

# Terms of Reference

## Consultancy for Development of Marketing Strategy and Tools for Rural Women SMEs

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### 1. Organization Background

iDE is an international NGO with over 36 years of experience in designing and delivering market-based anti-poverty programs in 11 countries. We are a world leader in making markets work for the poor as well as the longest established market development specialist NGO in Bangladesh. iDE believes that markets can be a powerful force for improving smallholder prosperity by creating income and livelihood opportunities for poor rural households. iDE Bangladesh currently has eight projects in agricultural markets, water, sanitation and hygiene (WASH), and access to finance with a focus on women's economic empowerment and climate-smart technologies.

### 2. Project Background

The Women's Economic Empowerment through Strengthening Market Systems (WEESMS) programme is a five-year (2016-2021) initiative funded by the Embassy of Sweden, designed to promote women's entrepreneurship in rural and peri-urban Bangladesh by increased growth of women-led/owned & women-oriented SMEs, with a significant focus on reducing gender inequality in the country's entrepreneurship ecosystem. The programme is being implemented through a partnership with iDE Bangladesh and The Asia Foundation. The programme primarily works with the sub-sectors of home textiles and jute diversified products and processed and packaged foods.

The three outcomes of the WEESMS programme are:

**Outcome 1.** Improvement in enabling environment leading to increased economic participation of rural women

**Outcome 2.** Strengthened resilience of women-led/owned & women-oriented SMEs to overcome economic shocks

**Outcome 3.** Increased growth of women-led/owned & women-oriented SMEs

WEESMS programme is being implemented in 9 upazilas in 6 districts under 2 divisions. The following table details the programme's geographical areas by division, district, and upazila level:

Division	District	Upazila
Khulna	Khulna	Khulna Sadar
	Kushtia	Kushtia Sadar
	Jessore	Jessore Sadar
Rangpur	Rangpur	Rangpur Sadar
		Mithapukur
	Nilphamari	Nilphamari Sadar
		Saidpur
	Kurigram	Kurigram Sadar
		Ulipur

### 3. About the Assignment

In 2018 and 2019, the WEESMS programme facilitated the training of over 400+ rural women entrepreneurs on various business and financial management services. Further to progress their practical usage of the Marketing Strategy and Planning tools, iDE seeks to hire a consultant/firm to develop practical Marketing Tools for rural SMEs.

The consultant/firm will develop practical Marketing Tools applicable to rural markets so that women SMEs can apply in their rural businesses. The tools will mainly focus on the practical usage of the Marketing Strategy and Plan. The specific objectives under this assignment would be to:

- **Marketing Strategy:** Develop a **marketing strategy template** for rural women SMEs, that outlines the basic marketing components like Mission/Objectives, Target Market, Offering, Pricing, Distribution, Communication – with a focus on four pillars of Marketing (Product, Place, Price, Promotion);
- **Marketing Action Plan:** Develop a **marketing action plan template** for rural women SMEs;
- **Product Branding Strategy:** Develop a practical **branding strategy template** for rural women SMEs to create a point of differentiation from their competitors as well point of similarity with product class; and,
- **Promotion Strategy:** Design a **promotion plan template** for rural women SMEs regarding practical ways to promote their business and product.

**NOTE: The templates should be designed keeping in mind Marketing Strategies for both Business to Business (B2B) and Business to Customers (B2C).**

#### 4. Major responsibilities of the Consultant/Firm

- Participate in an initial kick-off meeting to meet with the WEESMS project team, to learn about the project and discuss the specific requirements of the assignment;
- Prepare a work plan of the total assignment in cooperation and collaboration with the programme staff;
- Develop the Marketing Strategy, Marketing Action Plan, Product Branding Strategy, and Promotion Strategy;
- Consider feedback from the WEESMS Team and make changes accordingly;
- Submission of the final files of the Marketing Strategy, Marketing Action Plan, Product Branding Strategy and Promotion Plan; and,
- The consultant/firm should be aware of the cultural contexts of the rural SMEs and images and references used in modules should be culturally appropriate.

#### 5. Major responsibilities of the iDE/WEESMS Programme

- Provide initial briefing and existing work overview;
- Support the firm in preparing the work plan for the assignment;
- Provide feedback on the draft versions of the slide deck and various templates; and,
- Disburse payment as per the agreed schedule in the contract.

#### 6. Key Deliverables

The tentative list of deliverables under this assignment include:

- 1) **Deliverable 1 | Work-Plan** in consultation with the WEESMS team;
- 2) **Deliverable 2 | Rural Marketing Strategy:** Develop a slide deck highlighting the importance of marketing in business and basic principles of marketing in both English & Bangla;
- 3) **Deliverable 3 | Marketing Strategy:** Develop a **marketing strategy template** for rural women SMEs (in both English & Bangla), that highlights the four pillars of Marketing (Product, Place, Price & Promotion);
- 4) **Deliverable 4 | Marketing Action Plan:** Develop a **marketing action plan template** in both English & Bangla for Rural SMEs;
- 5) **Deliverable 5 | Product Branding Strategy:** Develop a practical **branding strategy template** (in both English & Bangla) for rural women SMEs to create a point of differentiation from their competitors as well point of similarity with product class; and,
- 6) **Deliverable 6 | Promotion Strategy:** Design a **promotion plan template** (in both English & Bangla) for rural women SMEs regarding practical ways to promote their business and product;

#### 7. Tentative Work Schedule

The consultant/firm is expected to start work on or around the fourth week of September 2020. This assignment should be completed within one month from the start date, which includes completion of all

tasks in the assignment along with the submission of the deliverables as detailed in Section 6. Based on unavoidable circumstances, the period for conducting the assignment might change. The consultant/firm is expected to be able to accommodate these changes without additional cost. A final detailed work schedule will be determined during the kick-off meeting.

## 8. Proprietary Rights

Any document, information, or data entrusted to or produced by iDE in connection with this assignment shall be strictly confidential and cannot be used by the contract employee for any other purpose without the written consent of iDE. This provision shall remain valid even after the completion of this assignment. iDE-B reserves the right to terminate this agreement at any time with the consultation of the contracted individual/firm.

## 9. Deliverables and Schedule of Payment

The financial proposal should include the total cost of the development of Templates of Marketing Strategy and Plan for Rural Women SMEs. The consulting fees payment will be made in two installments as follows:

S.N.	Deliverables	Installment Value
1.	<b>Deliverable 1:</b> Work plan/schedule and <b>Deliverable 2:</b> Rural Marketing Strategy Slide Deck	50% of the Total Contract Value
2.	<b>Deliverable-3 through 6:</b> <ul style="list-style-type: none"><li>Final Templates of Marketing Strategy, Marketing Action Plan, Product Branding Strategy and Promotion Strategy.</li></ul>	50% of the Total Contract Value

**Note:** Government VAT and tax regulation will be applied, and these costs must be included in the financial proposal.

The following terms and conditions will apply:

- The payment will be made through account payee cheque/ wire transfer (account name, number, type, bank name, and branch name is required for wire transfer);
- As per Government of Bangladesh VAT and tax regulation;
  - International consultants are taxed at 15% VAT (on contract amount) and 20% tax (on contract amount +VAT);
  - National consultants are taxed at 15% VAT and 10% tax;
- Government VAT and tax regulation will be applied and iDE Bangladesh will deduct all relevant VAT and Tax at source as per GoB rule;

- VAT Registration Certificate, TIN and Trade License (if applicable) must be submitted before the agreement is signed;
- In case of failure to deliver the final product in due time, iDE Bangladesh will deduct .05% of the total agreement amount for each day of delay in submitting the report beyond the closing date of the agreement;
- The selected consultant/firm will abide by other terms and conditions of iDE Bangladesh.

## 10. Eligibility Criteria

General experience and expertise required for this consultancy assignment are mentioned below:

- The consultant firm's team must be comprised of qualified experts, with a demonstrated track record in developing Marketing Strategy and Plan for rural markets and businesses. Overall experience of the firm should be more than 5+ years;
- It is expected that the team has vast experience in developing practical and user friendly tools and templates for rural women SMEs;
- The firm should have a strong project management ability and excellent communication skills.

## 11. Bid Submission

All proposals should include:

- Cover letter (maximum one page);
- Technical Proposal (maximum 3 pages) which should include:
  - Understanding of the assignment and a detailed work-plan
  - Relevant experience in digital content solutions of the consultant/firm
  - Links to samples of previous work in a Google Drive folder
- Financial Proposal (maximum one page): breakdown of cost estimates.
- If applicable, please also include:
  - Company profile
  - VAT Registration Certificate
  - TIN Certificate
  - Joint Stock Company Registration Certificate
  - Trade License Certificate