**Request for the Services of Consultants – Expert/Consultant to map appropriate market with the objective to enhance MSMEs’ access to suitable markets**

1. **Project title: Skills Training Education Programme – Scale-up**
2. **Project Donor:** The Islamic Development Bank, Abdul Aziz Al Ghurair Refugee Education Fund and SPARK
3. **Project Implementing Partner:**

The Rene Moawad Foundation

1. **Project Partners**
2. The Islamic Development Bank
3. Abdul Aziz Al Ghurair Refugee Education Fund
4. SPARK
5. **Project Duration:**

The project started at the beginning of June 2024 and the implementation phase will end in November 2024.

1. **Project Main Activities implemented by RMF in the North and Akkar:**
2. Map and assess SMEs' needs in high potential sectors
3. Selection of 120 high potential MSMEs
4. Assess the training needs of 120 engaged MSMEs
5. Provide capacity building to 60 A2M engaged MSMEs
6. Provide capacity building to 60 A2F engaged MSMEs
7. Provide coaching to 120 engaged MSMEs
8. Map appropriate markets and financing institutions
9. **Objective of the Consultancy**

The main objective of this consultancy is to enhance MSMEs’ access to suitable markets assess

1. **Scope of Work**

* The expert/consultant will be responsible of generating a list of available markets based on the type of products or services the MSMEs are offering, local / international marketplaces, e-commerce platforms, B2B markets, or retail chains.
* The expert/consultant will be responsible of identifying active matchmaking activities implemented through other projects.
* The expert/consultant will be responsible of identifying markets’ requirements in terms of logistics and products / services quality
* The expert/consultant will be responsible of matching markets identified with the relevant MSME in terms of product, service, and market gaps
* The expert/consultant will be responsible of identifying potential inclusion of MSMEs in relevant marketplaces
* The expert has to compile the information to be used as training tools, during the MSMEs’ capacity building activities for non-technical topics.

1. **Consultants Qualifications**

The consultants wishing to be considered for the services described herein should have the following qualifications:

1. **Expert in Marketing/Business:**

* Academic Qualifications:
* A Master’s degree in Economics, Business, or any related field
* Years of experience:
* Minimum 10 years of experience in Market Research
* Technical experience:
* Experience in conducting market research and mapping exercise
* Competencies:
* Excellent communication and interpersonal skills
* Fluent in Writing and spoken English and Arabic.
* Good Knowledge in preparing timely reports on the progress of the work.
* Previous knowledge/experience in North Lebanon

The consultants should provide the following:

* CVs / Resumés
* Financial offer
* Portfolio/List of similar projects implemented
* 3 Reference contacts from similar projects
* Technical offer/proposal

## The consultants if applying as a team or the consultancy firm should include in its offer a clear proposal regarding the team composition with their recent CVs. The team should have diversified skills to cover both Experts needed.

The consultants' offers will be evaluated based on the following:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Evaluation for Expert** | | | **Score Weight** | | **Points Obtainable** | |
| **1.** | **Eligibility and qualifications** | | | | |
|  | A Master’s degree in Economics, Business, or any related field = 20 points; Ph.D.: 25 points | **8.33%** | | **25** | |
|  | Minimum of 10 years of experience in market research Minimum 10 years = 20 points; for 11 years and above =25 | **8.33%** | | **25** | |
|  | Proven experience in carrying out similar projects  Minimum 5 projects = 20 points; for 7 projects and above = 25 points | **8.33%** | | **25** | |
|  | Previous knowledge/experience in North Lebanon= 25 points | **8.33%** | | **25** | |
| **2.** | **Proposed Methodology, training outline, and Implementation Plan** | | | | |
|  | 1. Methodology 2. Training outline | **33.33 %** | | **100** | |
| **3.** | **Financial offer** | | | | |
|  | **The financial offer will be evaluated based on the daily rate proposed covering the below:**  **- daily rate for training**  **- daily rate for coaching specifying the number of MSMEs that could be visited per day**  **- daily rate for office work** | **33.34 %** | | **100** | |
|  | **Total** | **100%** | | **300** | |

1. **Language requirements**

All requested reports/deliverables shall be written in English.

Training materials should be elaborated in Arabic and English.

1. **Duration:**

The consultancy will be for 4 months, starting in August 2024 and ending in November 2024. The consultant is expected to deliver all the required services within this period.

1. **Payment terms**

The Consultant is expected to complete and submit:

* the approved deliverable
* relevant invoice and timesheet

to be able to process the payment