Request for Consultant Services Proposal (RFP)

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| Solicitation Title: | Capacity Building in Clusters Development, Market Analysis and Segmentation Study |
| Solicitation Number: | TUN ACEA 220037 |
| Project Number (Top Level Only) | 102373 |
| Submit Proposal to: | tunisprocurement@fhi360.org |
| Date of Issue of RFP: | 05/17/2022 |
| Date Questions from Consultant Due: | 05/20/2022 |
| Date Proposal Due: | 05/25/2022 |
| Approximate Timeframe Consultant Contract Issued to Successful Candidate(s): | **06/15/2022** |

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| **Method of Submittal:** |
| Respond via e-mail with attached document in MS Word / pdf format.  The Consultant agrees to hold the prices in its offer firm for **90 days** from the date specified for the receipt of offers, unless another time is specified in the addendum of the RFP. |

**Background**

ACEA Tunisia (Action Collaborative pour les Exportations Artisanales, or “Collaborative Action for the Export of Handicraft Products”) is a 6-year project funded by the U.S. Department of State and implemented by FHI 360. Its goal is to help artisans, especially those who are socially or geographically marginalized, to commercialize their products, and hence promote greater social and economic equity. Where possible, the project places a special emphasis on assisting artisans to export.

This project is helping to empower artisans and local communities by guiding and advising them using a cluster approach. Members of the Cluster (beneficiaries) meet in workshops and work in groups to learn and share various skills, in conjunction with relevant support entities and technical experts. To date, ACEA has launched cluster development activities in two sectors in Tunisia: The Wiki PAM cluster in Northwest Tunisia, for essential oils and related natural products and Olive wood kitchenware and tableware cluster (in Sfax and Sidi Bouzid). Recently, ACEA has identified new handicraft sectors, Margoums and Kilims Carpets of the region of Dkhilet Toujane in the governorate of Gabes and Belkhir in the governorate of Gafsa and Traditional pottery in Barrama in the governorate of Seliana.

The typical Carpets and rugs of Toujane region are famous for their unique design of ancient Amazigh culture. Although the sector exhibits an opportunity to regional economy, the local products remain under-valued. Same statement is applicable on the traditional pottery.

As these sectors remains poorly investigated, ACEA is seeking a consulting firm to conduct an in-depth international market analysis for both sectors .

**Scope of Work**

The consulting firm will conduct an international market analysis and a detailed market segmentation strategy for Carpet’s value chains and traditional pottery in Tunisia. The goal is to scan the current market, at the local and international level, and to gather as much data as possible to have an overview of these two sectors positioning at the global scale, as well as to provide a list of recommendations for upgrading efforts needed to achieve export growth in the targeted segment. This entails:

1. defining the relevant product categories,
2. describing the global value chain,
3. identifying the most attractive market segments
4. conducting a detailed competitive analysis of the selected cluster
5. providing recommendations.

**Detailed Tasks and Deliverables**

**Tasks:**

1. **In-depth international market analysis.** Aimed to review and assess demand for production and competitiveness in the international handmade carpet market. The consulting firm will work to characterize the industry in which the cluster is globally competing. This will include an analysis of channels and end markets in handicrafts. General competitive analysis, trying to include most information possible to understand the degree of attractiveness of industries of main market segments identified:

* Global supply:
  + - * + Global production
        + Main producing countries (names, production capacity, etc.) and evolution.
        + Export rate of main countries
        + Ranking of the country in compared to the global panorama
        + Main international players: who are the main companies at a global level? Short description about them (activity, turnover, employees, recent evolution)
        + All the information necessary to understand the industry globally
* Global demand:
  + - * + The global markets: what countries are consuming the most? Why?
        + Evolution of the demand (of the main markets)
        + What are the main distribution channels?
        + What are the main distributors as companies?
        + What kind of products /services are sold today?
* Main trends
  + - * + MARKET TRENDS: Trend and evolution of the consumption during the last years: what criteria impact the demand/purchase, how the consumption is evolving, predicted consumption for the future, etc.
        + Impact on the INDUSTRY (how does the industry change to respond to the trends):
        + How is the sector evolving?
        + Main factors that might affect the future of the sector, if the demand is increasing or not, etc.
        + Characterize the industry (business) in which the cluster is globally competing (turnover, business growth, major markets and attractiveness, major global players, identifying local sophisticated demand, regional and global list "competitors" existing, etc. ...)
* Make recommendations regarding the suggested positioning of Tunisian handmade Margoum and Kilims Carpets.

Alongside the carpet’s and pottery’s trends and identification of competitors, the consulting firm will also investigate the cultural, traditional trends and events related to the targeted sectors’ market.

The consulting firm shall provide recommendations regarding the suggested positioning of Tunisian Handicraft Carpets and Tunisian traditional pottery.

1. **Detailed market segmentation study:** This part is necessary to better identify purchasers’ needs in order to conceive business strategy for the targeted sector.

* The consulting firm will conduct an international benchmarking study and analysis of international cases is expected.
* All gathered Data will be examined to identify feasible strategic options for the cluster.
* The consulting firm will provide recommendations for upgrading pathways to improve and develop Tunisian artisans.
* The study will also include an analysis overall technology and consumer trends, benchmarking of international competitors, purchasing criteria in the most attractive segments for Tunisian producers, and strategic options, Key Success Factors and recommendations for upgrading efforts needed to achieve export growth in the targeted segments.

All along, the consulting firm shall provide recommendations for linkages between inclusive tourism and handicrafts at a global scale.

After submission of the draft final report, ACEA will provide comments and feedback, after which a final report will be submitted in Word with a summary in PowerPoint, both in French and English.

**DELIVERABLES**

The consulting firm shall be responsible for preparing and submitting the deliverables to the Technical Monitor. ACEA will work with the consulting firm to finalize format and structure for key deliverables during the consultancy, and the Technical Monitor and other relevant staff will review the international consulting firm ’s proposed drafts and provide feedback accordingly.

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| Tasks | | Deliverable(s) | LOE | Due |
| 1 | Desk review & Study methodology and outline | Analytical memo documenting sources reviewed with bullet point summary of key learning | 5 | TBD |
| 2 | Market analysis | Report containing market analysis | 15 | TBD |
| 3 | Market segmentation study | Final report draft and PowerPoint summary containing market analysis and strategic market segmentation for Carpet’s sector and pottery sector + recommendations for linkages between tourism and handicrafts, with all supporting documents, databases, and pictures, in French or English | 15 | TBD |
| 4 | Final report | Final report and PowerPoint in French and/or English  Deliverable presentation | 5 | TBD |

**Location of Work**

Due to COVID restrictions the work will be done remotely primarily, but will require some meetings in Tunis.

**Travel**

A maximum of 3 trips to Tunis may be required for this consultancy.

**Timetable and Address for Submission**

Proposals are due no later than 6:00 PM Central European Standard Time on Wednesday, May 25, 2022. Required documentation listed below must be e-mailed to [tunisprocurement@fhi360.org](mailto:tunisprocurement@fhi360.org)

**Qualifications**

This consultancy is open for national and international firms. Applicants should demonstrate ability to engage the following profiles:

# **Senior Expert**

* Postgraduate degree in economics, business, statistics, public policy or related field.
* A minimum of seven years demonstrated experience working with economic development, survey and data analysis, project monitoring, market research or related activity.
* Demonstrated knowledge and experience of the handicraft industry, circular and rural economy.
* Familiarity with value chain analysis or cluster development desirable.
* Strong analytical skills and written and oral communication skills.
* Knowledge of English required, French highly desirable.

# **Consultant**

* Postgraduate degree in economics, marketing, statistics, data analysis, or related field.
* A minimum of five years demonstrated experience working with economic development, survey monitoring and data analysis, project monitoring, market research or related activity.
* Familiarity with value chain analysis or cluster development desirable.
* Familiarity with surveys and data analysis
* Strong analytical skills and written and oral communication skills.
* Knowledge of English required, French highly desirable.

**Evaluation Criteria:** Proposals will be evaluated in accordance with the following criteria:

Applicants will be evaluated and ranked by an evaluation committee according to the conditions described in the evaluation criteria below, with a total overall maximum point value of 100. International consulting firms will first be evaluated and scored from a technical standpoint. International consulting firms that are technically qualified shall then be evaluated in terms of cost reasonableness of their daily rate. The contract shall be issued to the international consulting firm with the highest combined technical and cost score.

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| Criteria | Weight |
| Academic qualifications | 10% |
| Past performance and related experience (CV +interview) and references | 50% |
| Language proficiency in English and French | 10% |
| Price | 30% |
| Total | 100% |

**Required Documentation:** Proposals must include the following documents:

* Senior Expert and Consultant’s CVs
* Technical offer and methodology
* 3 references
* Financial offer

**FHI 360 Disclaimers**

* + [**Covid-19 Safe Federal Workforce Provision for US Based Consultants:**](https://www.saferfederalworkforce.gov/downloads/Guidance%20for%20Federal%20Contractors_Safer%20Federal%20Workforce%20Task%20Force_20211110.pdf)The selected Consultant will be required to be fully vaccinated (2 weeks after 2nd dose of a 2-dose series or 2 weeks after a single dose vaccine) and provide proof of vaccinationto the FHI 360 when requested and prior to receiving work from FHI 360.   Selected consultant shall be required to comply with all Covid-19 safety protocols implemented by FHI 360. Covid-19 provisions may change at any time and without advance notice.
  + FHI 360 may perform a background check on any selected Consultant candidates.
  + FHI 360 may cancel the solicitation and not award
  + FHI 360 may reject any or all responses received
  + Issuance of the solicitation does not constitute an award commitment by FHI 360
  + FHI 360 reserves the right to disqualify any offer based on failure of the offeror to follow solicitation instructions
  + FHI 360 will not compensate any offeror for responding to solicitation
  + FHI 360 reserves the right to issue award based on initial evaluation of offers without further discussion
  + FHI 360 may choose to award only part of the activities in the solicitation, or issue multiple awards based on the solicitation activities
  + FHI 360 reserves the right to waive minor proposal deficiencies that can be corrected prior to award determination to promote competition
  + FHI 360’s supplier terms and conditions can be found [here](https://www.fhi360.org/sites/default/files/media/documents/purchasing-terms-conditions-2021.pdf%20) while our consultant terms and conditions can be found [here](https://www.fhi360.org/sites/default/files/media/documents/consultant-agreement-terms-conditions-march-2020.pdf)