

**Report: Promotion  
& Sales TSP & DSF  
July-October 2013**

## DSF / TSP report

### POS-Store

- Planned actions
- Recruited consumers
- Keys numbers

### Street Kitchen

- Planned actions
- Recruited Consumers
- Keys numbers

### DSF reporting

- Planned actions
- Recruited Bakeries
- Keys numbers

### NCI program

- Planned actions
- Keys numbers

### ISP program

- Planned actions
- Keys numbers



# Collect Data & Progression in Consumption

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## TSP -DSF

# IN STORE

## Scope of Work Point of Sale Sampling

### 2 ACTIONS:

- 4th to 9th July
- 24th to 26th Sept. 2013

- 8 (5+3) days promotion by 4 promoters
- Presentation of the TSP + Tasting
- Selling

### 600 persons reached

by the July & September promotion in 8 days.

65% of women between 25 and 75 years

35% of Men between 25 and 75 years

### Reached target.

More than 300 small bags of TSP sold by stores

**Photos:** <https://www.dropbox.com/sh/8sguxcbfpcgumqc/67R2qAkrT4>



# STREET KITCHEN

## 2 ACTIONS

- 6 july: Parcelles Assainies market
- 26 sept.: Castors Market

- **450** persons in the Database
- 75% women, 25% men
- **Sales in this 2 days:** 4 bags of TSP
- **Samples distribution:** 300
- **Contest Radio:**
  - 60 spots (ZIK FM, RFM)
  - Community Radio OXYGEN 103.4 fm 13
  - Daily program 9am to 12am
  - [Listen to radio spots](#)

**Photos:** <https://www.dropbox.com/sh/8sguxcbfpcgumqc/67R2qAkrT4>



# BAKERIES TRAINING

**Target Bakery:** 5 bakeries 17 technicians

Using DSF: 2 bags for Demonstration

1st Training session 30 th july

2<sup>nd</sup> Training session 20th September

**Expected of selling quantity of Bags/act:** 40  
bags/Month eg 534 pack of 1kg

**July to September 2013 :**

Estimated success on using soy: 14 per week

Realized success on using soy: 3 per week

20% success on using soy with 4 bakeries

**Photos:** <https://www.dropbox.com/sc/vqn7e0h08m8xj6w/ZyAy0PYLKm>



# Other actions 2013

# NCI 2013

## August

- Participation of Daouda Guindo

## October

- 12 target Bakeries
- 10 bakeries met
- 3 bakeries with 4 participants confirmed
- Organisation and administrative assistant for documents and visa



### Séminaire de formation sur les techniques de conception et de production en boulangerie, intégrant la farine de soja - NCI 2013

## NCI 2013

**Dates**  
Formation: 21 au 25 octobre  
Soy tour: 26 au 29 octobre

**Lieu**  
Northern Crops Institute  
(North Dakota State University.)

**Organisateurs**  
WISHH - ASA - USDA  
Collaboration avec SENSOY

**Finalités**

- Perfectionnement technique
- Diplôme délivré
- Rencontres professionnelles
- Découverte technologique
- Autres

#### A PROPOS DU NCI

La formation de NCI (Northern Crops Institute) est une initiative de WISHH (World Initiative for Soy in Human Health) et l'ASA (Association Américaine du Soja) et l'USDA (Département de l'Agriculture des USA).

Le NCI a été lancé depuis plusieurs années et s'est ouvert aux francophones depuis l'année dernière.

Ce séminaire de formation livré par l'Université de North Dakota est un programme de

perfectionnement dans les techniques de conception et de production de pain et de viennoiserie, intégrant la farine de soja.

La formation NCI rassemble des professionnels de la boulangerie (experts, chefs, managers, pétrisseurs, techniciens, etc.) venus de plusieurs pays.

C'est une occasion unique pour les professionnels de se rencontrer, partager des expériences et acquérir de nouvelles connaissances.

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# ISP DEMO BY MARCUS

## Target Entreprises

- Nosopal
- Boulangerie Al Mahdi
- Restaurant Boulangerie Jaune
- Poultrade
- CDA
- Brioche Dorée

## Actions

- 1 complete appointment with Restaurant de la Boulangerie Jaune
- 3 confirmation for november: CDA, Poultrade, Nafi restaurant, La Casamançaise restaurant



Photos: <https://www.dropbox.com/sh/rxa2pmyba1em8wp/ixpuhx4RRj>

# Coming actions 2013

New Supply Chain Partner  
New actions

## A new Supply Chain Partner

For distribution of TSP & DSF: SENSOY  
SENSOY organise and propose PST on  
a new business way 100% based on re-  
seller's network and partnerships with  
women groups and associations.



# SENSOY



50 TSP bags bought from PAIN SOJA Senegal  
1 container of TSP & DSF bought from CHS



# Sojabi

Sojabi: Name of the brand by SENSOY  
[www.sojabi.com](http://www.sojabi.com)



20 Sojabi Sales Representatives  
2 bags by representative = 50 bags sold



Women  
associations,  
Groups, individual  
re-sellers, etc.

Partnership with  
Consumer association  
and Detaillers  
organisations

# Commando operation “10.000 Fans”

November / December 2013

- Market survey
- Collect a Database with 10.000 women between 25 & 65 years old
- Identify potential resellers in zones
- To fill in a questionnaire
- Cover a regular area of consumer
- Distribution of 10.000 samples (given by SENSOY, the Supply Chain Partner)
- Identify and secure markets prospects





## CONTACTEZ NOUS

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