

## SOCIO-ECONOMIC OUTREACH (SEO)

### Market Connections / Marketing Officer Progress Report

April – June 2011

#### 1. Introduction

The Manager of SEO facilitated, supervised and discussed on an ongoing basis the work activities of the Marketing Officer. The Manager accompanied the Marketing Officer and the Agriculture Officer on SEO mission introductory tours in Otoxa and Dolores. Key persons visited in these communities were the Primary Schools principals.

Other introductory activities for the Marketing Officer included the following:

- Viewed a slide presentation about the goals, objectives and work of SEO
- Discussed with SEO Manager the policies of the organization
- Discussed with the Manager the terms of reference of the Marketing Officer
- Met with the Agriculture Officer and discuss his role, function and responsibilities
- Participated in a SEO staff one-day Market Connections planning retreat

#### 2. Micro-loans

- Along with Manager and Agriculture Officer Interviewed loan applicants.
- Work on a one – on -one basis with loan applicants in developing a simple business plan
- Facilitated one-on-one book-keeping session with loan recipients
- Travelled to Spanish Look-Out to purchase equipment for loan recipients

#### 3. Capacity building seminars

- Worked on the development of the Marketing presentation

#### 4. Entrepreneurs identification & visitation

- Meet with entrepreneurs from Otoxa and Dolores at SEO office, and purchase some of their products
- Meet with entrepreneurs in Otoxa and Dolores villages, and purchase some of their products
- Select entrepreneurs in Otoxa and Dolores to weave cuxtals, cushion covers, computer bags
- Identify entrepreneurs in the Toledo District to sew cuxtals, cushion covers, computer bags
- Reviewed the list of 30 SEO entrepreneurs
- Visited with SEO entrepreneurs, and discussed product quality and production

#### 5. SEO website

- Viewed SEO web-site