



TERMS OF REFERENCE

BENIN MARKET STUDY AND COMPANY PROFILES

I. ASSIGNMENT SUMMARY

Project title	BeniBiz – Supporting the base of the pyramid (BoP) in Bénin through entrepreneurship
Contractor	NABC (www.nabc.nl)
Location	Cotonou, Bénin
Role	Local consultant to assist in carrying out a market assessment of 3 sectors (Agriculture, Renewable Energy and a third sector which will be determined) in Benin and gathering company information from selected MSMEs active in these three sectors
Period	February – April 2019
Language	French (English is a preferable)
Project partners	NABC, BoPInc, Technoserve, the Embassy of the Kingdom of the Netherlands in Benin

II. PROJECT BACKGROUND

Since December 2017, Technoserve – in cooperation with BoPInc – runs the program [BeniBiz](#) in Benin. BeniBiz is an inclusive and comprehensive business accelerator project that will support 2,500 youth entrepreneurs, 750 food and agricultural SME entrepreneurs, and 150 nutrition sales agent entrepreneurs throughout Benin over a period of five years.

As part of the program, TechnoServe and BoPInc have sought the assistance of NABC to link selected Beninese micro, small and medium sized enterprises (MSMEs) in the program to Dutch business, capital and assistance. The objective of these partnerships is to support the Beninese MSMEs in overcoming barriers to growth and to build competitive businesses (primarily in the food and agro-business sectors) that generate wealth for Beninese through improved sales and the creation of new jobs. These strengthened MSME will also improve food security through increased consumer access to nutritional products and through increased agricultural trade with local farmers.

III. OVERALL OBJECTIVE AND PURPOSE

In order to perform a good matching between the Beninese MSMEs and Dutch companies, the NABC team (based in the Netherlands) is looking for an experienced local partner (based in Benin) to assist in conducting a market study and gathering data of the selected companies. The consultant will work in close collaboration with the NABC team in the Netherlands and the BoPInc team in Cotonou.

More specifically, the assignment includes the following activities:

Preparatory phase	Stakeholder meeting and elaboration of study design
Development of business opportunities report	Desk research, field work, writing of report (1 st and 2 nd version to be submitted). The business opportunities report will seek to quantify the business potential of specific sectors with a high impact (like agro-food, energy. The third sectors is to be determined) and that could be interesting for Dutch companies. The market study will include (1) an identification of key actors in the sectors selected upfront, and (2) an assessment of the capacity of current and potential local companies that Dutch companies could partner with, and (3) an examination of the enabling environment for selected sectors, including a detailed analysis of the required steps for the testing, approval and introduction of new products.
Gathering information of Beninese MSMEs	Interviews with MSMEs, writing of company profiles (1 st and 2 nd version to be submitted)
Final report	Evaluating the preparatory, execution and follow-up phase + financial report.

IV. TIMEFRAME

Deadline for submitting the proposal is January 25th, 2019. The selected candidate will be informed by the end of January. All deliverables are required to be submitted at the beginning of April 2019. A detailed work plan/timeline should be included in the proposal.

V. REQUIRED SKILLS

The consultant is required to possess the following skills and experiences:

- Experience in conducting market research, with an emphasis on the agribusiness sector preferably
- Creative and able to think outside of the box
- Willing to travel to different departments in Benin

- French proficiency (written and spoken), English is preferable

VI. BUDGET

This is a competitive process, the winning bid will be determined on the basis of price and quality of proposal but is not expected to exceed EUR 4500,00.

This price includes all applicable taxes, travel costs and other direct costs, such as out-of-pocket expenses.

VII. SUBMISSION GUIDELINES

Please express your interest by submitting a proposal (max 2 pages) to: Daan Vreeburg, Community & Insights, NABC: daan.vreeburg@nabc.nl

To be included in the proposal:

- Understanding of the assignment
- Approach
- Timeline
- CV of the consultant
- Budget

Deadline: 25 January 2019

You have the possibility to send questions for clarifications regarding this ToR.

Deadline: 11 January 2019