



ལྷ་འབྲུག་སོ་ནམ་ཐོན་སྐྱེད་བཅོས་ཚད་འཛིན།

མང་ཆུ་ལྷུག་པ། ཐིམ་ཕུག།

Bhutan Agro Industries Limited

Wangchutaba: Thimphu

Term of Reference for Interns

Rationale

Most of the MNCs have their sales personnel stationed in regional offices or attached with Super stockiest/ distributor who collect orders from the market and facilitate sales and marketing on behalf of the company through the distributors. They form a bridge between the company, distributors and the market. Bhutan Agro Industries Ltd cannot afford to have huge sales force because of financial implication but require sizable manpower to cover markets to enhance sales. The marketing department do not have enough sales personnel to visit market for order collection,

So, propose to hire 3 interns for market visit and order collection with immediate effect (2 for Thimphu and 1 for LP for regional marketing).

1. Manpower Requirement: We require about 2 personnel for Thimphu market.

2. Qualification: Class 12 or equivalent with well-spoken dzongkhag and other dialects.

3. Sex: Any -Male/ Female

4. Time duration: two months period on trial basis.

5. Remuneration Package: Nu. 500 per working days. Sundays (off) Not Payable.

6. Dress Codes: To be in Gho / Kira (own); Company coat with pick cap (to be provided by company).

7. Job: Personally Visit each and every shop/ restaurant/ bars/ hotel in the area, introduce and take orders. Provide relevant company information and products details.

Bulk orders to be supplied from the factory where petty orders to be made available from Sales counters/ local marketing

8. Area Coverage:

A. one for upper Thimphu covering Motithang, RICB colony, Hospital area, Kala Bazar, Norzin Lam, Chang lam. Vegetable market.

B. Other one for lower Thimphu covering Changzangtog to the North and Debsi to the south.

9. Minimum Order Collection: Minimum ----- orders per day from that area (Area visit plan will be provided) * to be decided later



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10. Order submission: to Memkit Lepcha for record (in register) through WhatsApp. Monthly data for Nu.200 to be provided by the company for communication.

11. Identity: Company identity card will be provided with photo during the period of interns.

Reporting: Dy. Manager Marketing for other matters/ information and guidance

Future prospect: If the interns are capable of performing well in the field they can be upgraded to GSP and regularise as per requirement.

*For Regional marketing

1. The candidate will have to travel to different market pockets for selling and marketing, either directly from the factory or through distributors
2. They will be attached to different distributors for certain number of days on rotation basis
3. For off station duty Daily allowance (as per service rule) and daily wage of Nu 500/day will be provided.
4. For changing stations, the candidate will be paid a Bus fare/ Taxi fare as per availability, Company vehicle will be provided if available.