<p>What does success look like for this project?</p>	<p>Delivery of new listings (particularly in the New York area).</p> <p>We would like someone to be able to work as part of our team and provide in-market insight from a B2C perspective.</p> <p>Delivery and management of social and media coverage in tandem with our marketing team.</p> <p>We would be aiming to increase sales towards the €1.5m mark after three years. Target for the year /18months that we would have the fellow to be close to €500k (annualised). We would be looking for an additional 50-70 stores in the NY region.</p>
<p>What are the milestones the Fellow is expected to achieve within 6/12/18 months?</p>	<p>Month 1 The Fellow would meet and get to have a good working relationship with the distributor and our sales and marketing team. Defining objectives and ways of working.</p> <p>Month 3 The Fellow would have made contact with the relevant brokers and have been on or organised the ride-with with them.</p> <p>Month 12 The Fellow would be at the trade shows and securing listings.</p>
<p>From your perspective, are there important trade shows or other events planned in the market during the Fellow's placement?</p>	<p>The Fancy Food Show in New York & Boston We plan to be part of the Taste of Millennium Food Festival in June 2021.</p>
<p>What are the resources your Fellow will have access to?</p>	<p>Brought on board as a team member of a broader export team & part of a go to market innovation team. Induction and access to Irish marketing and sales teams. Intros and full access to local distributor/Broker. Access to all company resources, e-mail, company phone, business cards, samples.</p>

<p>How will the Fellow's progress be monitored? Who from your organisation will mentor the Fellow as part of this programme?</p>	<p>Weekly/Fortnightly calls and monthly progress reports. I would use these as my starting point for a new Fellow. Our lead Sales Manager Brian Johnston will be the Fellow's mentor.</p>

Programme Details

The Marketing Fellowship is a partnership between your business, Bord Bia, Smurfit Business School and your allocated Fellow. Fellowship students have the proven ability to deliver increased business results in response to mentorship and support. Fellows who are provided with sufficient guidance are better able to represent your business in-market. Below are our expectations of you as a mentor. There's a wide range of activities the Fellows can carry out in market, these are listed below.

Cost Model for clients:

There are two different cost offerings when it comes to the type of project you wish to choose.

1. Major Project - you are allocated 50% of the students time in market at a cost of €10,000
2. Standard Project - you are allocated 20% of the students time in market at a cost of €4,000

The Process:

After completing this application form, please return to fellowship@bordbia.ie before **Nov 27th**.

Bord Bia will review applications and shortlist applications. Taking into consideration the level of research and prior planning that has been assigned by the applicant to the proposed market. We have a finite number of Fellows available and as such we look to ensure that assignments are set up for success in the market. Hence we can't guarantee that all applicants will be successful in securing a fellow.

Please save the form in the format: CompanyName_Fellowship Application

For any queries please send an email to fellowship@bordbia.ie

Guidelines for working with a Fellow

As a mentor to the Fellow you will be expected to:

- Have regular contact with the Fellow and provide time and support while they are in market.
 - Fully brief the Fellow on your business and project aims prior to leaving for market.
 - Ensure the Fellow spends at least one working week with you on site at your business.
 - Ensure that the student has access to relevant company information and contacts.
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- Bord Bia and UCD reserve the right to terminate the assignment at any time during the programme, if it is believed that the assignment is no longer viable. And if the fellow is not receiving necessary support.
 - Provide reasonable out of pocket expenses (e.g. travel and accommodation if required) to be agreed with the student at the outset of the project.
 - Project objectives may evolve during the project and need to be agreed by all parties.
 - Confidentiality - If required, a Non-Disclosure Agreement (NDA) will be signed in advance of the student starting the project.
 - Fellows are required to submit a written report and to make a presentation of findings to their client at the conclusion of the project.

See our website for further details: <https://www.bordbia.ie/fellowshipprogramme>