

**Terms of Reference  
for  
Conducting Division-wise “Service Needs” Research  
(Package 8.22)**

**1. Background:**

The Government of Bangladesh has established the Joyeeta Foundation under the Ministry of Women and Children Affairs for promoting and supporting women in their business initiatives. It is assigned to develop and nurture dedicated market-places countrywide, exclusively for women to showcase their products and services and market them. Foundation is assigned to create a unique brand value under which all types of women run business will be nourished countrywide. It has also the responsibility to create a congenial environment, where the women can run their business hassle-free.

It is to render all possible facilitation support, so that women can be developed as successful business entrepreneurs. JF is to develop and manage supply chains of products and services from production to marketing and employing women in different phases of the chain by enhancing the capabilities and competencies of women.

Above all, JF serves as a strong proponent of attaching preferential treatment towards women in the business front, so that backwardness of women in business can be reduced for the ends of equity.

To achieve the above objectives, Joyeeta Foundation intends to help entrepreneurs through market research for making important business decisions securing investment and financing and determining new business opportunities and avoiding business failures.

In view of that, JF hereby initiate the procurement process to hire an institution/firm consultant to carryout division-wise service needs research. It should be utilized as an effective tool to assist the business planning through collecting information that provides the insight into the customers thinking, buying patterns and location. It can also assist JF to identify the service needs that is required for achieving the goal of economic empowerment of women entrepreneurs.

**2. Objectives of the project :** The core objectives of this project is “The Capacity Development of Joyeeta Foundation (JF)” and having a market strategy for Joyeeta products to make important business decisions, secure investment and financing, determining business opportunities and avoiding business failures with the following objectives :

- a) To make Joyeeta Foundation a capable and self-sustainable in terms of Institutional, technical and financial aspect so that the individual woman /Women associations can operate multipurpose business initiatives successfully and effectively;
- b) Building capacity of more than 28,000 in Women Entrepreneur Associations (WEAs)/individual Entrepreneur (IWEs) periodically to make various business initiatives;

The service needs research will be conducted to identify the existing and aspirant WEAs/IWEs at each specific division with their service needs, consider the challenges and opportunities and guide JF through a roadmap to provide service to WEAs/IWEs countrywide. It will also identify the user taste, taking decisions on selecting products and services for investment, production, business management etc.

Hence initiative is taken for an appointment of an institution or consulting firm to conduct service needs research.

### **3. Objective of the Assignment**

Successful business organization or business service provider usually conduct service needs research periodically to support its clients at large scale and under an easy to implement common umbrella. In order to stay tuned to changing market trends and to retain their competitive edge, whether the business is in a startup stage or in an expansion phase, research is vital for understanding the critical characteristics of the target market and service needs for that specific market.

In view of that, the consultant/Institutions will develop service needs research plan for the 8 specific divisions of Bangladesh considering different categories of existing Joyeeta products and potential product or services for business. The team will collect data and information from the market and analyze them to put into action. The assignment will be conducted through emphasizing on the following assignments:

- a) Develop a service needs research plan considering the IWEs/WEAs, customers and suppliers, competitors and other stakeholders following in-depth interview, survey and other research tools which seem suitable to achieve the objectives. Relevant data collection, analysis of data will be done. The report will highlight the analysis, findings, identify the problem and opportunities, and actions to be taken;
- b) Understanding the critical characteristics of existing service needs of JF and by product-based market segmentation and guide to increase sales revenue profit, ROI, and overall business success;
- c) Identify the factors that impact the business for the existing and potential Joyeeta products at 8 divisions of Bangladesh;
- d) Identify the market size (in terms of number of customers), sales revenue (for specific product or service), market segmentation (geographic, gender, etc.), demand and supply scenario and other factors;
- e) Explore the insight in to existing customers, why they select Joyeeta products, what value do they perceive in Joyeeta product, what are the key decision factor and what factors influence the buying decisions
- f) Identify the new customers by understanding, likely to use Joyeeta products, their age group, their gender, marital status and location of the residence.
- g) Review all the data and information on service needs and develop an action plan with short, medium and long term actions for fulfilling the service needs in order to marketing Joyeeta products.

#### 4. Scope of Work:

At present, the functions of JF are conducted from its Head Office situated at Dhaka. JF plans to fulfill the service needs of its IWEs and WEAs residing at grassroot level at 8 different divisions. The supply chain starting from production place of the women (IWAs or WEAs) producers to its selling places at Joyeeta Tower and Rapa Plaza and so on. The consultant will identify the services need for the women producer and training in his assessment accordingly. The Handicrafts Survey, Bangladesh 2022, conducted by BBS, provides the necessary support for mapping the beneficiaries of the divisions. In future, JF will establish its divisional office at 8 divisional headquarters. The consultant will focus the above-mentioned aspects (under section 3) division-wise to analyze and develop the action plan in their report. So that, the authority of the JF can review and explore the research report to extend services to improve communications between the Joyeeta entrepreneur, and customer through understanding their need and interacting them, minimize risk, reduce failure and error and measuring business success.

#### 5. Qualification and Experiences of the Consultant/Institution

The Consultant/Institution will have demonstrated experience of at least ten (10) years in similar assignments of market research. Firm's team composition with key with a mixed set of skills, educational background, and experience in the relevant fields that include: data collection, data analysis and overall market research for marketing products.

#### 6. Key Personnel Requirement and qualification

The minimum required qualification and experience of the Key professional staff are as follows:

Sl.	Position	No. of Personnel	Minimum Qualification	Responsibility
1	Head Consultant	1	Must have 2 <sup>nd</sup> class master's degree with at least 2 <sup>nd</sup> class honors degree in any discipline preferably in social science or business administration from any recognized university. Must have at least 10 years proven research background and writing research report independently. Must have 7 years' experience in business research for any organization or business outlet.	Lead the team, guide the team members in conducting the whole research, overall responsibility to comply the contract and submission of deliverables. Liaise with the procuring entity with maintaining the consultation to carry out the research.
2	Associate Specialist	1	Must have 2 <sup>nd</sup> class master's degree with at least 2 <sup>nd</sup> class honors degree in any discipline preferably in business administration from any recognized university. Must have at least 5 years proven research background and writing	Assist the Head in all aspect of the action to carry out the assignment.

			research report independently. Must have 3 years' experience in business research.	
3	Product and service Expert	5	The team should engage experts as per its requirement in service-oriented business research. The experience and qualification required will be determined by the team.	Support the team in carrying out the research on respective products and service needs.

## 7. Deliverables:

**a) Inception Report:** The Inception Report will incorporate the Methodology/approach along with an action plan to be adopted for carry out the assignment. It will also include the key components of the overall report for all the deliverables. It will mention the problems that could be encountered or anticipated and recommend solutions to them. The report should be submitted within 1 month after the commencement of the services, in the form of an electronic document for the feedback from the respective JF authorities.

**b) Draft Report on requirement of service needs and action plan:** The draft report with all the deliverables with the action plan to be submitted within 4 months after the Commencement of the services, in the form of electronic document and hard copies. The consultant will present the key areas of the developed action plan to the concerned officials of the JF. This draft report shall include, the issues mentioned in para 3 and 4.

**c) Final Report on requirement of service needs and action plan):** This final report (at least 5 copies) should be submitted after addressing all the issues with concerned stakeholders as well as recommendations from JF. This report will be a complete document for the action plan as outlined in the deliverables which need to be submitted within 6 months after the commencement of the services, in the form of electronic document and hard copy.

d) The final report shall be submitted in English and Bangla.

## 8. Duration of the assignment

The duration of the assignment is 4 Man Months over the period of 6 Months from the date of signing the contract.

## 9. Client's/ Consultant's Inputs/ Facilities

### ***Facilities to be provided by the Client:***

The Client will provide all available information, materials, and documents. One or more counterpart personnel of the Client office will be engaged to get the said support and consultation if needed.

### ***Facilities to be arranged by the Consultant:***

The Consultant shall entirely be responsible for all such facilities as arranging office, accommodation of his support staff, vehicles, equipment, computers, support/secretarial services, and other logistics required for providing the services specified in the TOR.