

Terms of Reference
(For an Individual consultant)

DRAFT

For
Designing and Developing Strategies Extending Market Network and Value Chain Countrywide (Reference No.: PS 8.8)

1. Background

The Government of Bangladesh has established the Joyeeta Foundation (JF) under the Ministry of Women and Children Affairs for promoting and supporting women in their business initiatives. Joyeeta Foundation is created as non-profit organization under the societies registration act 1860 and incorporated under Company`s Act 1914 with RJSC.

JF 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 business women 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.

Now Joyeeta Foundation has been implementing a project title “Capacity Development of the Joyeeta Foundation (JF). It’s target is to develop institutional capacity, human resources capacity, infrastructure capacity, capacity in business initiative, women entrepreneur development capacity, change and reform management capacity and project implementation capacity.

2. Main objectives of the project

The core objective of this project is to build Joyeeta Foundation as a unique and specialized:

- 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;

- c) Apart from the above, a strategy for extending marketing network of Joyeeta entrepreneurs countrywide and establish value chain from manufacturing end to consumers end which will help the JF to maintain the Joyeeta business platform for women robust and strong.

Therefore, an individual consultant will be appointed by JF to design and develop strategies in order to facilitate the extending market network and value chain countrywide.

3. Objective of the Assignment

Extending marketing activities and strategies from a firm's area to countrywide domestic market and ultimately its foreign markets is often viewed as being synonymous with standardization of activities/strategies. However, they can be distinctly different. Standardization generally is an end result and a process, while extension (also a process and end result) can be viewed as being concerned with the source of the standardization. This assignment develops a model of the extension phenomenon which links specified backgrounds to extension and extension with firm specific advantages, which then lead to performance.

On the other hand the value chain is a business strategy seen as a succession of operations that turn inputs into valuable outputs to consumers. This notion serves as a platform for imagining how businesses may create value. The value chain framework is made up of inbound operations, outbound logistics, marketing and sales service. It also includes four secondary activities- procurement and supply, human resource management, technological development and business entity infrastructure. Value chain analysis is a strategy tool used to analyze internal firm activities. Its goal is to recognize, which activities are the most valuable (i.e. are the source of cost or differentiation advantage) to the firm and which ones could be improved to provide competitive advantage.

4. Scope of Work

The consultant will design and develop strategies for extending market network and value chain countrywide for Joyeeta Foundation business to improve competitive advantage of Joyeeta products.

5. 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) First Draft Report: First draft report with all the deliverables (**Report plus specific strategy paper**) of the Strategy to be submitted within **3 months** after the Commencement of the services, in the form of **soft (electronic document) and** hard copies. The consultant

will present the key areas of the developed strategy to the concerned officials of the JF. This draft report includes, all key areas and way of marketing network and value chain.

(c) Second Draft Report: Second Draft Report should be submitted after addressing all the relevant issues as well as necessary recommendations from the report evaluation committee of the project. This report will be a draft document for all relevant policies, strategies and guidelines outlined in the deliverables which need to be submitted within **4 months** after the commencement of the services, in the form of soft and hard copy.

d) Final Report: 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 all policies, strategies and guidelines 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.

6. Qualification and Experiences of the Consultant

Preferably a Master's social science or Business Administration /management or any discipline from any recognize university with 10 years of proven experience in research background and writing research report **independently. 7 years'** of experience in preparing marketing network and value chain strategy for any organization.

7. Duration of the assignment

The duration of the assignment is **6 Months** from the date of signing the contract. The consultant may engage any other persons/support staff as per his requirement in carrying out the assignment.

8. Client's/ Consultant's Inputs/ Facilities

8.1 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.

8.2 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.