

REQUEST FOR QUOTATION MSME Research expert Consultant - NABAD

TERMS OF REFERENCE

OBJECTIVES OF THE CONSULTANCY

Under the scope of the project Response to Beirut Port Blast, NABAD is responsible for providing support to micro, small and medium enterprises (MSMEs) in Beirut. Through this approach, NABAD aims to support existing MSMEs to increase revenues and make them sustainable. The consultant will be responsible for conducting a needs identification for a number of MSMEs that are potential participants in the project.

The study aims to:

- Identify growth opportunities for the MSMEs
- Identify constraints that are preventing the business from taking advantage of the opportunities
- Support with the development of long-term interventions to minimize those constraints

ROLES AND RESPONSIBILITIES

Review previous studies

Contribute to the identification of MSMEs in the area in industries with high growth potential and where migrants can be legally employed. These may include the food and beverage, construction, waste services, and tourism industries. Other industries should be recommended based on selection criteria that include overall impact on target communities, including on gender, and a clear growth opportunity.

Develop an interview to assess the situation of the businesses. The questionnaire must be approved in advance by NABAD technical advisor.

The consultant will be also responsible of training NABAD staff to Conduct interviews with the MSMEs and provide a typed transcript of each interview/assessment.

Draft a written report that includes:

- A brief review of previous studies.
- Growth opportunities, market trends, market forces, competition, and constraints.
- Product and service quality, including (but not limited to) packaging, marketing, quality control, and financial systems.
- A detailed SWOT analysis (or other similar tool that the consultant may prefer)
- A constraints analysis presented at various levels (micro to macro) with suggestions for interventions specific to these constraints. The consultant will deliver recommendations for activities that the project should undertake to facilitate the minimization or removal of the constraints. Recommendations should be feasible and try to maximize the impact. They should take into account both direct assistance (i.e. direct grants to one MSME) as well an indirect effect on other MSMEs.



- A summary of the study.

GEOGRAPHIC FOCUS:

The study focuses on enterprises in Beirut areas affected by the blast within pre-identified sectors. The consultant must be able to travel frequently to these areas.

METHODOLOGY:

The research design will be mixed (quali/quantitative) and the tool will be a semi-structured interview with some qualitative questions. The tool will be designed by the consultant with support from project staff. All tools will be approved by NABAD before utilization.

The numbers of MSMEs to be interviewed are to be agreed with NABAD and in which industries.

DELIVERABLES:

The consultant will begin on Feb 10, 2021.

REQUIRED EXPERTISE AND SKILLS:

- A solid understanding of marketing (consumer markets, market trends, branding, packaging, etc.)
- Understanding of the cultural norms and context of Beirut
- Extensive knowledge about the labor market in Beirut.
- Understanding of the economic context in Beirut and its suburbs.
- Experience in research within the social sciences field, preferably economic development, and livelihoods for non-profits.
- Knowledge of the business development service providers and institutions in Beirut and Lebanon.
- Master's degree in the social sciences field (preferably business administration, economics, or related field).
- Excellent written and spoken English and Arabic skills.

How to apply

The technical and financial offers must be submitted to Procurement@nabadassociation.org by Wednesday Feb 3, 2021 16:00 (Beirut Time).

The title of the email should read: "REQUEST FOR QUOTATION MSME Research expert Consultant - NABAD" or it will not be reviewed.