



MARKET RESEARCH CONSULTANCY REQUEST FOR PROPOSAL

A. BACKGROUND

TechnoServe works with enterprising people in the developing world to build competitive farms, businesses, and industries. We are a non-profit organization that develops business solutions to poverty by linking people to information, capital, and markets. Our work is rooted in the idea that given the opportunity, hardworking men and women in even the poorest places can generate income, jobs, and wealth for their families and communities. With more than five decades of proven results, we believe in the power of private enterprise to transform lives. For more information visit: www.technoserve.org

TechnoServe is implementing the USAID-funded *Alliance for Inclusive and Nutritious Food Processing* (AINFP) regional program in collaboration with Partners in Food Solutions (PFS). The program leverages the power of the private sector to create better nutritional outcomes for base-of-the-pyramid consumers and more profitable market opportunities for local farmers. This is achieved by supporting local food processing companies in Ethiopia, Kenya, Malawi, Tanzania, and Zambia through remote technical assistance and training from world leading food processing companies under PFS to increase the availability of safe, affordable and nutritious food.

B. SCOPE

Specifically, TechnoServe AINFP in Ethiopia is partnering to support food processing businesses with significant potential to improve food and nutrition security by targeting BOP consumers' and improving the terms of inclusion of smallholder farmers while also creating employment opportunities for women and youth. AINFP in collaboration with one of our clients is committed to accelerate access of affordable baby porridge products as well as cleaned and milled teff to BoP market in Addis Ababa and it's peri-urban areas

TechnoServe is looking to commission a market research consultant or company to conduct a market research study on behalf of our client in Addis Ababa, Ethiopia.

C. PURPOSE AND OBJECTIVE OF THE CONSULTANCY

The market study aims at:

1. Conducting a market study that will provide crucial up-to-date, relevant and reliable market intelligence for cleaned & milled teff, and baby porridge demand that targets bottom of pyramid (BoP) consumers.
2. Conduct an initial assessment of urban and peri-urban markets with a specific focus on low income markets with particular attention to the current channels being used to buy baby food and milled teff products.
3. Conduct in-depth market research that will help the client understand urban markets, retailing models, consumer insights and product positioning.
4. Identify and analyze possible entry points for marketing and distribution of baby porridge products, milled and cleaned teff in a variety of packaging units.
5. Conduct a competitive market analysis for baby porridge and millet teff products, identifying key players.
6. Identify the current accessible and served market, as well as determining the potential market
7. Produce a market research report on the findings gathered.

D. METHODOLOGY AND PROCESS

The Consultant/service provider is expected to apply an appropriate and relevant methodology - both qualitative and quantitative methods that will help gather solid and reliable market intelligence. The tools and methodology will be developed in consultation with AINFP and the consultant will be expected to justify the choice of methodology in the final report. The Consultant is expected to take all appropriate measures to ensure that the security and confidentiality of the respondents participating in the market study is protected while conducting the market study. During the findings the consultant will meet with relevant staff as well as other important stakeholders of the client company.

Specific tasks of the consultant include:

1. Develop an inception report and budget for approval by AINFP.
2. Conduct desk review of relevant secondary data including current trends in the teff value chain and baby food products.
3. Develop market survey tools with participation of key staff prior to the data collection.
4. Determine appropriate sample size from which the survey data will be gathered and design data collection schedule.
5. Propose a research team if necessary, conduct field preparation/ training for the research team and conduct piloting.
6. Supervise field primary data collection including implementing data quality control mechanisms.
7. Conduct data management and analysis using SPSS, STATA, Nvivo etc.
8. Write the draft market survey report of findings with necessary recommendations to be presented to ANIFP team and Client for validation.
9. Prepare a final market survey report after review, comment and edits of initial draft.
10. Prepare a summary of the market survey report for the business cases' consumption

Target group:

The target group for this research is the Base of the Pyramid consumer (BoP). This segment is characterized as having a purchasing power parity below USD 7/day. Basic assumptions about the target group in Ethiopia include:

- Around 60% of the population
- Age group: 20-45
- Household size above 3
- Main activities: Micro entrepreneurs, workers, processing, Micro trading etc.

The research requires to segment the target group into:

- Male/ Female
- Urban/Semi-urban

Geography of the study:

The research will be conducted in Addis Ababa and its outskirts.

E. DELIVERABLES

A formal presentation of the research findings will be required supported by a final written document.

AINFP expects outcomes to be captured in the following formats:

- Inception report
- Meeting to share tools, methodology, draft and final report. The draft report on soft submitted for review.
- Plan and methodology of the assignment to be executed
- Include visuals in the reports e.g. pictorial representation of the data by using graphs, charts, maps and other methods.
- A market research report in MSWord that includes quantitative research and all the key elements of a formal report
- A marketing and distribution strategy/concept for baby porridge and milled & cleaned teff in Addis Ababa

NB: All data remains the intellectual property and copyright of AINFP and client and cannot be used for other purpose.

F. REQUIRED SKILLS AND EXPERIENCE

- A firm or individual with experience on conducting research findings for FMCGs with market segment of low-income consumers, producers and entrepreneurs.
- Ten plus years’ experience in business consulting, market study and experience in food processing sector
- Experience in new product market penetration strategy development and consumer’s insight survey
- Abreast knowledge of local communications market trends in Ethiopia, in the region and abroad.
- Knowledge and experience of Ethiopian base of pyramid consumer market.
- Excellent research and analytical skills.
- Excellent writing, presentation and reporting skills.
- Demonstrated ability to deliver quality work against tight deadlines and targets.

G. REPORTING AND PRESENTATIONAL REQUIREMENTS

Following this brief, a research proposal will be required. We would be pleased to discuss this written brief by email to clarify any issue. When the project is underway, we would like to be involved in the research process and agree in advance on all materials and contents developed for executing the research. We would like regular progress reports explained in call meetings on zoom when relevant. At a suitable point after the research phase we would like an interim report and conference call team meeting. During fieldwork we would also like to see an interim report to see whether the study is heading the right direction and adaptations can still be made.

Timeline and Schedule of Events:

The assignment is expected to take a maximum of 4 weeks. We would like to start the research end May 2021, and have it completed and reported by end of July 2021. During the research we would like to agree significant checkpoints where the status of the research can be discussed, and progress monitored.

Supervision and contact:

The successful consultant will be supervised by AINFP staff

H. APPLICATION AND EVALUATION CRITERIA

Qualified and interested applicants should submit a PDF Word-formatted **single document** consisting of:

- i. **Cover Letter/ company profile:** Include contact information (phone and email address)
- ii. **Consultants Qualifications & Experience:** Provide consultants qualifications to address the scope of this assignment, including client references for past projects and highlighting relevant past assignments undertaken including daily/hourly rate of each of the assignments using the table format below: (40%)
- iii. **Budget:** We expect the proposal to show a breakdown of direct cost and staff time. Please separate the distinct elements of your proposal if budget constraints do not allow us to commission your entire solution. (30%)
- iv. **Project Understanding and Technical Approach Overview:** Provide a brief description of your understanding and approach to the project from your current offering. We expect the proposal to show a detailed roll out plan with a tentative timeline including all research activities and expected start and end date of each activity. Important signpost dates include; proposal deadline; approval sought; expected presentation date etc. (30%)

Consulting/Employment Assignment Undertaken	Organisation/Client name and location	Duration of assignment	Daily/Hourly rate charged by consultant	Accomplishment/ Deliverables

Completed responses to the RFP with title clearly marked as **“AINFP Market Research Proposal”** should be submitted to the email address below:

AINFP-DigitalRFP@tns.org

SUBMISSION DEADLINE: Should be received by **May 7, 2021**

I. TERMS AND CONDITIONS

- a) The Request for Proposal is not and shall not be considered an offer by TechnoServe.
- b) All responses must be received on or before the date and time indicated above. All late responses will be rejected.
- c) All unresponsive responses will be rejected.
- d) All proposals will be considered binding offers. Prices proposed must be valid for entire period provided by respondent or required by RFP.
- e) All awards will be subject to TechnoServe contractual terms and conditions and contingent on the availability of donor funding.
- f) TechnoServe reserves the right to accept or reject any proposal or cancel the solicitation process at any time, and shall have no liability to the proposing organizations submitting proposals for such rejection or cancellation of the request for proposals.
- g) TechnoServe reserves the right to accept all or part of the proposal when award is provided.
- h) All information provided by TechnoServe in this RFP is offered in good faith. Individual items are subject to change at any time, and all bidders will be provided with notification of any changes. TechnoServe is not responsible or liable for any use of the information submitted by bidders or for any claims asserted therefrom.
- i) TechnoServe reserves the right to require any bidder to enter into a non-disclosure agreement.
- j) The bidders are solely obligated to pay for any costs, of any kind whatsoever, which may be incurred by bidder or any third parties, in connection with the Response. All responses and supporting documentation shall become the property of TechnoServe, subject to claims of confidentiality in respect of the response and supporting documentation, which have been clearly marked confidential by the bidder.
- k) Bidders are required to identify and disclose any actual or potential Conflict of Interest.

Equal Opportunity Employer/Protected Veterans/Individuals with Disabilities