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ET DE LA COMMUNICATION  
(ESSTIC)



REPUBLIC OF CAMEROON  
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UNIVERSITY OF YAOUNDE II  
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ADVANCED SCHOOL OF MASS  
COMMUNICATION  
(ASMAC)



## TECHNICAL RECORD

### COMMUNICATION CAMPAIGN FOR THE LIVESTOCK DEVELOPMENT CORPORATION VIA AN INSTITUTIONAL BROCHURE AND A WEBSITE

Submitted in partial fulfillment of the requirements for the degree of Bachelor of Arts (BA) in  
information and communication studies.

#### Option :

Corporate Communication

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## INTRODUCTION

During our training in the Advanced School of Mass Communication (ASMAC), we are given both theoretical and practical lessons in order to become professionals. It is through this mixture, that we are asked to realise a professional project on any given organisation or enterprise of our choice ,here by comes the aim of our work which is to detect a communication problem that we will solve through communication means. From that we decided to realise our work on (SODEPA) organisation, which is the LIVESTOCK DEVELOPMENT CORPORATION. The present document will present the manner in which we came about identifying the communication problem and the communication tools that can solve it. This document is structured in the following ways which is ; the presentation of the organisation, internal and external communication diagnostic, identification of the problem, communication strategy, presentation of the supports realised ,then the distribution strategy and the budgeting. Making the essence of our future daily career and marking the end of our three years of training in the communication domain.

## **Chapter 1: PRESENTATION OF THE ORGANISATION**

### **Section 1: ORIGINE, PRODUCTS, visions, missions, and values**

#### **A- ORIGINE**

Created since the 8 march 1974 the Livestock Development Corporation (SODEPA) has already 47 years of existence. Amended and supplemented by decree N°81/395 of September 9, 1981, the company is a public limited company with a board of directors at capital of 833,750,000CFA francs. With its headquarters in Yaoundé rue Foe, it has become a tool of primary importance for the public authorities with a view to guaranteeing food security and self-sufficiency in Cameroon. SODEPA is a first class company and plays a strategic role in socio economic development that guarantees equitable growth for the country through the management of ranches, slaughterhouses, cold stores and pilot butchereries.

This states enterprise, little known to the Cameroonian public, has seen several leaders succeed one another at its head. The new management team has launched a long term development plan with an in depth overhaul integrating all areas.

#### **B- PRODUCTS**

Our new slaughter units provides the consumer with quality products, highlighting animal welfare and food safety. Providing the customer with products from Cameroonian farms is guarantee of safety and quality. Raised in the open air with a grass diet in compliance with environmental conditions, the meat of our animals is delicate and tasty.

#### **BY PRODUCTS**

The enhancement of products other than meat in the production chain is one of the activities of our slaughterhouses. It is an integrated service that deals with the transformation of bones, blood, horns etc.

Bone and blood meal;

Chicken and beef meat meals;

The horns.

## **C- VISIONS**

Improve the quality and quantity of products in the livestock sector by organizing the sector for optimal performance. Contributing to the livestock sector that guarantees growth, employment and self-sufficiency in animal protein by 2035 is one of the LIVESTOCK DEVELOPMENT CORPORATION objectives. The vision is the result of upstream work that provides responsive and quality management solutions by relying on a young and dynamic team.

Becoming the benchmark agro industrial company offering tailor made solutions to an increasingly demanding clientele is one of the company's challenges. SODEPA oversees and accompanies professionals in the sector and offers an attractive career path to young people in the professions of development end animal production which deserves to be known. The main objectives of this vision is to ensure sustained and diversified animal production and its derivatives, both in quality and quantity, while contributing to socio economic development at the local, national and sub regional levels.

SODEPA thus contributes sustainably to the development and equitable growth of the country through the promotion of good breeding practices and the exploitation of its value chain in order to offer quality products at a reasonable price while taking into account environmental resilience.

## **D- MISSION**

Growing the business for positive social impact by combining our expertise and drive to enhance growth. In accordance with its statutory missions, SODEPA ensures the promotion, operation and development of all breeding companies and the production of agricultural seeds necessary for setting up operational intervention structures, creating pastoral vocations for semi intensive and intensive farming systems with the populations and making available to economic operators;

High yield brood stock for meat and milk;

Animal semen and embryos for genetic improvement;

Seeds of fodder species with added values for animal nutrition;

Industrial slaughterhouses;

Mobile slaughterhouses;

Cold stores;

Pilot butchers.

## **E- VALUES**

Strong values anchored deeply in our genes, since the creation of the company. For several years, these values that we all carry in the company guide our actions on a daily basis and are inscribed in the genes of SODEPA. Passion, innovation and the desire to do better have been expressed on a daily basis for some time. The growth of the company remains on our shoulders and on this set of values that puts us face to face with our responsibilities, those of meeting customer expectations with the passion that drives us.

SODEPA is a corporate citizen that aims to promote a sense of teamwork and action in a healthy and pleasant environment; team spirit, performance,

complementarity and environmental resilience are its main values. They are also based on the capacities and skills of our teams to deploy optimal solutions for our customers.

Developing a network in the sub region is one of the company's objectives for the realization of each missions.

## **Chapter 2: INTERNAL ORGANISATION OF THE ENTERPRISE**

The LIVESTOCK DEVELOPMENT CORPORATION is managed by board of directors, it is the decision making body. Its main role is to define the strategic orientations and also determines the activities of the company, it also oversees their implementation. It is chaired by the Minister of Fisheries and Animal Industries.

The BOARD of DIRECTORS gives strategic orientations, makes decision necessary for the smooth running of the company and ensures their application. It is made up of 10 members appointed by the President of the Republic, including one salaried director.

### **THE DIRECTOR GENERAL**

General management is responsible for the implementation of the policy defined by the Board of Directors. The managing director is assisted in his task by a team responsible for supporting him in the day to day management of the company. The management also has the role of liaising between the LIVESTOCK DEVELOPMENT CORPORATION and the board of directors. He also implement and monitors the decision taken by the board of directors and coordinates the company's activities.

### **THE TOP MANAGEMENT**

THE LIVESTOCK DEVELOPMENT CORPORATION top management is headed by KOULAGNA KOUTOU Denis, he is the guarantor of the company's vision. His main mission with his team is the development of the animal production sector, ensuring healthy and sustainable growth of the company over the long term.

### **SOME IMPORTANT DATES**

**1974/1984**



March 8, 1974; year of creation by presidential decree to accompany, supervise the production of animal production in Cameroon. On September 9, 1981, another decree modifies and completes it. Hamadjoda ADJOUDJI is appointed General Manager, he will lead the company until July 7, 1984 when he was appointed Minister of Livestock, Fisheries and Animal Industries.

### **1984/1999**

March 1984; ENGEULEGUELLE Etienne is appointed head of the LIVESTOCK DEVELOPMENT CORPORATION, he will spend fifteen years there before claiming his retirement rights.

### **1999/2004**

February 24, 1999; ABOUBAAR Sarki is appointed General Manager of the company. He stayed there for a few years before being appointed Minister of Fisheries and Animal Industries, a position he held for a few years.

### **2005/2016**

April 8, BUBA NDENGUE Dieudonné replaces former Minister ABOUBAKAR Sarki at the head of the company. He will stay there for eleven years during which he will also bring his stone to the building.

### **2016**

February 4, 2016; KOULAGNA KOUTTOU Denis presides over the destinies of the company. Reforms are undertaken to modernize the LIVESTOCK DEVELOPMENT CORPORATION and anchor it to modernity. The Cameroonian state, main partner, has decided to fully support it in this process of overhaul necessary for the growth of this company full of potential. Funding agreements are finalized with donors. And up till date he is still occupying the post.

### **Chapter 3: EXTERNAL ENVIRONMENT OF THE ORGANISATION**

The LIVESTOCK DEVELOPMENT CORPORATION is aimed at supporting breeders and all those people willing and volunteered to learn more on the development of livestock in Cameroon and they aspire to be called a citizen company.

Their guiding principles is to put the consumer at the centre of their concern, to supervise and support the breeders. The meat market is growing at a steady pace, and customers are more and more demanding on quality. Their ambition; is to federate consumers under the SODEPA label and provide them with ready to eat products. Their clientele is recruited from the professional but also from the average customer and we work for the satisfaction of this clientele.

They put in a particular attention to the selection of the meat, its conditioning and to their mode of transport and delivery in order to the guarantee that the customers consume a 100% organic meat of Cameroon.

They are a citizen company that makes the production of quality meat a credo while replying on a strong local partnership.

In the conduct of SODEPA's activities, the contribution of their partners is essential. The state of Cameroon, the main shareholder of the company, has engaged since few years the implementation of a process of mobilization of financial resources from international donors.

This mobilization of capital has allowed the company to build warehouses and modern slaughterhouses, to improve the quality of services. Their partners are;

- THE WORLD BANK
- THE AFRICAN DEVELOPMENT BANK
- THE REPUBLIC OF CAMEROON

## **Chapter 4: DIAGNOSTIC ANALYSIS**

### **CONTEXT**

The production of livestock and slaughterhouses increases as days are passing, it's through the weal of producing good and natural meats that brings in the creation of the LIVESTOCK DEVELOPMENT CORPORATION (SODEPA). Also the fact that Cameroonians wants to reduce de importation of meats and wants to promote the rearing of animals and slaughtering of this animals in other to produce meat made in Cameroon.

So the LIVESTOCK DEVELOPMENT CORPORATION (SODEPA) is out to solve this problem and bring in new values and promote the rearing of animals and the production of local and delicious meat, without been afraid of consuming bad or spoiled imported meat and fresh meat.

Even thought the organisation has 47 years of experience the different targets and partners are not enough, if we want to focus on the fact that the company has experience due to the number of years made in the livestock domain and in the production of other sub product derived from the production process.

Therefore the present work is out to determine what is stopping the company to be the lone livestock development corporation in Yaoundé and in the entire country.

### **Section 1: ANALYSIS OF THE COMMUNICATION SERVICE OF THE COMPANY**

With more than 45 years of existence and experience the LIVESTOCK DEVELOPMENT CORPORATION communicates internally and externally via Medias and hors media means:

Internal communication of the company

The company communicate internal using phoning, WhatsApp group, ordinary and extra ordinary meetings, service note, word of mouth. These means are quite insufficient for such a big enterprise, since they don't have any presentation brochure, a magazine or any printed communication tool. So it is seen that the communication sector in the company is not well elaborated and it need more tools so as to have a good internal communication and permits that the productivity of the company should be perfect. This is as a result of it's recent implementation in the enterprise mode of functioning. And thanks to the Director General that saw the importance of having a communication unit in his enterprise, even though, it is not yet what it is suppose to be.

External communication of the company

The company communicates externally via their presence on the internet like web site and social Medias. They are found on,

Designation	Present	Not present
Facebook		
Twitter		
Instagram		
Tik tok		
Pinterest		
YouTube		
LinkedIn		

Print support

Designation	Have it	Do not have it
Newsletter		
Magazine		
Brochure		

Procedure manual		
Catalogue		

Present on social media and having many followers but the engagement of the community or the like are not encouraging and they are not interested. They have never passed half of their followers like, comments or engagement in any of their accounts. The web site on its own does not have actual information of what is going on daily in the company. The latest information date of 2018 mean while we are in 2022 and also the web site isn't bilingual. With this they can't confirm that they are a citizen enterprise but they are not bilingual.

The content of their publication is not attractive they are just giving reports of the different even or activities carried out by the company. They need to review their communication strategy and their publication program and also they need to work on their content before posting.

## **Section 2, TARGET AND OBJECTIF OF THE AUDIT**

### **i. Objective of the audit**

Our communication audit has as objective the evaluation of the degree of awareness of the LIVESTOCK DEVELOPMENT CORPORATION (SODEPA) and the services they offer.

### **ii. The target**

Our audit is done on meat consumers especially stockbreeders and slaughter houses owners.

## **tion 3, COMMUNICATION AUDIT**

In order to carry out our communication audit we chose the documentary method and the administration of online questionnaire.

### **i. The documentary method**

For data collection we consulted information from the company's web site, Facebook, twitter, Instagram.

**ii. The survey or questionnaire method**

we will do a survey with open and closed questions that will permits us to better understand and come out with some concrete information both qualitative and quantitative. In order to determine the principle perceptions, aspirations of the people answering the questionnaire.

**1) Sample of the investigation**

Our attention is based on meat consumers and especially those slaughter houses owners and stockbreeders. Out of 100 questionnaire established all the people answered it and making a return of variety of information which will determine the evolution of our audit.

**2) Result of the audit**

Table 1; sex

Gender	Number	Percentage
Male	54	54%
Female	46	46%

Table 2; what is your profession?

Profession	Answers	Percentage
Stockbreeder	49	49%
Slaughter house owners	11	11%
House keeper	20	20%
Student	16	16%
Others	4	4%

Table 3; what age are you?

Age	Answers	Percentage
(18-24)	31	31%
25-34	54	54%
35-44	10	10%
45 et plus	5	5%

Table 4; do you eat meat?

Question	Answers	Percentage
Yes	84	84%
No	16	16%

Table 5; how do you purchase the meat you consume?

Place	Answers	Percentage
Slaughter houses	36	36%
Market	44	44%
commands	28	28%

Table 6; do you the LIVESTOCK DEVELOPMENT CORPORATION (SODEPA)

Option	Answers	Percentage
Yes	15	15%
Not really	29	29%
No	56	56%

Table 7; by which means have you known the LIVESTOCK DEVELOPMENT CORPORATION (SODEPA)?

Means	Answers	Percentage
Internet	33	33%
Word of mouth	20	20%
Television	10	10%
Never heard about it	37	37%

Table 8; do you know the services they offer?

Options	Answers	Percentage
Yes	10	10%
No	85	85%
Some	05	5%



Table 9; by which means do you want to be informed on the different activities and growth of the company?

Means	Answers	Percentage
Web site	85	55%
Brochure	38	25%
Film	11	7%
Magazine	8	5%
Open houses	12	8%

**Iv Interpretation of the results**

With a population of 84 people consuming meat, the LIVESTOCK DEVELOPMENT CORPORATION is known by 15% and 56% are not aware of it existence. Their services are known by 10% and 85% for those who don't known about it. One can conclude that even though the LIVESTOCK DEVELOPMENT CORPORATION exist for more than 45 years now many stockbreeders are not aware of its existence and which service they offer. So they have a notoriety problem.

**SECTION 4: STRATEGIC ANALYSIS**

For our this analysis we have opted for a SWOT analysis, since it permits to evaluate the elements that can affect both internally and externally the growth of the company and also it presents the forces and opportunities if the organisation the strength and weaknesses of the organisation are for the internal aspect of the enterprise, then the opportunity and the threads are for the external factors. Our analysis is present on the table below;

<b>Strength</b>	<b>Weaknesses</b>
-----------------	-------------------

<ul style="list-style-type: none"> <li>• -present in all the country</li> <li>• -have experts and many years of experiences</li> <li>• -adequate work equipment</li> <li>• -financial and human resources are well defined and available</li> <li>• -present on social media</li> </ul>	<ul style="list-style-type: none"> <li>• -absent of a professional content creation</li> <li>• -poor communication within the company</li> <li>• -small budget given to the communication sector</li> <li>• -The absence of a good communication strategy</li> <li>• -absence of a good community manager</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• -the creation of new partnership</li> <li>• -the digitalisation of the working conditions and the mode of functioning</li> <li>• -possibility of recruiting youth with new mode of operation and talented.</li> </ul>	<p><b>Threads</b></p> <ul style="list-style-type: none"> <li>• -the sanitary situation of the world and the socio-political situation of the country</li> <li>• -the coming up of new and productive enterprises in the same domain</li> <li>• new technologies used by other company not yet known to the company</li> </ul>

## **SECTION 5: IDENTIFICATION OF THE COMMUNICATION PROBLEM**

After carrying out our audit and with the results that we got we can see that the LIVESTOCK DEVELOPMENT COMPANY is not known by their young targets and with that one can clearly say that the company has a poor notoriety towards the young stockbreeders of Yaoundé.

**The problem we are going to solve is:** How to increase the company's notoriety towards meat consumers and stockbreeders?

## **SECTION 6: STRATEGIC RECOMMENDATION**

From our study we can therefore recommend the following for a better communication for the LIVESTOCK DEVELOPMENT CORPORATION;

- ❖ Restructure the internal and external communication,
- ❖ Elaborate a digital and content strategy,
- ❖ Constitute an image bank and a publication calendar,
- ❖ Restructure the SODEPA web site,
- ❖ Diversify the present support on social media putting more emphasis on those that permits to publish images and videos,
- ❖ Production of print communication support.

## **CHAPTER 5: REFLECTION STRATEGY**

### **REMAINDER OF THE CONTEXT**

The LIVESKOCKE DEVELOPMENT CORPORATION wants to be seen as Citizen Company, who is out to solve the problem of meat importation and the consumption of home production. In a communication B to C (Business to Consumer) context, the sector of activity of this company needs the mobilisation of communication tools in order to reach external communication objectives.

### **SECTION 1: COMMUNICATION ISSUE, POSITIONING AND OBJECTIVES**

#### **A- COMMUNICATION ISSUE**

Communication issue is what each communication actors want to get or have from a given communication situation. A communication context can be influenced by diver's issues, as concern our case study there many issues that can be brought out which are;

Identical issue: this communication strategy will give a new identity to the company, since its original identity is not more effective in one way or the other.

Economic issue: it will also permit the different actors or workers of the company to benefit from economical rewards or profits.

Information issue: this strategy will also help the company to inform the public on their specific services and activities carried out.

#### **B- POSITIONING**

By positioning we understand the place a product, a company, a brand or an organisation occupies in the spirit of the consumer. It is a strategic choice that wants to give to an enterprise a credible, attractive and different place or position in a market and in the spirit of the consumer.

And in our case we want to place the LIVESTOCK DEVELOPMENT CORPORATION as a citizen company and the number one in the domain of livestock development.

### **C- COMMUNICATION OBJECTIVES**

A communication objective is the goal expected, it is the expected behaviour of the target. In our case our objective is to present the structure to its different target groups, its values, missions, and present it as the best out of the best company of livestock production and development.

Communication objective: in a period of three month increase by 20% of the meat consumers and stockbreeders knowledge of the LIVESTOCK DEVELOPMENT CORPORATION services and product they offer. Through the means of an institutional film and brochure, from the 1<sup>st</sup> of january 2023 to the 1<sup>st</sup> of 1<sup>st</sup> of march 2023.

### **Section 2: THE TARGET**

The target refers to a given group of people selected by an enterprise or organisation that they will reach through a communication campaign.

And for our communication strategy which is to increase the number of stockbreeder's engagement with the LIVESTOCK DEVELOPMENT CORPORATION, our target are all the stockbreeders found in Yaoundé.

Target profile

X or Y is a meat consumer that is a also a stockbreeder or not. Has his firm of animals either beef, ,chicken, or any animal in Yaoundé and wants to know how, where to have a good and quality meat at a reasonable price and be guided on how to better take care of his animals, develop it and is financially stable to take all the charges that would be made.

## **SECTION 3: COMMUNICATION AXES AND MESSAGE**

### **A- COMMUNICATION AXES**

It is the promise or the directive idea of the communication strategy, it is because of her , that we are able to build the different messages and communication actions that will permits us to reach the communication objective.

We have decided to construct the LIVESTOCK DEVELOPMENT CORPORATION communication on the following axes:

Our communication axe is efficiency

The LIVESTOCK DEVELOPMENT CORPORATION is an efficient organisation.

### **B- MESSAGES**

Our messages turns to be informative and promotional, since we are aiming through this messages to present the LIVESTOCK DEVELOPMENT CORPORATION to his target group. The messages are in line to push the stockbreeders to the act of purchasing the services of the organisation and also pass across information. We want to centre our communication on the values and services of the organisation.

So the key words of our messages will be;

Confidence

Professionalism

**Message 1:** put your confidence on us and emerge in your profession.

**Message 2:** new equipment's and professionals are there to accompany you.

**Message 3:** SODEPA at the turning point of modernisation.

#### **SECTION 4: TOOL OF STRATEGY AND RANGE OF TOOLS THAT CAN SOLVE THE COMMUNICATION PROBLEM**

Communication problem: How to increase the company's notoriety towards young stockbreeders?

Target: all the stockbreeders found in Yaoundé.

##### **The tool strategy**

Taking in to consideration our objectives and the fact that our target is not quite versed with all the means of communication we opted to lay our tool strategy on mix communication, with more emphasis on digital supports. This is due to the information we go of our target.

##### **1) Mix communication**

This is the combination of many communication tool in order to optimise the efficiency of the strategy. We have then opted to use;

###### **a) Digital tools**

The stockbreeders collect majority of their information on digital platforms. It's the reason why we have choose to intensify, develop and diversify the presence if the LIVESTOCK DEVELOPMENT CORPORATION on social media. Firstly we want to restructure the company's web site and ameliorate the referencement on Google and Microsoft Edge.

As concern the social media

The LIVESTOCK DEVELOPMENT CORPORATION is present on four main social media which is Facebook, Instagram, Twitter and You Tube. It is therefore one of our priority to redefine the content

strategy so that it should create and attract more people and increase the notoriety of the company online. We will proceed as follows;

- Facebook: it will be for the general communication. The content found on this account would be text, videos and images combined sometimes depending on the nature of information we want to pass across. It will give practical and reel information in an ordinary manner
- Instagram: here, it will be for the for a target communication turn on the beauty through images. We would then post pictures showing the addition or the good part of the company, the branding gadget of the company, information like some spot and videos, important notes, we can also post some jocks to entertain the audience.
- You Tube: it will be used for the diffusion of videos and films related to the company's activities and growth.
- Twitter: it would serve to establish a close relation with the stockbreeders and other targets of the LIVESTOCK DEVELOPMENT CORPORATION and answering to all their worries and doubt, in a quick and polite manner.
- As concern the web site: it will serve as a window for the LIVESTOCK DEVELOPMENT CORPORATION, we will found diverse content and it will be bilingual to promote the social integration and bilingualism as the company wants to be seen as a citizen enterprise.

- The media and out media

It would be for the LIVESTOCK DEVELOPMENT CORPORATION to use the mass communication supports and also put in place communication actions. Also we would use the posting media for the company's city branding, going to local television channel programs.



- As concern the out media, we would put in place public relations actions with other companies and media, doing sponsorship and participating to events.

To solve this communication problem, there are many communication supports that can solve it such as the following;

Communication support	Advantages	Disadvantages
A signage (signalétique)	<ul style="list-style-type: none"> <li>• Contributes to the enterprise visibility</li> <li>• Permits the identification of the enterprise easily</li> </ul>	
Institutional film	<ul style="list-style-type: none"> <li>• Mass tool.</li> <li>• Possibility of giving more details of the company.</li> <li>• Present the enterprise on its best appearance.</li> <li>• It's attractive and creative.</li> </ul>	Cost of distribution
Web site	<ul style="list-style-type: none"> <li>• Mass support</li> <li>• Adequate canal for the target</li> <li>• Modern</li> </ul>	<ul style="list-style-type: none"> <li>• Low audience</li> </ul>

	<p>technology</p> <ul style="list-style-type: none"> <li>• It will be the window of the company</li> </ul>	
Advertising poster	<ul style="list-style-type: none"> <li>• Touch the target by attracting her attention</li> </ul>	<ul style="list-style-type: none"> <li>• Possible that not all the target get to see it.</li> <li>• Cost of production and distribution.</li> </ul>
The creation of an advertising banner	<ul style="list-style-type: none"> <li>• Low cost</li> <li>• Generation of traffic towards the social media accounts or the web site</li> </ul>	
Open days	<ul style="list-style-type: none"> <li>• Direct contact with the target</li> <li>• Shows the transparency of the enterprise</li> <li>• Low cost</li> </ul>	<ul style="list-style-type: none"> <li>• Necessity of space in the enterprise building</li> <li>• The enterprise activities are stopped.</li> </ul>
Brochure	<ul style="list-style-type: none"> <li>• Low cost of production</li> <li>• Easy distribution</li> </ul>	<ul style="list-style-type: none"> <li>• High cost of lost</li> <li>• Elitist support</li> </ul>
Institutional brochure	<ul style="list-style-type: none"> <li>• Selective support</li> <li>• Targeted</li> </ul>	<ul style="list-style-type: none"> <li>• High cost of production</li> </ul>

	<p>distribution</p> <ul style="list-style-type: none"> <li>• Detailed information</li> </ul>	
Social media accounts	<ul style="list-style-type: none"> <li>• Modern tool of communication</li> <li>• The must use tool by the target</li> <li>• Low cost</li> <li>• Possibility of diffusing other communication means or support of communication</li> </ul>	<ul style="list-style-type: none"> <li>• High possibility of posting wrong information</li> </ul>
Events	<ul style="list-style-type: none"> <li>• Direct contact with the target</li> <li>• Entertainment</li> </ul>	<ul style="list-style-type: none"> <li>• High cost of organisation</li> <li>• The need of space or location</li> </ul>

## **SECTION 5: JUSTIFICATION AND CHOICE OF THE SUPPORT**

In order to increase the notoriety of the LIVESTOCK DEVELOPMENT CORPORATION, we choose two supports that goes in line with the (cahier de charge) that was given to us. It's due to that, that we decided to realise the following support;

- An institutional film: this support can play the role of a window or a get way to the enterprise services and products they offer. Due to the fact that it is animated and more attractive. Also because we've realised that now a days people don't like reading anymore , it is out

to solve this problem as now they are just observing and it does not take a long time.

- An institutional brochure: it would permit to present the company's in images and it will directly talk to the stockbreeders individually and also the order audience or target of the company.

## **CHAPTER 6: PRESENTATION OF THE SUPPORT REALISED**

We would turn by turn present the different support created to increase the notoriety of the LIVESTCK DEVELOPMENT CORPORATION towards stockbreeders. The supports that would be presented are the following;

- An institutional brochure
- A web site
- A content program for the different social accounts.

### **SECTION 1: INSTITUTIONAL BROCHURE**

#### **A. PHYSICAL PRESENTATION**

The institutional brochure that would present the LIVESTOCK DEVELOPMENT CORPORATION has 08 pages or faces and is in portrait form. A portrait medium is a document where the display or reading areas is lengthwise and therefore larger than the length of the document.

- The fonts of the brochure are Art Brush Medium size24 blue 0082C6 and FFFFFFF
- The colours used are those specific to the company
- For the dashes the titles; metropolis size 10 for texts and Segoe print size 12. The width dimensions are 148.5\*210mm. the paper used is paper with a gram mage of 250 grams and the type of printing is laser.
- The pate is laminated;
- The images are uploaded.

#### **THE INSTITUTIONAL BROCHURE's DATA SHEET**

Denomination	Characteristics
Type of support	Institutional brochure
Number of pages	08
Dimensions	148.5*210mm
Format	A5
Author	KOFANE MAANA Andrea Anouchka
Type of paper	Lying mast
Type of printing	Four-colour process
Gram mage	250grams
Colours	Green ,red, blue, brown
Font and typeface	Titles:ARTBRUSH24 Texts: Metropolis 10 Dash : segoe print 12
Number of prints	04

## **B. CONTENT OF THE BROCHURE**

Our brochure is made up of 08 faces.

### **I. The first face**

It has the logo of the enterprise and its signature plus an image.

### **II. The second page**

It has images and texts as follows;

It has the history of the enterprise and the credo of the company. created by decree N° 74/182 OF MARCH 8, 1974 amended and supplemented by decree N°81/395 of September 9, 1981, the company for the LIVESTOCK DEVELOPMENT CORPORATION( SODEPA) is a public limited company with a board of Directors at capital of 833,750,000CFA francs. With its headquarters in Yaoundé rue Foe, it has become a tool of primary importance for the public authorities with a view to guaranteeing food security and self-sufficiency in Cameroon. The LIVESTOCK DEVELOPMENT CORPORATION is a first class company and plays a strategic role in socio-economic development that guarantees equitable growth for the country through the management of ranches, slaughterhouses, cold stores and pilot butchereries.

This state enterprise, little known to the Cameroonian public, has seen several leaders succeed one another at its head. The new management team has launched a long term development plan with an in-depth overhaul integrating all areas.

### **III. The third page**

It is made up of the vision, values and objectives of the LIVESTOCK DEVELOPMENT CORPORATION.

#### **OUR VALUES**

- Passion
- innovation
- the desire to do better
- development

#### **MISSIONS**

Growing the business for positive social impact by combining our expertise and drive to enhance growth.

- The LIVESTOCK DEVELOPMENT CORPORATION ensures the promotion, operation and development of all breeding companies and the production of agricultural seeds necessary for breeding.

## **Our VISIONS**

Contributing to the promotion of a modern livestock sector that guarantees growth, employment and self-sufficiency in animal protein by 2035.

## **OUR OBJECTIVES**

Improve the quality and quantity of products in the livestock sector by organizing the sector for optimal performance.

-becoming the benchmark agro-industrial company offering tailor made solutions to an increasingly demanding clientele is one of the company's challenges.

## **IV. The fourth page**

It present the activities of the LIVESTOCK DEVELOPMENT CORPORATION in French this part also has a picture.

Nos nouvelles unités d'abattage apportent au consommateur des produits de qualité, ILS mettent en avant le bien-être animal ET la sécurité alimentaire. Fournir au consommateur des produits issus des éleveurs camerounais est un gage de sécurité et de qualité. É levés en plein air avec une alimentation en herbe dans le respect des conditions environnementales les viandes de nos animaux sont délicates et savoureuses.

## **Les sous-produits**



La mise en valeur des produits autre que la viande dans la chaîne de production est l'une des activités de nos abattoirs. C'est un service intégré qui s'occupe de la transformation des os, du sang, des cornes etc.

- Les farines d'os et de sang ;
- Les farines de viande de poulets et de bœufs ;
- Les cornes.

#### **V. The fifth page**

Here we have the different partners with their logo and a picture at the back of the writing of the LIVESTOCK DEVELOPMENT CORPORATION that is;

- THE WORLD BANK
- THE AFRICAN DEVELOPMENT BANK
- THE REPUBLIC OF CAMEROON

#### **VI. the sixth page**

We have the activities carried out by the enterprise, in French as;

- Elevage
- Ranchs
- Abattoirs
- Boucheries
- Distributions
- Transformations
- Entrepots
- Encadrement
- Rapports

#### **VII. The seventh page**

The operational units of the enterprise like;

- The Faro Ranch
- Dumbo Ranch
- Ndokayo Ranch
- Jakiri Station

### **VIII. The eighth paged**

It contains a picture and the media which the enterprise uses as;

- Press release
- Phototheque
- Videotheque

The different address of the enterprise on social media and phone number with the geographical location of the company.

## SECTION II: THE PRESENTATION OF THE INSTITUTIONAL FILM

### THE INSTITUTIONAL FILMS DATA SHEET

NAME OF THE FILM	SODEPA,LIVESTOCK
CATEGORY	
SERVER	

## SECTION III: DIGITAL CONTENT PROGRAMMING

Our program is on a month and it will be divided into four 4 weeks as seen in the tables below;

### First weak: the visual presentation of the enterprise

Days	Network	Hours	Types of content	Object	Objectives
Monday	Facebook/ Instagram/Twitter	6pm	Images and texts	Taking contact	Generating interest
Thursday	Facebook/Instagram	6pm	Images and texts	Post of part of the logo	Generating interest
Saturday	Facebook / Instagram/ Twitter	3pm	Videos and texts	Graphical animation of the logo	Present the company's visual identity

### Second week: PRESENTATION OF THE ENTERPRISE

DAYS	NETWORK	HOURS	TYPES OF CONTENTS	OBJECTS	OBJECTIVES
Monday	Facebook  Twitter/Instagram	10am  4pm	Texts and images  texts	Do you know how to rear livestock's?  And take care of them	Interacting with the target
Wednesday	Facebook	6pm	Text and images	Taking contacts	Generating interest
Friday	Facebook /Instagram	3pm	Text and videos	The LIVESTOCK DEVELOPMENT CORPORATION accompanies you in your activities.	Informs the targets
Sunday	Facebook /Instagram	12am	Images and texts	The enterprise activities and services	Present the enterprise services

**Third week: PRESENT THE DIFFERENTS DOMAINS OF THE ENTERPRISE**

DAYS	NETWORK	HOURS	TYPES OF CONTENTS	OBJECTS	OBJECTIVES
Tuesday	Facebook  Twitter/Instagram	9am  6pm	Videos and texts	Values, missions , numbers	Present the company globally
Thursday	Facebook/Instagram/Twitter	3pm	Text and images	Taking contacts	Generating interest
Sunday	Facebook/Instagram/Twitter	6pm	Videos and texts	Games and jokes	Interacting with the target
Wednesday	Facebook/Instagram/Twitter	10am  12am	Images and texts  Texts and videos	Results of the game  Presentati on of the domains	Inform the target  Make known the different domains

#### FOURTH WEEK: making the company more credible

Days	Network	Hours	Types of contents	Objects	Objectives
Tuesday	Facebook  Twitter/Instagram	10h  4pm	Texts and images	The realisation the LIVESTOCK DEVELOPMENT CORPORATION	Present the different ranches and the stockbreeders working with them
Thursday	Facebook/Instagram/YouTube/Twitter	2pm  11pm	Texts and videos	Taking contacts and building credible relationships	Generating interest
Sunday	YouTube/Instagram/Facebook	6pm	Texts and videos	They put their confidence on us	Present the efficiency of the enterprise
Wednesday	YouTube/Instagram/Facebook/Twitter	1pm  8pm	Text and videos	Why choose the LIVESTOCK DEVELOPMENT CORPORATION?	Convince the target

#### SECTION 4: RETROPLANNING OF THE PRODUCTION OF THE COMMUNICATION REALISED

Date	Task performed	Implementer	Observations
25 June 2022	Delivery of the website	web designer	Good job satisfied of the work
23 June 2022	Delivery of the institutional brochure	printer	Satisfied of the work
20 June 2022	Presentation of the institutional brochure	Graphic designer	Can do better
18 June 2022	Transmission of the images to the web designer	KOFANE MAANA Andrea	
17 June 2022	Presentation of the site base	Web designer	See the order in which the headings are made
15 June 2022	Provision of specification to the web designer	KOFANE MAANA Andre	
13 June 2022	Transmission of the specifications to the graphic designer	KOFANE MAANA Andrea	

## **CHAPTER 7: DISTRIBUTION STRATEGY AND ESTIMATED BUDGET**

### **SECTION 1: THE INSTITUTIONAL BROCHURE**

The institutional brochure would have a distribution mode of on line and off line, it would be printed in 500 examples;

- It would be distributed during field trips that would be organised by the enterprise and when the enterprise visits the different ranches.
- A digital version (PDF) will also be distributed to the partners of the company and the stockbreeders already working with them.
- A digital version will be distributed on WhatsApp, on all the social media accounts and downloaded from the website.
- It will also be distributed during sponsored events by the enterprise.
- It will also be distributed in restaurants, hotels and shelters with which SODEPA has established partnerships.

### **SECTION 2: THE INSTITUTIONAL FILM**

We will do this distribution in a number of ways, including;

- Sharing links on the company's professional social networks of the enterprise: Facebook, Instagram, Twitter and You Tube are the tools that we will use to promote our web site, since this they are source of traffic.
- Referencing: we will make the site available on the search engines such as Google, Safari, Yahoo and Microsoft.
- A mailing campaign: this activity will consist of establishing a database for potential targets that we would like to include in our portfolio and then send them e-mails proposing them to visit our web site.
- Share the link on WhatsApp.



- Publication of articles on news sites: these sites allows the public interested in our sector of activity. Indeed, news sites are very well referenced on Google and this allows us to improve our positioning on Google by appearing sometimes 3 or 4 to acquire visibility and notoriety very fast with a large number of visitors in the first pages of the search engines. In addition, these articles remain published for a long time.
- The link to the site will also be available on the company's printed materials and by QR code on the SODEPA's digital posters and gadgets that will be used for branding the SODEPA.
- An advertising banner will also be created to generate traffic to the site.

### **SECTION 3: THE BUDGET FOR THE WORK DONE**

DESIGNATION	QUANTITY	UNIT PRICE	TOTAL
Taking of pictures and videos for the realisation of the film with equipped professional producers.	//	90.000frs	90.000frs
Assembling and rounding up	//	40.000frs	40.000frs
Printing of the brochure	4	2500frs	10.000frs
Total			140.000frs

**ESTIMATED BUDGET FOR THE PRODUCTION OF THE SUPPORTS  
FOR THE LIVESTOCK DEVELOPMENT CORPORATION**

Designation	Activities	Quantity	Unit price	Total
INSTITUTIONAL BROCHURE	Design	01	Internal expert	Internal expert
	printing	500	1500	750.000frs
Web site	Assembly and programming	01	25000frs	25.000frs
	Hosting	01	50.000frs	50.000frs
Purchase of the domain's name	//	//	7500frs	7500frs
Digital	Design		25.00frs	25.000frs

**TOTAL  
=857.500 FRS**

## CONCLUSION

In a nut shell, the presented above result from a scientific method and analysis, since we were asked to realise a professional realisation on a given enterprise of our choice. The LIVESTOCK DEVELOPMENT CORPORATION (SODEPA) was our own choice and we started by doing a communication audit of the structure, with an objective of evaluating the degree of awareness of the structure. This survey was established on line and from the result of our analysis done based on the data collected during the survey. This results helped us to detect the communication which is the low awareness of the enterprise. So we formulated is as, how to increase the company's notoriety towards meat consumers especially stockbreeders of Yaoundé? As soon as we got the communication problem we went forward to propose a communication strategy and our target is meat consumers of Yaoundé. This strategy resulted to the realisation of two communication tools, which are an institutional brochure and film. With the realisation of an estimated budget for the production of the communication campaign of the enterprise. This communication strategy does not only comes to solve the communication problem but also brings a new air to the mode of doing of the enterprise.

## **BIBLIOGRAPHY AND SOURCES**

### 1- Oral source

Interview with madam SHWIRI ESHWA CHUMBOW the communication and translation officer and ASSOUGOUMA NDEME. C. the head of sales.

- Lectures: R. TAAKAM, gave us lectures on (elaboration et mise en oeuvre d'une strategies de communication) at the ADVANCED SCHOOL OF MASS COMMUNICATION (ASMAC).

### 2- Bibliography

Dictionary; HARRAP's Compact FRENCH Dictionary, English-French, French-English. Spectrum Books Limited, Chambers Harrap Publishers Ltd 2007.

### 3- Electronic source

<https://sodepa.cm/>, visited every day during the production of this support