

Presentation on ZIPS Strategic Plan and Sustainability Plan (and Associated Documents)

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Agenda



- ZIPS Key Strategic Documents
- Contents of the Strategic ZIPS Documents
- Vision, Mission, Goal, Value Statement
- Our Values
- 2017 to 2019 Strategic Plan (Summary of Key Issues, Priority Are Components of the Implementation Strategy, Organogrammmme, 3 Year Budge)
- 2017 to 2019 Sustainability Plan (Sustainability Objectives, 4Rsof Sustainability, Developing the Strategy, House of Brands, House of Brand Activities, Sustainability Plan Roadmap, Strategies and Priorities, 2017 Action Plan
- Marketing Plan (Goals, Strategic Direction, Product Strategy, Shop Start Up Stocks, Analysis of Channels)
- 2017 to 2019 Communication Strategy and Implementation Steps
- Q&A / Discussion
- Discussion

ZIPs Key Strategic Documents

- ❑ In 2016 the year in which the 2012 to 2016 Strategic Plan was coming to an end ZIPS undertook to rebrand and develop a new 3 year strategic plan to cover the period 2017 to 2019
- ❑ This was done under a World Bank funded consultancy
- ❑ The output of this consultancy were the following:
 - New "**VMOSA**;" i.e. **V**ision, **M**ission, **O**bjectives, **S**trategies, and **A**ction Plans
 - 2017 to 2019 Strategic Plan
 - 2017 to 2019 Sustainability Plan
 - 2017 to 2019 Marketing Plan
 - 2017 to 2019 Communication Strategy
 - Brand Strategy
 - Brand Identify Manual
- This presentation provides a high level view of the contents of each document and key extracts and provide some focus on the strategic plan and sustainability plan

2017 to 2019 Strategic Plan Contents

- ❑ Definition of Strategic Planning
- ❑ How we the strategic plan was developed (Survey, Workshops, Stakeholder Analysis)
- ❑ House of Brands
- ❑ Summary of Key Issues – what we will do
- ❑ Summary of Strategic Direction
- ❑ Vision, Mission, Goal, Value Statement, Core Values
- ❑ 2017 to 2019 Strategic Focus Areas
- ❑ Strategies for Implementing the 2017 to 2019 Strategic Plan
- ❑ Detailed 3 Year Log Frame / Responsibility Matrix
- ❑ Organisation Structure
- ❑ Implementation Plan Budget Considerations

2017 to 2019 Sustainability Plan Contents

- ❑ Background
- ❑ Sustainability Theme - “ZIPS beyond grant aid through PFM
- ❑ Why Do Sustainability Planning?
- ❑ Objectives of the Sustainability Plan
- ❑ Elements of the ZIPS Sustainability Plan
- ❑ Developing a Sustainability Strategy
- ❑ Operationalisation of the ZIPS Roadmap to Sustainability
- ❑ Planning Considerations
- ❑ Sustainability Resources
- ❑ Annex 1 - Sustainability Action Plan
- ❑ Annex 2 - Achievements towards Sustainability

2017 to 2019 Marketing Plan Contents

- ☐ Vision ,Mission
- ☐ Preamble
- ☐ Strategic Marketing Objectives
- ☐ ZIPS Goals - Financial and Non Financial
- ☐ ZIPS Core Competencies
- ☐ Overview of the Zambian market and economic outlook
- ☐ Macroeconomic objectives, policies and strategies for 2017

- ☐ Marketing Strategic Direction
- ☐ Marketing Planning and Analysis
- ☐ SWOT Analysis
- ☐ Marketing strategies and tactics
- ☐ Action Plan and Budget
- ☐ Annex 1 Shop Start Up Stocks

2017 to 2019 Communication Strat Contents

- ❑ Interpretation of ZIPS Brand (Communication Perspective)
- ❑ Challenges and Status
- ❑ Channels of Communication
- ❑ Print Media Statistics and Rankings
- ❑ Framework of The Strategy
- ❑ Communication Strategy

- ❑ Implementation of Strategy
- ❑ The ZIPS Communication Mix
- ❑ Expansion, Strengthening of Distribution Network and Feedback
- ❑ Specific Details on Communication Channels
- ❑ Monitoring Evaluation and Measurement
- ❑ Budget

2017 to 2019 Brand Strategy Contents

A GUIDE TO A WELL DEVELOPED AND VISIBLE BRAND

- ❑ Brand history
- ❑ Brand outline
- ❑ Brand Analysis
- ❑ Brand idea
- ❑ Brand strategy
- ❑ Guiding Principles
- ❑ Branding Methodology
- ❑ Tactical Plans 2017 to 2019

“I've learned that
people will forget what
you said, people will
forget what you did, but
**people will never
forget how you
made them feel.**”

Maya Angelou



2017 to 2019 Brand Identity Contents

- ☐ Brand House
- ☐ About the Logo
- ☐ The Logo Proportions
- ☐ Colour Palette and Typography
- ☐ Archetype
- ☐ Product Mix
- ☐ Examples of Branding Collateral

Vision, Mission, Goal, Value Statement

The ZIPS **VISION** is to be:

“A nation of supply chain excellence”

The **GOAL** of the Institute is

“to be recognised as a consultant to government and industry on all matters related to procurement and supplies”.

Our **MISSION STATEMENT** states that:

“We are, a world class Institute of supply chain Professionals regulating, training, promoting, Improving and upholding standards of best practice in supply chain matters through compliance enforcement, research and Development, publications and collaboration with stakeholders to enhance social economic development sustainably”

The **VALUE STATEMENT** is:
Learn. Serve. Prosper

“We, as the Zambia Institute of Purchasing and Supply members, in pursuit of good ethical behavior, service and Integrity will invest in learning, giving unwavering service and becoming successful professionals.”

Our Values

- **PROFESSIONALISM:**

We shall conduct ourselves in an ethical manner in the execution of our duties to promote excellence and integrity.

- **SERVICE:**

We shall be customer centric. Everything we do will be to delight and focus on development of our members.

- **DISCIPLINE - ACCOUNTABILITY TRANSPARENCY AND INTEGRITY:**

We shall put the obligations of the profession above personal interests and conduct ourselves in a manner that is beyond reproach and that which fosters accountability for our actions to our stakeholders to remove the veil of corruption.

- **INNOVATION AND CREATIVITY:**

We shall endeavor to promote generation and transfer of fresh ideas, ideals and practices that support the profession.

- **SUSTAINABILITY:**

We shall conduct our affairs in a manner that ensures our operations are self - sustaining.

SUMMARY OF KEY ISSUES: what we will do

- ❑ Our selection of key issues is based on how best the Institute can effectively respond to the identified challenges that it faces and bring about the required change
- ❑ Establishment and strengthening of partnership and relationships with key stakeholders
- ❑ Achievement of financial sustainability
- ❑ Strengthen the legal/regulatory framework of the Institute
- ❑ Promote professionalism and standardize the training and practice of supply chain operations in the country
- ❑ Develop modern infrastructure and rebrand office
- ❑ Enhance governance and role definition of the institute secretariat.
- ❑ Develop Organisational Development and Institutional Development for ZIPS
- ❑ Strengthen the structure, performance and image of the institute through enhanced marketing, branding and communications

2017 TO 2019 KEY STRATEGIC PRIORITY AREAS

Strengthen the legal/regulatory framework of the Institute

- Present the amended ZIPS bill is presented to parliament for legislation
- Ensure that the amended Act is enforced
- Develop operational guidelines for compliance to Act provisions

Establishment and strengthening of partnership and relationships with key stakeholders

- Improve collaborations and networks
- Sign MOUs with some key stakeholders
- Organize periodic forum to share and disseminate information and research findings

Achievement of financial sustainability

- Develop a business plan and resource mobilisation plan
- Develop financial management systems
- Develop capacity for financial management
- Development of investment assets for sustainability
- Enhance member recruitment and payment compliance plan.

2017 TO 2019 KEY STRATEGIC PRIORITY AREAS

Strengthen the structure, performance and image of the institute (Visibility)

- Review current structure, systems, policies and procedures
- Develop Marketing, branding and communication policy and processes (external & Internal)
- Introduce performance and service contract (PSC) both for staff and service providers (across the board) and Council.
- Developing CSR programme
- Enhancing our geographical presence
- Launch collateral shop for members

Invest and Develop in state of the art ICT and modern infrastructure (Head office construction)

- Resource mobilisation for ICT and construction of secretariat.
- Plan, design and build the Institutes head office
- Identification of key partner to invest in ZIPS university and implementation of the same.
- Create and drive ICT service
- Create and drive state of the art ICT services and systems

Promote professionalism and standardize the training and practice of ZIPS in the country (Education and Training)

- Adherence to professional ethics and enhancement of compliance plans
- Implement the standards and international best practices in procurement and supplies
- Curriculum development of ZIPS Qualification (Degree and chartered levels) and management of ZIPS exams
- Training and development of practitioners using CPD programme.
- Establish industry consultancy, in service and R&D programmes.
- Create resource Centre: - Library space & books
- Develop and enhance the standards of e learning practice
- Strengthen outreach programmes to high schools and Institutions of higher learning..

KEY COMPONENTS OF IMPLEMENTATION STRAT

Resource Mobilisation Plan and Implementation

- Construction of secretariat or purchase of an existing building.
- Establishment of an e-learning portal and software development.
- Development of procurement guidelines for private sector procurement.
- Retraining of all in service procurement professionals
- Development of procurement standards which will be an imperative for every organization to have in the procurement department.

Programme and Project Implementation - Policy

Council will:

- Provide policy guidance and necessary corporate governance
- Guidance on the high level operationalization and interpretation of the legal framework.
- Assume the overall role of creating strategic linkages which will have the immediate benefits of resource mobilization for the implementation of ZIPS programmes.

Programme and Project Implementation - Day to Day

- Day to day running and implementation of programmes will be done by the secretariat headed by the Executive Director
- Council Sub committees operationalised in thematic areas to provide Secretariat with additional oversight in the implementation of programmes and projects
- Attention will be paid to governance and
- Council will not be involved in the day to day operations of the institute

KEY COMPONENTS OF IMPLEMENTATION STRAT

Monitoring and Evaluation

- Develop and use Monitoring and Evaluation (M &E) framework to measure the implementation process and impact of its programmes.
- M & E frame work to serve as a basis for indicator focus review and a learning tool for effective programme planning and implementation.
- M & E will also be the basis of data collection from which various reports on the institutes operations will be generated and shared with the Council and general membership

Information Management

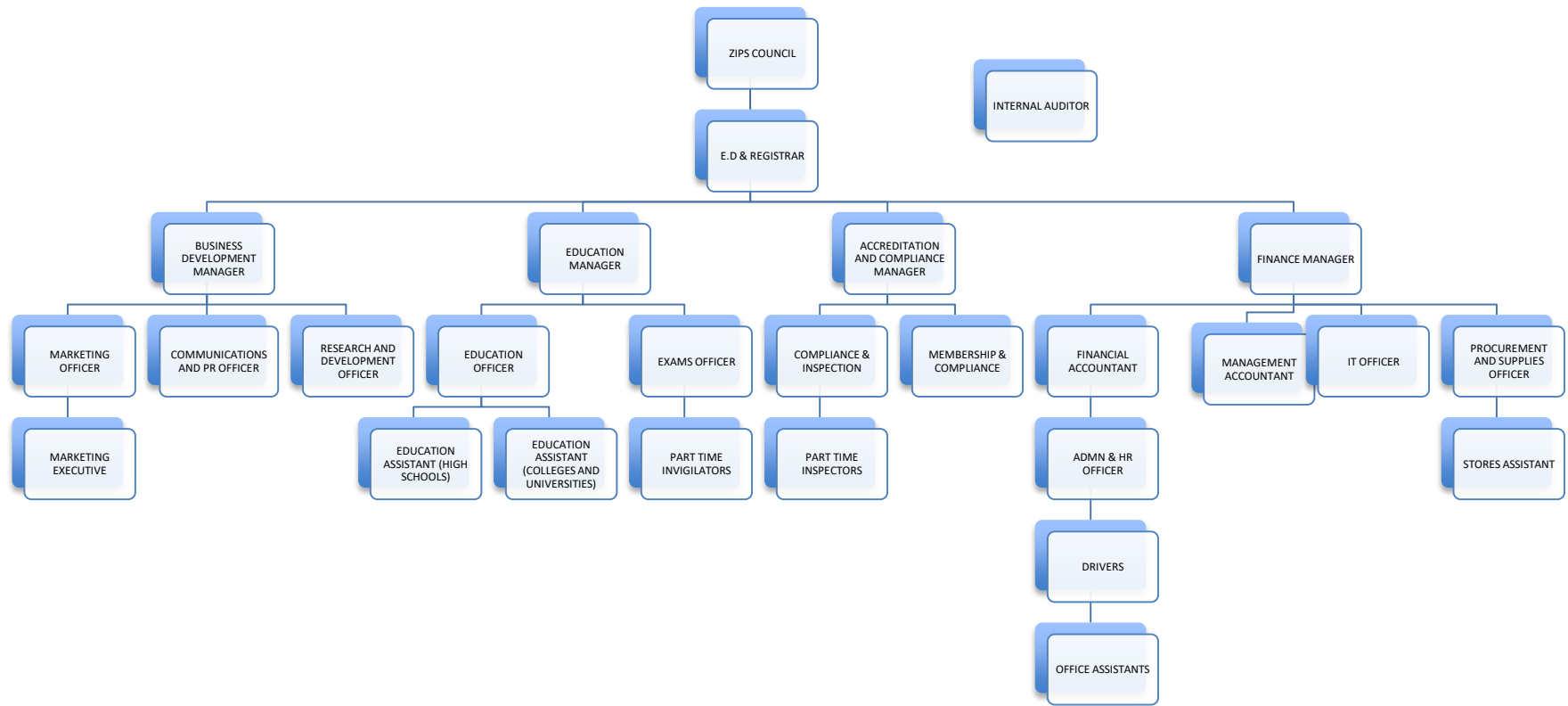
- Information management to governs accountability for the structure and design, storage, movement, security, quality, delivery and usage of information required for management, business intelligence purposes, learning and dissemination.
- ZIPS will use the information that it generates from its activities to strengthen the work of the Institute by ensuring that the information is organised, retrieved, acquired and maintained in a professional manner.

Capacity building enhancement (In-house and among members)

- Currently the biggest challenge ZIPS has is personnel.
- Council, staff and members would require enhancement of particular key and relevant capacities.
- ZIPS to identify and implement such capacities for staff, Council and members in each category.
- Recruit qualified personnel who will execute the planned activities under each function.
- Develop comprehensive plan for placements to be made as and when possible.
- On going capacity building over the life of the project.

See Annex 1 Log Frame for details, timelines and responsibility

PROPOSED ZIPS STRUCTURE



See Annex 2 Detailed Organisation Structure

STRATEGIC PLAN 3 YEAR BUDGET ITEMS

Revenue Centres

- Capability development for unqualified staff
- Supply assurance and compliance (compulsory for all practitioners)
- Launch annual supply awards ball (mid-year)
- Budget for two trainings in supply chain staff (Lusaka and Copper-belt)
- CPD Training

Cost Centres

- Office branding
- Scouting for a plot or building to buy
- Resource mobilization
- Conveyancing costs
- Purchase of office signs
- Purchase of graduation gowns, member lapels, ties and scarfs
- Purchase of marketing collateral as selected by marketing committee for sell to members in the resource centre.
- Partitions for resource centre
- Take account existing recurrent cost but include new staff positions
- Motor vehicle (2 pool vehicles for outreach programs)
- Salaries for unsupported staff proposed in the new structure
- Printing of posters for higher learning institutions delivering ZIPS programmes
- Stipend for volunteer inspectors
- Stipend and allowances for invigilators

2017 to 2019 SUSTAINABILITY PLAN

- ❑ ZIPS has made a resolve to view its future through a sustainability approach under the theme; ***“ZIPS beyond grant aid through PFM”***
- ❑ aim is to create value through long term financial gains through its own program activities as espoused in its' strategic plan
- ❑ Sustainability planning includes the actions ZIPS will take to maximize its chances to survive beyond the current grant aid, and perhaps even to thrive, despite the uncertainty of what the future may bring. Sustainability planning is a concrete process which takes time.
- ❑ To achieve this ZIPS has to view broader sense of sustainability based on 3 pillars of solvency, viability & sustainability strategies together.
- ❑ The following will form the cornerstone of the plan
 - Identified 6 Sustainability Objectives
 - Operationalisation of the Objectives using the 4Rs
 - Developing Sustainability Strategy based on 4 Tiers

OBJECTIVES OF SUSTAINABILITY PLAN

Achievement of financial sustainability is dependent on the following six sustainability objectives;

1. Develop a strategic and Sustainability plan which clearly describes the vision, mission, objectives, action plans, budgets and resource mobilisation plans.
2. Develop Governance and financial management systems and pursue the development of capacity for efficient and effective management within ZIPS.
3. Development of investment assets and launch aggressive campaigns for industry consultancies for financial sustainability.
4. Deepening of the delivery value chain and enhancing of partnerships and networking strategies.
5. Enhance member recruitment and member compliance.
6. Enhancement of management, systems and operational processes and procedures.

4 RS OF SUSTAINABILITY

Reduce

- Reducing waste and costs in all areas of operations.
- Reducing cost by analysing operational costs and applying prudence in spending.
- Reducing waste in procurement processes internally and throughout the delivery systems. This can lead to higher efficiency. Higher efficiency means less waste, which means fewer costs, which means higher profits.
- Mindful of the Institute's impact on the 3P's of sustainability; People, Planet and Profit.
- Examples are in Strategic Plan

Recover

- Recover all outstanding debts from members and stakeholders.
- Stakeholders will also include organisations and institutions who employ ZIPS members but have not been remitting fees and subscriptions to the Institute.
- Practicing license renewals and inspections will be reinforced.

Reuse

- Staff should pay attention to waste and reuse anything that can be reused to reduce waste in their supply chain operations e.g. printing paper, graduation gowns, creating space to reuse certificates for more than one year meaning only practicing certificates will be issued each year while membership will be done once

Recycle

- Anything that can be recycled to have a greener Zambia through procurement processes and sources of inputs to put ZIPS a step ahead as a green Institute.



DEVELOPING SUSTAINABILITY STRATEGY

Tier 1 Sustainability Strategy

- Overarching strategy detailing ZIPS key sustainability goals and aspirations as a professional body which are inspired by the six strategic objectives espoused in the strategic plan of 2017-2019.

Tier 2 Operational Objectives

- ZIPS is divided into 4 sub departments – ZIPSAdmn ZIPSEdu, ZIPSPro, ZIPSBiz
- Each of these areas of operation have operational objectives which should inform the sustainability operational plans.
- Strategies and key priorities should be integrated across functions.
- Plans should have a continuous feedback loop with review and changing priorities in line with changes in the environment.

Tier 3 Action Plans

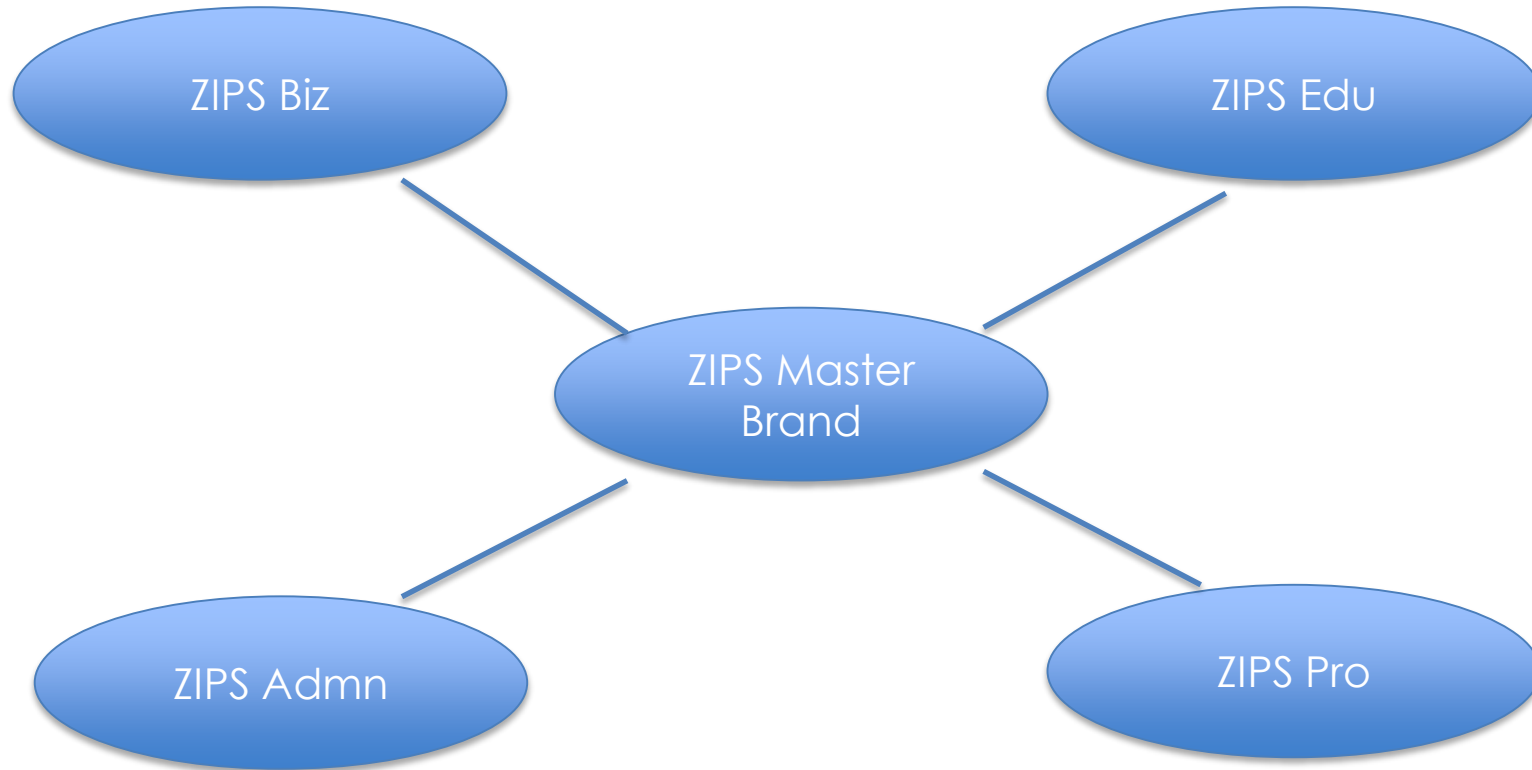
- ZIPS sustainability actions should be incorporated and main streamed in the daily activities for the Institute as espoused in the strategic plan operational log frames and individual departmental objectives.
- Staff should be encouraged to operate as if the funding has already stopped so that the long term survival is assured.
- Institute should not lose sight of its desire to become a partner to government's socio-economic agenda.

Tier 4 Procedures, Processes & Systems

- Ensure that the procedures, processes and systems are developed to a level where governance of the Institute is fully implemented and the structure is self-sustaining.
- Introduce operational policies - Human Resource, Finance and Administration, Procurement, Educational
- On the systems and procedures side, each operational procedure and system should have a process of how to ensure effectiveness in execution

HOUSE OF BRANDS (TIER 2)

- To deliver better and achieve excellence through our house of brands. Our house of brands has a master brand and four sub brands namely:



HOUSE OF BRANDS ACTIVITIES

ZIPS ADMN

- Main operations functions including Finance and Administration, Information Communications and Technology and Human Resource management.
- This parent brand will also host the ZIPS Admn and hence operates as one.
- Custodians of the brand and the entire value proposition.
- Provides oversight to ZIPS Edu, ZIPSPRO and ZIPS Biz to ensure proper interpretation of the brand.

ZIPS BIZ

- Revenue earning sources
- ZIPS Memorabilia shop
- Annual awards ball and awards committee.
- Industry consultancy.
- Administration of the ZIPS employment agency.
- Setting up of ZIPS evaluation centre.
- ZIPS Educational materials and professional literature publications.

ZIPS PRO

- Focus on streamlining conduct in the profession
- Membership drive
- Compliance and operationalisation of the Act
- CPD program development and implementation
- Quarterly Procurement 'Chats' on topical issues
- Conduct at least one consultancy per quarter each year
- In service capacity development
- Practicing license annually renewed by members

ZIPS EDU

- Development of programs for the ZIPS qualification
- Management of exams fees.
- Hosting of at least two career fairs each year.
- Development of educational materials,
- Upskilling programs for unqualified members,
- Retraining of practicing professionals
- Development of e learning portal

SUSTAINABILITY ROADMAP

ZIPS roadmap to sustainability has seven components

SN	Component	Detail
1	Organisation Identity	Our Vision, Mission, Goal, Values
2	Financial and Other Systems Administration	<ul style="list-style-type: none">• Strategic financial objective "Enhanced Financial Wellness and Resource Mobilisation ^{[[L]]}_{[[SEP]]} for sustenance of ZIPS"• Budget, Periodic Cash Flow Analysis plan, Audit compliance plan, follow the IFRS Reporting standards
3	Long Range Strategic Plan	<ul style="list-style-type: none">• 3 Year Strategic Plan (2017 to 2019)• Take ownership• Implement the strategic and operational objectives with indicators and targets using log frames for monitoring and evaluation.

SUSTAINABILITY ROADMAP contd..

SN	Component	Detail
4	Annual Operational Plan	<ul style="list-style-type: none">• Annual operational plan with short term SMART Objectives, Activities & Timelines• Staffing plans will be spread over three years and recruitments done according to priority areas.• Review program needs and re planned each year and only planned and committed resources will be spent starting from 2017.• Invest any excess cash in financial instruments
5	Long Range Fund Raising Plan	<ul style="list-style-type: none">• Needs and Resource Assessment -• Donor Cultivation – network with other financiers and find like- minded donors to help them with some of its unfunded activities I.e.

SUSTAINABILITY ROADMAP contd..

SN	Component	Detail
6	Board Development Plan	<ul style="list-style-type: none">• Introduce detailed governance training for Council• Clear role demarcations between the Council and management will be defined,• Needs Assessment for governance of activities within Secretariat will be done;• Induction for new council to bring them up to speed with governance and sustainability procedures.
7	Staff Development and Organisational Culture	<ul style="list-style-type: none">• HR sustainability through Needs Assessment; Evaluation & Review; Training; Team Building• Implement the new organogram to improve the governance structure of ZIPS will be.• Recruitment over a period of three years in line with the strategic plan.• New organisation structure will also ensure role definition and separation of power.

SUSTAINABILITY STRATEGIES AND PRIORITIES

Membership Drive

- Enforce company compliance. It is compulsory for everyone practicing in Zambia to be a ZIPS member by law.
- All members must pay annual subscriptions by January each year.
- Introduce late payment penalty.
- Enforce student membership drive in all higher learning institutions.
- Introduce special category of membership for consultants and pay a professional license fee every year.

Industry & Member Compliance

- Launch of new Educational programs which will increase revenue from exams
- Any member employed in industry must have a practicing license
- Organisations and Institutions must register as corporate members.
- Any unqualified staff practicing the profession must be given a lead time to qualify otherwise companies must pay penalties

Education & Learning

- Launch compulsory point based CPD programs for members
- Launch short educational courses in Supply Chain matters.
- Conduct revision tutorial classes at the Secretariat.
- Increase sales of Educational materials to include library resources
- Development and sale of procurement procedures for private sector and NGO sectors

Consultancy

Develop consultancy programs at a strategic level such as

- Design of procurement rules and departments.
- Training of procurement and supply staff on evaluation, techniques and internal sourcing procedures.
- Training of staff on creating procurement plans and audit preparation.
- Up skilling of staff on new processes.

SUSTAINABILITY STRATEGIES AND PRIORITIES

Income Diversification

- Invest any excess cash in financial investments.
- Develop an e-shop for regalia and branded collateral.
- Look for new donors in big projects like construction of secretariat.
- Effective targeting to attract new members and subscriptions
- In-kind resource donations through volunteering and short-term contracts.
- Partnerships and co sharing activities (especially with Educational institutions i.e. career fairs)
- Training in proposal writing
- Recruit new value chain partners and new like-minded grant donors

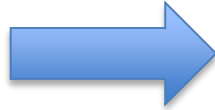
SUSTAINABILITY ACTION PLAN 2017

- ☐ An initial 12-months plan and preferable review each year in line with the 2017 – 2019 three-year strategic plan which is the basis for the sustainability plan.
- ☐ Elements consist of the following
 - ☐ Develop Vision, Mission, Values, strategic objectives and operational objectives with activity log frames
 - ☐ Develop Goals and Objectives
 - ☐ Research and identify potential stakeholders
 - ☐ Start outreach programs.
 - ☐ Initiate relationship with potential stakeholders
 - ☐ Analyse ZIPS transformation Program Cost
 - ☐ Continue to cultivate stakeholders and create buy-in
 - ☐ Refine the value chain partnerships
 - ☐ Follow-up
 - ☐ Using feedback to do more programs
 - ☐ Create and execute fundraising plan
 - ☐ Sustainability Plan for year two
 - ☐ Risk management strategy

MARKETING PLAN

Strategic Marketing Objectives

To increase visibility and positive perception of the Institute through an integrated marketing plan for ZIPS.



Operational Marketing Objectives

- Branding strategy development.
- Communications strategy development.
- Sustainability strategy development.
- Identify and strengthen relationships with key stakeholders and partners

2017 TO 2019 MARKETING GOALS

Non Financial Goals

- To be the most sought after profession in Zambia by 2019.
- Develop a successful Internet site and effective social media, while maintaining strong relationships with members through outreach.
- Introduce new product lines—customised to client needs.
- Enter new geographic markets, including Copper belt, Solwezi and three other key provinces.
- To be the best branded institution in Zambia
- To build capacity and train all unqualified working professionals within the next three years.
- To serve with integrity and earn the trust of members and stakeholders by the end of this planning period
- Seek location and develop a new secretariat

Financial Goals

- Increase membership revenue by at least 50% per year through aggressive membership drive
- Diversify sources of revenue through writing new project proposals ()
- Do at least one industry consultancy per quarter each year
- Introduce supply chain management training for professional members twice a year each year (CPD)
- Become the choice recruitment agent for Industry for Supply Chain staff placement
- Become evaluation consultant for both public and private sector tenders at a fee
- Develop best practice guidelines and sell to industry.
- Expand shop for selling branded items and collateral materials to members and the public
- To become self sustaining by 2019 through expansion and diversification of revenue sources

MARKETING STRATEGIC DIRECTION

MARKETING STRATEGIC DIRECTION

COST OPTIMISATION

**OPERATIONS
EXCELLENCE**

SUSTAINABILITY

OPERATIONS

- Enforcement
- New business
- Expanded business
- Diversification of revenue sources
- Industry consultancy

MARKETING

- Brand building
- Co-branding
- Advertising and Sales promotion
- Networking
- Partnering
- Outreach
- Events and conferences

COMMUNICATIONS

- Social media
- Segmented messaging
- ICT Development
- Print media
- Electronic media
- One on one communication
- Strategic alliances
- Website

HUMAN RESOURCE

- Recruitment
- Training
- Capacity development
- Staff motivation
- Retention
- Governance

Product Strategy

- ✓ The strongest part of the Marketing mix for ZIPS is to increase its sales and marketing activities to its members, Government, private sector, public sector and institutions of higher learning. ZIPS will enhance its connections with career professionals.
- ✓ Sell the qualification.
- ✓ Reintroduce and organize an annual awards ball as a fund raiser to reward deserving practitioners in industry.
- ✓ ZIPS will operate with four sub brands namely ZIPSAdmn, ZIPSEdu, ZIPS Pro.
- ✓ Development of a Corporate Identity manual to guide the branding of all materials produced in a standardized manner.
- ✓ Conduct at least four outreach events each year in different parts of the country and at least two career fairs in different regions.

Shop Start Up Stocks

NO	ITEM	QUANTITY
1	BRANDED SHIRTS	3000
2	FLEECE JACKETS	1000
3	TIES	4000
4	LAPEL PINS	5000
5	CONFERENCE BAGS	1000
6	MUGS	500
7	PENS	10,000
8	GOLF TOWELS	500
9	FOLDERS	3000
10	NOTEPADS	500
11	PROCUREMENT STANDARDS	200
12	BRANDED KEY RINGS	600

NO	ITEM	QUANTITY
13	BRANDED GOLF SHIRTS	2000
14	BRANDED CAPS	2000
15	BUSINESS CARD HOLDERS	1000
16	POWERBANKS	500
17	BRANDED FLASH DISKS	2000
18	BRANDED STEEL FLASKS	500
19	BRANDED DRINKING BOTTLES	600
20	BRANDED UMBRELLAS	2000
21	SCARFS	2000

THIS Strategy will depend mostly on internal resources and grant from the PFM project. Additional proposals to other donors will be developed to complement these resources and internal activities for revenue generation will be intensified.

Analysis OF CHANNEL-Social media and website

- ✓ Open LinkedIn page
- ✓ Enhance the operations of:
- ✓ Facebook for optimizing reach, membership connection and advertising
- ✓ WhatsApp for internal (members only) announcements and messages (no private chats)
- ✓ On Website develop a ZIPS blog for members to write articles and also to discuss topical issues
- ✓ Develop guideline manual for administrators on use of social media

2017 to 2019 Communication Strategy

- Sets out a framework for communicating key messages from ZIPS in order to serve its members better, create closer ties with its value chain (training providers) and inform its different publics about the work of ZIPS as a profession.
- Primary aim is to enlist greater awareness of the profession and make sure ZIPS benefits all those who need to interact with it.
- Institutionalisation of a four-way communication between ZIPS, Government, Industry and other Stakeholders through raising awareness of the Institute and its programs to members and those wishing to choose the procurement and supply career.
- Facilitate opportunities for public discourse, sharing of knowledge, and enable information flow from the many publics to members and decision makers for evidence -based planning of future developments in the supply chain sector at all levels of intervention.
- Ensure the availability and access of information, thus encourage interaction between and amongst stakeholders of ZIPS.

2017 to 2019 Communication Strategy contd..

- Strategy assesses the current ZIPS communication situation, sets out objectives in line with the overall strategic marketing objectives, and outlines key audiences whom the Institute needs to communicate key messages to, using established channels.
- Includes a section on monitoring and evaluation.
- Vehicle through which messages can be synthesized, simplified and shared through various communication tools that meet the needs of various target audiences.

Communication Strategy Implementation steps

- Launch of the Communication mix elements, inviting key government officials, politicians, members of Parliament, journalists, media personalities, Schools, colleges and community leaders etc. (Done in conjunction with the launch of the 2017 – 2019 Strategic Plan)
- Field visits to Secretariat for journalists and media personalities and development of worthy media list to ensure media is invited to all ZIPS functions.
- A website with a discussion forum for members.
- e-Newsletter every quarter.
- Quarterly Reports on operations.
- Materials – Brochures and booklet series.
- An audio and video ZIPS program (13 week series).
- Short Messaging System (SMS) – in partnership with telecommunications companies to members. (Requires lobbying)
- Development of a discussion guide and directory of all registered members and professionals together with topics for discussion developed especially for journalists and media personalities to help on supply chain issues' reporting.

Communication Strategy Implementation steps

- Development of stage, television and radio drama scripts on supply chain activities that can be translated into various languages and distributed to various organizations, institutions and schools for outreach programs.
- Establish a documentation centre within secretariat which will act as a central resource as well as a clearing house for information on Supply chain management. Members can subscribe at a fee.
- Development of branded materials (Pens, T-shirts, Caps etc.) to be sold in the physical and e-shop for sustainability.

Q&A



Zikomo !!!

