



## TERMS OF REFERENCE

### Coaching Provider Agency - Sales

**Location:** North, Akkar

**Project Title:** BOOSTLEB

**Coordinates with:** Project Coordinator

**Duration :** 3 months

**Contact :** [Procurement@fairtradelebanon.org](mailto: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 16 SMEs and cooperatives located in North Lebanon and Akkar over a series of sessions ranging between 75 and 85 sessions. Below are the required topics to be further detailed along with the respective entities' breakdown:

- Sales Strategy sessions for **13 entities** detailing each entity's potential sales channels and how to target each

- Export sales for **6 entities** covering the main requirements of export for each entity in terms of requirements and proper targeting
- Costing analysis for **1 entity** in order to identify the main gaps causing over costing.

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**

- Payments 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](mailto: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.
- Acknowledgment 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.