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**Inclusive safe fish production, processing and marketing of Ready to Cook (RTC) fish in domestic market**

**Terms of Reference (ToR) for market demand and feedback analysis**

**Background**

Pranti Aquaculture Ltd. is a major business company in the field of aquaculture and frozen food export business. Based in Khulna, the company is by far the largest and perhaps the only company in Bangladesh in terms of business operations that vertically integrates aquaculture with all allied industries creating both forward and backward linkages in the market. To ensure affordable and safe fish through a simplified supply chain, Pranti Aqua Ltd plans to enter in the domestic market with a sophisticated approach of supplying fish with the vision of providing properly preserved quality fish with different sized packet. There has been a strong and yet unmet consumer demand in the country’s urban domestic market for Ready to Cook (RTC) fish products, which entail multiple benefits including convenience, better nutrition and better health outcome.

To this end, the company has signed a cost sharing agreement with USAID-funded Feed the Future Bangladesh Aquaculture and Nutrition Activity Program of WorldFish to implement a business case entitled, ‘Inclusive safe fish production, processing and marketing of Ready to Cook (RTC) fish in domestic market’. Under this project Pranti will develop RTC fish products, establish the value chain, and undertake marketing and distribution of the RTC fish products in Khulna and Dhaka. The company is planning to develop a viable business model where small holder fish farmers will be linked to input service provision with trainings on good aquaculture practice and on post-harvest handling of fish to ensure safe and nutritious supply of fish for RTC product development.

The goal of this project is to promote systematic investment and innovative marketing strategy in aquaculture business for pro poor inclusive market development as well as to address the seasonal fluctuations in supply side of the domestic fish markets and its collateral price instability, which negatively impact the environment, the consumers and most importantly the small holder farmers. The project output is expected to transform a pioneering concept into a viable business model where small holder farm clusters embedded with input and extension provisions will be linked to domestic fish market so as to ensure year-round supply of ready to cook (RTC) fish products using both online and offline market outlets.

**Purpose and objective of this assignment**

The purpose of this assignment is to hire a Consultant with expertise in the area of business administration with track record of demand analysis in the small and medium enterprises (SME) with particular focus on agriculture and/or aquaculture industry to conduct market demand research and subsequent consumer feedback analysis on RTC fish products. The scope of this assignment includes:

* To explore the segment of fish market.
* To identify the potential target segments for RTC fish products.
* To assess the size and growth of the RTC fish items.
* To estimate the potential needs for types of RTC items.
* To explore the market challenges
* To identify the feasibility of establishment of online and offline shop outlets
* To develop and test commercial marketing plan
* To provide expert assistance in the development of market promotion materials and development market promotion plan
* To conduct on market performance analysis based on consumer feedbacks on RTC products
* To advice on devising the appropriate Business Incentive Matrix for the Market Actors

**Methodology**

The assignment will be completed in two discrete but overlapping phases with an initial and immediate phase of market demand and structure analysis followed by a second phase of market feedback and business growth strategy development study.

The market demand study is expected to be an exploratory study. Following rigorous scientific procedures marketing experts will perform market demand analysis including willingness and ability to pay to various RTC fish products. Exploration should be conducted through a combination of quantitative and qualitative methods with the key actors of the RTC segment to evaluate the needs of the target segments. Both primary and secondary sources of data are expected to be used. The surveys and interviews will serve as the source of primary data. Structured questionnaires are expected to be formulated to identify customer preferences for the products. Several qualitative interviews will figure out the challenges and complexities in the target market segments.

Detailed analysis of market structure and product demand analysis will be followed by product launch and test marketing in Khulna and Dhaka. The consult will assist in developing and operationalizing the test marketing of RTC fish to be produced by Pranti Aquaculture Ltd. During and following the test marketing, the consultant will deploy and supervise data collection on market performance and analysis of market feedbacks for business strategy development. The market performance and consumer feedback issues will have to be collected from the consumers, distributors, and other clients on a regular basis. The feedbacks will have to be analyzed for further improvement of product for future scaling.

The consultant is also expected to provide expert assistance in the development of market promotion materials and development of market promotion plan. He/she will also help the company/business team to decide on the most appropriate and feasible Business Incentive Matrix (BIM) for the market actors and mentor the project Team Leader on all business aspects of the RTC project.

**Deliverables**

The market demand and feedback study outputs will have to be generated in a standard market study report format. The deliverables contain:

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| Sl. | Deliverables | Due date |
| 1. | A comprehensive market analysis incorporating status of the fish market in the urban areas of Khulna and Dhaka, identification of the segment and latent demand in the said markets, estimation of the size and growth of the RTC fish market, competitor analysis of fish market in RTC segment, SWOT Analysis for Pranti in RTC fish market. | 29 August 2019 |
| 2. | Test marketing plan with identification of potential marketing channels and customer contact points for RTC fish  | 30 September 2019 |
| 3. | Market promotion materials and market promotion plan and feedback on market promotion events | 31 October 2019 |
| 4. | Consumer feedback analysis and Business strategy with BIM for commercial scale operation of RTC fish products | 31 March 2020 |

**Duration**

This is a fixed-term research and consultancy service with effect from the date of contract signing for a period of 10 months.

**Budget and payment**

Total budget allocated for this assignment is BDT 12,00,000 (BDT twelve hundred thousand only) including all applicable VAT and IT, which is earmarked as a non-stretchable allocation. Payment is commensurate with the submission of deliverables as following

* 40% of the agreed amount immediate after signing contract
* 10% of the total amount upon receiving and accepting deliverables 1.
* 10% of the total amount upon receiving and accepting deliverables 2.
* 20% of total amount upon receiving and accepting deliverables 3.
* 20% of total amount upon receiving and accepting deliverables 4.

**Qualification and Experiences**

An expert with BBA, MBA and PhD in the area of business administration with track record of demand analysis in the small and medium enterprises (SME) with particular focus on agriculture and/or aquaculture industry. The Consultant should have proven leadership capability to lead a team of research assistants and managing extensive field survey. Lead consultant should have proven track of writing reports in compliance with the project and donor’s guidelines. Consultants having prior experiences working with fisheries sub-sector in southwest costal districts will get preference.

**Proposal Submission**

Applicants should send soft copies of technical (detail approach and methodology, work plan, team information, and other related information) and financial proposals (professional fees and estimated direct costs) including CV of the lead Consultant and a cover letter to prantiaqua2004@yahoo.com by 6 July 2019, 4:30 PM (Bangladesh local time).