



TERMS OF REFERENCE

Coaching Provider Agency – Marketing

Location: North, Akkar

Project Title: BOOSTLEB

Coordinates with: Project Coordinator

Duration : 3 months

Contact : Procurement@fairtradelebanon.org

SCOPE OF WORK

1. Objective

The project aims to enhance the operational efficiency and market performance of 20 Small and Medium Enterprises (SMEs) and 5 cooperatives across various sectors in North Lebanon and Akkar. It will entail delivering customized training, coaching sessions, and tailored services to enhance their business management capabilities and facilitate access to new markets.

2. Outcomes

The Coaches will be tasked with achieving the following outcomes:

1. Collaboratively develop tailored strategies for the 25 beneficiaries, addressing their unique needs, objectives, and market circumstances.
2. Empower beneficiaries with the knowledge and skills necessary to sustainably develop and refine their operations through the servicing of the coaching requirements.
3. Deepen beneficiaries' understanding of the chosen topics and extending their skillset and tools in order to enhance operations independently on the long run.
4. Build the capacity of beneficiaries to identify potential opportunities for growth and readiness for market opportunities and, increased sales through compliance in terms of production and shelf requirements.

3. Deliverables

The Coaching provider Agency will deliver the following topics for 15 SMEs and cooperatives located in North Lebanon and Akkar over a series of sessions ranging between 65 and 75 sessions. Below are the required topics to be further detailed along with the respective entities' breakdown:

- Basic Digital Marketing Plan for **10 entities** for them to be coached on in order to develop their online visibility
- Basic Marketing Strategy for **5 entities** to follow in order to better communicate their products and brand identity

- Basic Website/Landing Page Development for **6 entities** for them to operate and upload their content

The Coaching Provider Agency is required to submit the following documents to FTL for each activity:

- 1) Mid Activity progress report filled out by the coach detailing the advancement done with each entity for each activity.
- 2) Final report describing the coaching session given to each entity and detailing the methodology of implementation and the required deliverables done.

4. Qualifications

- Adherence to Fair Trade principles
- Well detailed methodology and workplan.
- Experience in providing similar coaching.
- Recent relevant CVs including years of experience, educational background, delivery of similar coaching within a similar context of the primary coaching.
- References from previous NGOs/Businesses who have received similar training services.

5. Company qualification

The company must have the following valid legal documents:

- Commercial Circular
- Fiscal Certificate of Incorporation at the Ministry of Finance
- VAT Certificate of Registration (if applicable)
- ID of company's authorized representative(s)

6. Payment Terms

- Payment will be made through bank cheques in fresh dollars.
- Payment will be made within 15 to 20 business days after last delivery of all progress reports and final report and submission of final invoice.

7. How to Apply

Interested candidates are requested to submit the following documents to procurement@fairtradelebanon.org:

- Portfolio showcasing examples of successful coaching projects.
- CVs and IDs of the experts.
- Short concept notes outlining the approach to facilitating coaching sessions for this project.
- Acknowledgement letter of payment modality
- Detailed budget proposal.
- Legal documents of the company

The detailed work plan will be developed and agreed upon in coordination with the FTL team. Only selected candidates will be contacted.