



# ASILI SACCO SOCIETY LTD.

REGISTRATION NO. 2077 UNDER CO-OPERATIVE ACT

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All correspondence to Hon. Secretary

Our Ref. No. A/HR/VOL.I/ (23)

Date: 9<sup>th</sup> December, 2024.

Your Ref. No. **JOB OPPORTUNITY: FEASIBILITY STUDY OFFICER AT ASILI SACCO**

**Location:** MIGORI

**Job Type:** Full Time for two months.

**Experience:** Minimum 3 years.

### Job Summary:

The Feasibility Study Officer will be responsible for conducting and supporting a comprehensive feasibility study to assess the viability of establishing a new Asili Sacco branch in Migori County. This role involves gathering and analyzing data, evaluating market demand, competitive landscape, financial feasibility, community engagement efforts, reports preparation and submission.

The Feasibility Study Officer will play a leadership role in the feasibility study project and ensures the study is conducted efficiently and effectively, providing actionable insights and recommendations to decision-makers within the set project timeline.

### Key Responsibilities

#### A. Market Demand Analysis

- **Demographics:** Assess the population size, age distribution, income levels, and employment rates.
- **Potential Membership Base:** Assess the number of potential members, especially among common SACCO demographic groups (e.g., small business owners, farmers, salaried workers).
- **Financial Needs:** Identify the primary financial needs (savings, loans, investment options) and preferences of residents.

#### B. Competitive Landscape Analysis

- **Existing SACCOs and Financial Institutions:** Identify local competitors and evaluate their market share, services, pricing, and reputation.
- **SACCO Penetration:** Evaluate the current penetration rate of SACCOs versus other financial institutions.
- **Unique Selling Proposition (USP):** Determine any gaps in services that Asili Sacco could fill.

#### C. Financial Feasibility Assessment

- **Start-Up Costs:** Calculate estimated costs for setting up the branch, including lease or purchase of premises, renovation, furnishings, and licensing fees.
- **Operational Costs:** Include staffing, utilities, supplies, and other ongoing expenses.

- **Projected Revenue:** Estimate income from membership fees, loans, and other financial products.
- **Break-Even Analysis:** Calculate the time frame in which the branch would become profitable.

#### D. Location and Infrastructure Evaluation

- **Accessibility:** Assess the area's accessibility, considering roads, transport options, and proximity to populated centers.
- **Security and Safety:** Evaluate local crime rates and potential security needs.
- **Telecommunication and Power Reliability:** Ensure the area has reliable telecommunications and power for smooth operations.

#### E. Community and Stakeholders Engagement

- **Local Partnerships:** Identify opportunities for partnerships with community organizations, local businesses, and government bodies.
- **Community Receptivity:** Gauge community attitudes toward SACCOs and financial institutions.
- **Corporate Social Responsibility (CSR) Opportunities:** Explore areas for impactful community engagement or CSR activities.

#### F. Data Collection and Analysis

- **Designing Questionnaires:** Preparing structured questions to gather relevant data on financial needs, SACCO preferences, and demographics.
- **Conducting Surveys and Interviews:** Engaging local residents and businesses through surveys or interviews to assess demand for financial services.
- **Data Entry and Cleaning:** Ensuring collected data is accurate and organized for analysis.
- **Data Analysis:** Conduct a comprehensive analysis of the data collected to draw insights, patterns and projections on the areas under investigation.

#### G. Reporting and Documentation

- **Draft report:** Prepare the initial draft of the feasibility report, including findings, data visualizations, recommendations, and a summary for board decision-making.
- **Team input:** Circulate the draft to the project team for input and revisions.
- **Final Report:** Prepare the final report, incorporating any adjustments and input from the project team. Submit the final report to Asili Sacco management, detailing all findings, financial analysis, and recommendations for moving forward with the potential branch.

#### Person Specifications:

##### Knowledge, Qualifications and Experience

- Bachelor's degree in Business Administration, Economics, Finance, Project Management, Statistics or a related field is required.
- A Master's degree in a relevant field is an added advantage.
- Minimum 2 years' experience in feasibility studies, market research, or business analysis, particularly within the financial services or SACCO sectors is required.
- Certification in Project Management (PMP), Market Research, or Data Analysis is an added advantage.

- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint) and data analysis tools like SPSS, STATA and PowerBI is required.
- Prior experience working with SACCOs, banks, or other financial institutions is required.
- Knowledge of the physical and economic landscape of Migori County is required.

**Skills, Abilities, and Personal Attributes required**

- **Analytical Skills:** Experience in analyzing market trends, customer behavior, and financial data.
- **Research Skills:** Proficient in designing and conducting surveys, interviews, and focus groups to gather relevant data.
- **Financial Acumen:** Ability to perform financial analysis, such as break-even analysis, and understand financial projections and budgets.
- **Communication Skills:** Strong written and verbal communication skills, with the ability to present complex data clearly and succinctly.
- **Leadership and Team Management Skills:** Demonstrates the ability to lead teams effectively and foster collaborative environment.
- **Problem solving and Critical Thinking Skills:** Capable of making informed decisions based on thorough analysis of data and stakeholder input.
- **Travel Flexibility:** Willingness to travel to Migori County for fieldwork, data collection, and community engagement activities.
- **Good Project Management and Time Management Skills:** Strong organizational and multitasking skills with the ability to manage deadlines and prioritize tasks.
- **Results Oriented:** Focused on delivering the desired outcomes efficiently.
- Good report preparation and presentation skills

**Working Conditions:**

- This is a full-time engagement lasting two months.
- Travel to Migori County for field visits, community outreach, and data collection activities.
- Project timeline: 2 months to complete the feasibility study.
- Flexible working hours, depending on fieldwork and community engagement activities.

**How to Apply:** Interested candidates are encouraged to submit their applications along with a detailed CV to [info@asilisacco.coop](mailto:info@asilisacco.coop) Applications should be received no later than **17<sup>th</sup> December 2024**.

Join Asili Sacco and contribute to our commitment to providing outstanding services to our members!

FAITH WEKESA

OPERATIONS MANAGER

