**Terms of Reference (ToR) – Business Trainer**

**1. Background:**

Jafra for Releif and Youth Development (Jafra) and Deutsche Welthungerhilfe e. V. (WHH), conducting a project supported by BMZ for “Strengthening women's livelihoods and increasing the resilience of vulnerable communities engaged in smallholder and subsistence farming” with a specific focus on the Palestinian camps in Beirut and in the South.

For which Jafra is seeking a consultant to provide his/her expertise and guidance to support in establishing food distribution business for its food products produced under the activities of the project.

Jafra is looking to assign a business trainer to provide selected participants with business development and entrepreneurship skills.

**2. Qualifications:**

* More than 2 years of experience in the delivering business development trainings
* Master’s degree in the business sector
* Fluency in presenting Arabic and English materials
* Training of Trainers (TOT) certificate

**3. Objectives:**

The main objectives of this business trainer assignment are as follows:

* Provide participants with basic skills and knowledge required to establish and maintain a successful business by providing a complete and comprehensive training cycle that fulfills the following topics:
	+ Marketing and branding
	+ Financial management
	+ Accounting
	+ Strategic management
	+ Research and development
	+ People management
	+ Legal consideration
	+ Supply chain management
	+ Negotiating
	+ Networking

**4. Scope of Work:**

The consultant is expected to undertake the following tasks:

* Develop a curriculum and handouts for the training materials
* Deliver 5 training cycles, 3 days period each; for agriculture roof owners (20 participant)
* Deliver 17 training cycles, 4 days period each; for food processing participants (11 to 12 participants each cycle) over a 3-year period.
* Provide a narrative report for each training cycle conducted.
* Validate action plans and PowerPoint Presentations submitted by the food processing participants.
* Provide an evaluation for the training participants