**SCOPE OF WORK**

| Project Title | LINKED |
| --- | --- |
| Activity Title | Call for Cheese Market Study |
| Project Location | Bekaa |

1. **About Mercy Corps**

Mercy Corps exists to alleviate suffering, poverty, and oppression by helping people build secure, productive, and just communities. The agency pursues its mission through emergency relief services, sustainable community development, civil society and economic development initiatives. Mercy Corps has been present in the Middle East since the 1980s and currently has offices in Yemen, Lebanon, Palestine, Jordan, Syria, Iraq, Egypt and Libya. Working in Lebanon since 1993, Mercy Corps has implemented community development programs focused on promoting economic development and increased opportunity for disadvantaged communities, while responding to emergencies as they emerged in the country. In 2012, the program portfolio shifted in response to the massive refugee influx from Syria and Mercy Corps in Lebanon has solidified its emergency response programming while integrating longer-term development programming by focusing on key sectors: Protection, Water Sanitation and Hygiene (WASH), Governance and Conflict, and Livelihoods.

1. **About the Program**

In 2019, Mercy Corps, the Danish Refugee Council (DRC), Oxfam in Lebanon and Al Majmoua established the Consortium “Linking Vulnerable Populations and Inclusive Market Networks to Advance Sustainable Economic Development in Lebanon” - or “LINKED” - to contribute to sustained, inclusive and sustainable economic development in Lebanon.

With support from the European Union’s Madad Trust Fund (MADAD), LINKED intends to deliver an integrated livelihoods package comprising a series of mutually reinforcing and sequenced activities. On the one hand, it will aim to ensure vulnerable households have enhanced capacities to identify and pursue decent livelihood pathways and improve access to employment opportunities for vulnerable job seekers through enhanced marketable skills and linkages with employers. In parallel, it will seek to strengthen capacities of selected local businesses to provide decent, inclusive, and sustainable income generation opportunities.

1. **Description of the Required Services**

Mercy Corps is seeking a consultant to develop a Market Study that presents a comprehensive overview of the Lebanese cheese market and a forecast for the market development in the medium term. The report should provide a strategic analysis of the cheese market in Lebanon and describes the main market participants, growth and demand drivers, challenges, and all other factors, influencing the development of the market.

**The study should focus on the below mentioned points:**

Analysis of the Cheese Market in Lebanon

The market analysis section should provide an overview of the market size and dynamics in volume and value terms for the last five years. It should answer the following questions:

* What is the size of the cheese market in Lebanon?
* How has the cheese market in Lebanon performed in volume and value terms for the last five years?
* How is the market structured?
* What are the major trends affecting the market?
* Which are the major companies on the market?
* How intensive is the competitive landscape?
* What are the drivers and challenges affecting market development?

Production of Cheese in Lebanon

The production section of the report should answer the following questions:

* What was the amount of cheese produced in Lebanon in the last five years?
* Who are the main market players? What do their business profiles look like?

Cheese Prices in Lebanon

The price section of the report should answer the following questions:

* How is the value chain of the market formed?
* What is the structure of price formation?
* What are the producer prices of cheese in Lebanon
* What are the other prices of cheese in Lebanon

Foreign Trade Operations of Cheese in Lebanon

The foreign trade operations section should answer the following questions:

* What is the trade balance in volume and value terms?
* Does Lebanon import more cheese than it exports?
* How has the trade balance changed over the last five years?

Imports of Cheese to Lebanon

The import section of the report should answer the following questions:

* How has the volume and value of imports changed over the past five years?
* Which are the major countries that import cheese to Lebanon?
* What is the average price of the cheese imported to Lebanon?

Exports of Cheese from Lebanon

The export section of the report should answer the following questions:

* How has the volume and value of exports changed over the past five years?
* Which are the main recipient countries of the Lebanese cheese exports?
* What is the average price of the cheese exported from Lebanon?

Consumption of Cheese in Lebanon

The consumption section of the report should answer the following questions:

* What is the consumption volume and value of cheese in Lebanon? How has it changed over the past five years?
* What is the per capita consumption volume and value? How has it changed over the past five years?
* What does the balance between domestic supply and domestic demand look like?
* Does Lebanon consume more cheese than it produces?

Forecast

The final section of the report should present a forecast for the development of the market based on three scenarios - base, pessimistic, and optimistic. The forecast section should answer:

* How will the cheese market in Lebanon look like over the next five years in both volume and value terms for each possible scenario?

1. **Required Tasks from the Service Provider**
2. Conduct a kick-off meeting with MC team members for general introductions, and to agree on an action plan
3. Submit a detailed report with an action plan with an implementation timeline based on the kick-off meeting.
4. Submit service completion report.

**5. Timeline**

The activity should be completed by 31 May 2023 the latest, where it is expected to be launched by end-March 2023

**6. Budget**

Applicants should submit their budget as a lump sum.

**7. Submittals**

1- **Company Profile** (detailing profile of the applicant and **highlighting specific experience in the topics mentioned above**)

2- **Consultant CVs** (CVs of consultants to be assigned to the project - do not send profiles of all firm consultants)

3- **List of similar projects conducted** (share only projects relevant to the topics to be addressed) - the list will include a briefing on the type of support given to the enterprises highlighting relevance to the tender) plus **List of references for similar projects conducted** (at least 3 references with names, phone numbers)

4- **Detailed budget:** Budget to be separate for each cluster**.**

5- **Work plan** detailing how consultants believe timing for the activities will be allocated and the time needed(should confirm that the final report should be produced before the end of May 2023)

**11. Evaluation Criteria**

| **Criteria** | **Score** |
| --- | --- |
| Company Profile and Consultant CVs | 30 |
| List of similar projects conducted and references | 20 |
| Budget | 40 |
| Work Plan | 10 |
| **TOTAL** | **100** |