**Annex: TOR and Methodology:**

The process would be initiated through inception meeting, desk review, data collection, synthesis and analysis. The consultant shall specifically;

1. Conduct a Preliminary Analysis about need, demand, supply, advantage, hurdles. Mapping of value chain actors (producers, suppliers, buyers). Outline of the markets that the project supported entrepreneurs should target at primary, regional, and national level. (Suitability, size, volume of sales, agriculture practices. (20%)

2. Prepare a Projected Income Statement. Methods of production: Projected income, what investment is needed, what services are required and how much they’ll cost, revenues, reimbursements. (10%)

3. Conduct a Market Survey, or Perform Market Research. Revenues that can realistically be expected. Geographic influence on the market, demographics, competitors, value of the market, market share. (20%)

4. Plan Business Organization and Operations. Start-up costs, fixed investments and operating costs, equipment, merchandising methods, real estate, personnel, supply availability, overhead. (10%)

5. Prepare an Opening Day Balance Sheet. Estimate of the assets and liabilities: items, sources, costs and available financing, leasing or purchasing of land, buildings and equipment, financing for assets and accounts receivables. (10%)

6. Review and Analyze All Data, risk analysis. Risk analyzing and managing, contingency plans. Assess the current trends in the environment; government regulations and control mechanisms; identify policy issues that impact the selected value chains; outline markets structures and infrastructure and enabling environment (e.g. policies affecting market access) (10%)

7. Make a Go/No-Go Decision. Review identified commodity Value Chains (20%):

* key primary chain actor, key functions, relationships, key operational challenges and possible interventions.
* actors’ contribution to changes in prices along the value chain.
* social aspects as the key chain blocker(s) and enabler(s).
* chain supporters/support services and their role.
* challenges experienced in offering /accessing facilitative services
* possible potential risks / opportunities
* gender and power dynamics and advice on areas for improvement in maximizing benefits to women.