

Terms of Reference (ToR) - Food Sales Consultant

1 .Background:

Jafra for Relief and Youth Development (Jafra) and Deutsche Welthungerhilfe e. V. (WHH), are implementing a project funded 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 .

In this context, Jafra is seeking a consultant to provide his/her expertise and guidance to support in implementing food sales business for products produced under the Food Processing activity of the project.

The Food Processing activity is a Cash-for-Work modality implemented in Jafra Food Processing center in Ein El Helweh camp, where women from the Palestinian camp community are selected to undergo a training on Food Safety Measures by a Food Processing technical Advisor, followed by producing and selling 900 food parcels, with each parcel weighing around 25kg. Parts of the parcels will be distributed to vulnerable families while the other part is earmarked for sale to ensure the development aspect of the Food processing activity and the sustainability of the concept. The aim of the consultancy is to develop a concept how the sale aspect of the food parcel shall be developed, prepared and implemented successfully.

Jafra is aiming to enter the food distribution market commercially in the regions of Beirut and Saida. The consultant will be responsible for establishing the business strategy, develop a full comprehensive business plan, assist in the implementation of the key activities and provide professional advice. Jafra will conduct an information session with the potential interested candidates to ensure a good quality of technical offer submission.

Consultant Qualifications:

The consultant should possess the following qualifications:

- A proven experience in the food manufacturing and distribution industry.
- Proven success establishment of businesses with similar industry.
- Knowledge in food safety and governmental requirements.
- Expert in conducting market analysis, establishing business plans and financial management.
- Proficiency in supply chain management, product development, and quality control.
- High education degree in Marketing/Business Management to be submitted.
- Submit the relevant resume and a documentation for each of the requested qualifications.





Timeline:

- The consultancy period is expected to start on the first of August 2024 and completed by the end of September 2024. This timeline could be adjusted according to the agreement between Jafra and the consultant.

2 .Objectives:

The main objectives of this consultancy assignment are as follows:

- Conduct a comprehensive feasibility study to assess the viability of the food sales under the food processing component.
- Develop a competitive pricing strategy that aligns with market trends and company goals.
- Perform a detailed pricing analysis to support strategic decision-making during the first month of the processing.
- Provide potential implementation strategies for the food sales component taking into consideration the non-profit aspect of the general context.

3 .Scope of Work:

The consultant is expected to undertake the following tasks:

Financial Analysis:

- Determine the rate of return
- Calculate the breakeven point

Feasibility Study:

- Market research, including an analysis of industry trends, potential opportunities, and threats.
- Competitor analysis to identify key players, their strategies, and market positioning; the 5Ps (Product – Price – Promotion – Place – People).
- SWOT analysis and risk assessment.
- Preparation of a comprehensive feasibility report which includes all the segments of the proposed business model canvas specifically the customer one, with including specification related to demography and income, recommendations
- Assessing the production needs and list the required fixed assets.

Competitive Pricing Strategy:

- Cost analysis, including identification of fixed/variable costs, direct/indirect costs
- Costing analysis taking into consideration the inflation rate.





- Evaluation of different pricing models (cost-plus pricing, value-based pricing, competitive pricing).
- Alignment of pricing strategy with the customer expectations.
- Scenario analysis to understand the impact of different pricing strategies on profitability and use of profit best practices

Pricing Analysis:

- Validation of collected data and assumptions.
- Sensitivity analysis to assess the impact of variable changes on pricing decisions.
- Final documentation of the pricing strategy, including rationale and implementation guidelines.

4 .Deliverables:

The consultant is expected to deliver the following:

- A detailed feasibility report with key insights and recommendations.
- A competitive pricing strategy document outlining the chosen pricing model and implementation plan.
- A pricing analysis report validating the collected data and providing insights for strategic decision-making.
- Conduct an implementation assessment after the pilot study (March 2025) to assess the implementation of the strategy, identify any needed adjustments and amendments to the strategy.

Financial Offer:

- The consultant should provide a full comprehensive financial offer that outlines the service cost (80% will be paid upon submitting the above deliverables and 20% will be paid after the follow up assessment)
- In addition to the financial offer the consultant must provide a primary timeline for all the deliverables listed above, in addition to the cost related to each deliverable.

