

**Terms of Reference**  
**(For appointment of consulting Firm/Institution)**  
**for**  
**Conducting Market Research on Joyeeta Products**  
**(Package 8.5)**

**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 market research, as it is 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 the entrepreneurs to monitor market trends and keep an eye on what the market competition is doing.

**2. Main objectives of the project are:** 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 Entrepreneurs (IWEs) periodically to make various business initiatives.

Market research of the Joyeeta product will be conducted to identify the problems and opportunity, identify the user teste, taking decisions on investment to produce products, to understand the customer need and behavior pattern and develop business strategies.

Hence initiative is taken for an appointment of an institution or consulting firm to conduct market research for Joyeeta products.

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

Successful business worldwide conduct market research periodically 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, market research is vital for understanding the critical characteristics of the target market.

In view of that, the consultant/Institutions will develop market research plan for at least 15 category of Joyeeta products and 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 specific product-based market research plan including interview the prospect and customers, conduct survey, run user test, collect relevant data and information, analyze data and report finding, identify the problem and opportunities, and actions to be taken;
- b) Understanding the critical characteristics of selected Joyeeta product market to increase sales revenue profit, ROI, ROA and overall business success;
- c) Identify the factors that that impact the business for the Joyeeta products;
- d) Identify the existing market size (in terms of number of customers), sales revenue (for existing product), 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 factors and what factors influence the buying decisions;
- f) Identify the new potential customers by understanding, likely to use Joyeeta products, their age group, their gender, marital status and location of the residence;
- g) Develop a Coordination Management Mechanism for each selected products.
- h) Review all the data and information and develop an action plan with short, medium and long term actions for marketing Joyeeta products.

### **4. Scope of Work:**

The consultant will focus the above-mentioned issues (under section 3) to analyze and develop the action plan for Joyeeta products marketing in their report. The authority of the JF will review and explore the research report 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 Market Research Specialist/ Lead Researcher	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 Market research.	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 Market 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 social science or business administration from any recognized university. Must have at least 5 years proven research background and writing research report independently. Must have 3 years' experience in Market research.	Assist the Head in all aspect of the action to carry out the assignment.
3	Product Expert (5 for 15 products)	5	Must have at least a 2 <sup>nd</sup> class diploma /certificate or higher degree on concerned area from any recognized institute/university. Must have 5 years of experience in dealing with market research on concerned product. Must have to be acquainted with the whole process of product demand-supply management.	Support the team in carrying out the research on a respective product.

## **7. Deliverables:**

- a) Inception Report:** The Inception Report will incorporate the Methodology/approach along with an action plan to be adopted in 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 marketing of Joyeeta products 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 marketing of Joyeeta products and action plan):** This final report 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 Month from the date of signing the contract. The consultant may engage any other persons/support staff as per his requirement in Designing and Developing a Standard Operating Procedure (Including monitoring system) for Joyeeta Foundation.

## **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.