



TERMS OF REFERENCE Market Expert

Location: Fair Trade Lebanon- Hazmieh

Type of Contract: Consultancy

Languages Required: Excellent writing skills in English / French is a plus

Starting Date: 25/9/2024

End Date: 24/4/2025

Coordinates with: Project Coordinator

HR contact: Michelle Jeanbart

Contact : Careers@fairtradelebanon.org

SCOPE OF WORK

1. Summary

Fair Trade Lebanon (FTL) is seeking an experienced Market Expert to assist the project coordinator in supporting MSMEs and Cooperatives all along the projects, ranging from outreach and selection to needs assessment as well as trainings and coaching activities diversified between several areas across Lebanon. The expert will also be responsible for facilitating market access to foreign markets, including market research, market entry strategies, and partnership development.

2. Objective

The objective is to empower MSMEs and Cooperatives by equipping them with practical knowledge and skills, through training and coaching and customized services to improve their management and planning capabilities, to access and expand into local and foreign markets successfully, thereby increasing their export opportunities and international competitiveness.

3. Outcomes

The Market Expert will be responsible for achieving the following outcomes:

- Enhanced knowledge and skills of MSME owners and managers
- Improved business performance and competitiveness
- Increased revenue
- Enhanced sustainability and resilience of MSMEs
- Accompany MSME during the project implementation
- Assist the MSME in implementing best practices for access to market
- Identification of target foreign markets with high potential for SMEs based on market analysis and feasibility assessments.

- Development of tailored market entry strategies and action plans for each participating business, addressing market entry barriers and maximizing market opportunities, with a focus on 2 star products.
- Establishment of partnerships and networks with local distributors, agents, or business partners in target foreign markets to facilitate market access and market penetration.
- Strengthened export capabilities and readiness of participating SMEs, including logistics, compliance, and marketing strategies for local and foreign markets, focusing on 2 star products.
- Identification of target markets (priority for local market) with high potential for SMEs based on market analysis and feasibility assessments.
- Assist targeted SMEs and cooperatives in clearly defining their products or services and highlighting their unique selling propositions (USPs).
- Identify the features, benefits, and value that their offerings provide to customers, and how they differentiate themselves from competitors in the market.

4. Deliverables

The Market Expert will deliver the following:

- Bi-weekly reports on MSME updates and progress.
- Market analysis reports for target markets.
- Tailored market entry strategies and action plans for each participating SME.
- Partnership development proposals and introductions to potential business partners.
- Identification of market linkages and facilitation of market linkage events.
- Progress reports tracking implementation and achievements.
- Final report summarizing project outcomes, key learnings, and recommendations.

5. Qualifications

- Bachelor's degree in business administration, international business, marketing, economics, or a related field.
- Proven experience working with MSMEs in contexts similar to Lebanon.
- Demonstrated track record in international trade, market access, and export development.
- Strong understanding of MSME development challenges and opportunities.
- Fluent in both Arabic and English with excellent communication and negotiation skills.

6. Skills

- Strong analytical and problem-solving skills.
- Excellent project management skills and attention to detail.
- Strong networking and relationship-building skills.
- Proficiency in export logistics, compliance requirements, and international trade regulations.
- Ability to communicate complex concepts effectively and provide guidance to MSMEs and cooperatives.

7. Payment terms

- Invoices are to be submitted by the maximum of the 25th each month, and payments will be processed at the end of the month.
- All fiscal taxes will be deducted from the Consultant's fees unless the consultant is registered with the Ministry of Finance.

8. How to apply

Applicants are requested to send their:

- Portfolio showcasing examples of successful projects,
- CV and ID of applicant
- Short concept note related to the abovementioned intervention outlining the approach to the project.
- Detailed budget proposal

To: careers@fairtradelebanon.org

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