



Center for Rural Economy Development

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TERMS OF REFERENCE

Training and coaching on the market analysis

For Business Support Organization (BSOs) and SMEs in Vietnam

Background

Center for Rural Economy Development (CRED) is a non-profit organization (NGO) working for the elimination of poverty and greater inclusion of disadvantaged groups including the poor, women, youth, and ethnic minorities in sustainable development and economic growth. By now, CRED has implemented development projects and provided consultant services in the fields of sustainable agriculture and forestry supply chain including planting, exploiting, processing and exporting products in compliance to international standards, promoting climate resilient agriculture for sustainable livelihoods and environmental protection, and implementing sustainable tourism initiatives.

CRED is pioneering the integration of the Market System Development (MSD) in its projects to facilitate the business ecosystem in which businesses, high-quality service providers and other market players are enabled to connect effectively, improving sustainable production practices and increasing the export readiness for Small and Medium Enterprises (SMEs)

In Vietnam, many SMEs lack the skills to do market analysis that would help them identify potential markets for their products and know what the entry regulations and requirements are. Additionally, the Business Support Organization (BSOs), who are supposed to support these companies in addressing this difficulty, also have limited capacity and knowledge on market access. This makes it hard for Vietnamese SMEs to take advantage of the opportunities for export.

To support these companies and BSOs in addressing these gaps, the Center for Rural Economy Development, through its regional BioTrade project funded by Swiss State Secretariat for Economic Affairs (SECO), are looking for a team of qualified training consultants to conduct a training and coaching course on market analysis for these SMEs and BSOs. The results of the trainings will be the basis for further roll-out courses in the future.

Objective

The training is expected to provide the participants (tentatively BSOs and SMEs in essential oils, coconut, cashew, spices sectors) with the following knowledge and skills.

- How to identify potential markets for commodity sectors
- How to evaluate the suitability of the new markets for the products and forecast in comprehensive aspects including market size, market growth rate, market share, market segment, prices, target customers, customers' buying habits, culture, media channels to reach customers, competitors, risks, threats of new entrants or substitute products
- How to collect information of target market requirements including regulation, certification, tariff and non-tariff barriers, buyer additional requirements, market trends

Specific tasks and steps

1. Discuss with the selected BSOs and companies to assess their gaps in knowledge and skills;
2. Fine-tuning the design and the training agenda, and development of training materials that meet BSOs' and SMEs' needs and guide them on using various tools, sources, and methods to collect trade/business data and information
3. Conduct the training and coaching to the BSOs in doing market analysis for their sector, review and comments each of their reports
4. Support BSOs and SMEs in finalizing their report

Implementation time

The consultants are expected to start this assignment in mid-March, and complete it by May, 2022. Details are provided as below.

Nb	Activity	Deadline
1	Advertise the ToR	March 10 th , 2022
2	Recruit the consultants	March 26 th , 2022
2	Discuss with selected BSOs and SMEs to assess their gap in knowledge and skills	March 31 st , 2022

3	Develop the training/coaching agenda, curriculum including the report-writing template/exercise for BSOs and SMEs	Apr 11 th , 2022
4	Deliver the training & coaching	April 23 th , 2022
5	Review the reports of BSOs and SMEs and provide feedback	April 30 th , 2022
6	Support BSOs/SMEs in finalizing their reports	May 15 th , 2022

Expected deliverables

1. Training/coaching agenda and training materials
2. Template of report, and exercise for the trainees
3. Separate report on market analysis for each BSOs and SMEs. The following content is suggested for these reports. The consultants are expected to develop the report templates and requirements which suits the trainees' capability.
 - ✓ A summary of SME's export readiness, knowledge and skill gap of both SMEs and BSOs
 - ✓ Trade data and market information (market growth rate, market segment, market share, target market...), trend and post-Covid new factors, competition, challenges, regulations and market requirements, certification and sustainability schemes, additional buyer requirements.

Proposal requirements:

Qualified consultants are strongly encouraged to apply for this assignment. Please send a technical and financial proposal to the following email: lien.nguyen@cred.org.vn and cc to: cred@cred.org.vn. The proposal should include the following information:

- Understanding of consultants on this assignment
- A brief of the experiences in working with private sector, or in conducting similar training programs
- CV of the consultants, the work division between the team members
- A brief technical proposal with the approach and key ideas on how to train/guide the BSOs and SMEs to obtain these skills including the following but not limited to:
 - Approach of gaps identification and method for training/coaching;



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- A tentative agenda for BSO, and a tentative agenda for SME, format of training (e.g. online, of-line, face-to-face, etc.), estimated time for each training module/ each group of trainees (BSOs, SMEs)
- Specific timeline for implementation which suits the consultants, to realize those tentative training/coaching agendas for the target groups of BSOs and SMEs.
- Financial proposal which indicates consultancy fee. The travelling costs will be covered by CRED.

Interested candidates are invited to send your CV, proposal for implementation plan and consulting fee to the following email: lien.nguyen@cred.org.vn and cc. to: cred@cred.org.vn or by post to our office: CRED, Room 808, 8th floor, 17T1 building, Hoang Dao Thuy, Trung Hoa Wad, Cau Giay District, Hanoi.

The application should be submitted no later than **Mar 24th, 2022**