

TERMS OF REFERENCE

Position:	Short term consultancy
Study	Rapid market study and value chain assessment
Duration:	4th of August – 12 th September – 6 Weeks
Working place:	J/P HRO Delmas 48 office + mainly: <ul style="list-style-type: none">- Delmas 32 neighborhood, including surrounding areas of the neighborhood- And extended to any other relevant place linked with the sectors of activities and Value chain assessed.

APPLICATION

Application deadline: 23th of July, midnight for Haitian time or 4 am GMT

Publication : 9 working days – from 11th of July to 23th of July 2014

Contacts/How to apply:

- **By email (preferred):**

a. Send all requested documents in one zipped file at procurementgroup@jphro.org

b. Title of the email : "Market study and Value Chain assessment - application of NAMEOFCONSULTANT/FIRM"

- **By ordinary mail** – Not possible

- **Paper documents** can be left at the office **maximum on 23th of July 5 pm**

Requested documents to apply:

Files that are not respecting the requirements will not be considered for the selection phase.

The consultant will have to submit :

- a draft methodology and action plan (see template attached)
- a complementary narrative (max. one page) explaining the methodology and how she/he intends to achieve the expected objectives, results and deliverables.
- a proposed budget
- He/She will also send an application letter and a resume with references.

Language of the application: English or French

Introduction

J/P Haitian Relief Organization (J/P HRO) has a mission, which is to *"save lives and build sustainable programs with the Haitian people quickly and effectively"*. In this view, we

developed a series of programs in the Delmas 32 area including: construction and retrofits, medical clinics, protection and relocation of former Petionville Club and Cite Maxo camps residents, and Community development. This latter integrates three main components: community, education and livelihoods.

In the frame of livelihoods projects, we aim at promoting the socio-economic resiliency of the Delmas 32 area through a set of complementary activities: trainings on financial and business management, and access to basic financial products with the implementation of VSLA methodology (Village and savings loans association).

In addition, our strategy focuses on the needs to promote economic development, based on the Market for the Poor (M4P) approach. The M4P approach consists in recognizing that market systems play a vital function in the survival and protection of livelihoods for the poor (“poor” being intended as people living with less than 1.25 USD a day).

This last component of the livelihoods program, happening in partnership with the Clinton Foundation, consists of the value chain assessment and strengthening. This project will be split into two distinct phases:

1. Market analysis, assessment and identification of at least two value chain with high potential in economic development – 5 weeks – which is the purpose of this Terms of reference.
2. Strengthening of the two value chains of activity previously identified – 9 up to 12 months – which may be done by one or several consultancy firms, including the one in charge of the first phase.

Main purpose and expected results

Objective: Produce a market analysis of Delmas 32 and Delmas 40b area so as to identify two sectors of activities and related chains of value with high potential of economic development and job creation, and demonstrating their capacity to contribute to the economic development of our area of intervention and based on a pro-poor approach.

- **Result 1:** A market analysis is lead in the target area.

Deliverable 1: Assessment methodology (questionnaires, etc.)

- **Result 2:** A clear analytic picture of the economic situation of the target area exists and allow JP’s team with the support of the consultant to identified two sector of activities to be strengthened.

Deliverable 2: Report on the market analysis (see details here below)

- **Result 3:** The value chain strengthening approach focusing on at least 2 sector of activities is defined.

Deliverable 3: In-depth analysis report including the approach

Role of the consultant, expected results and deliverables:



STEP 1 - Propose a methodology for the market analysis (**deliverable 1**),

STEP 2 - Lead the market analysis (**Result 1**),

STEP 3 - Following the assessment, submit a report(**deliverable 2**) based on the methodology agreed with J/P and comprising:

- a. The socio-economic picture of the all businesses based in D32 (micro, small and medium, from formal and informal sectors, including the segregation by gender and age profile of the population) and of the main businesses in the immediate surroundings area,
- b. The identification of specific markets offering pro-poor opportunities for micro/small entrepreneurs,
- c. The analysis of the market systems preselected (with agreement of J/P) showing their performance and evolution over the past 5 years, their potential development and the position of the poor within them,
- d. The presentation of the overall value chains maps for the value chains selected in collaboration with J/P HRO, including:
 - Players/actors and relationships(i.e. with actors outside our geographic area of intervention), among other private and public actors,
 - Their linkages, existing and potential ones to be created,
 - Flows of value added,
 - Changes in the flow and nature of goods or services over time (for instance regarding the demand, clients' and suppliers' profiles),
- e. The identification the key underlying reasons for market underperformance.

STEP 4 – Present briefing on five potential sectors for further exploration (**Result 2**), including one in Construction and one in Resource Management (waste management/recycling) and select at least two sectors for the next step with J/P HRO.

STEP 5 – In-depth analysis presented in written report (**deliverable 3**) on at least two sectors of activity and related value chains (prior agreed upon with J/P) including:

- a. detailed recommendations that should be supported
- b. The approach of intervention (**Result 3**) that should be set up (market strategy).
- c. The report and analysis will include a complementary analysis on the expected impact on short, medium and long term of the selected value chains(at least 2) that should be strengthened:
 - f. Prospects for affecting significant numbers of micro and small entrepreneurs, with specific focus on poor, women and youth,



- g. Potential to increase income and wealth for targeted micro and small entrepreneurs,
- h. Job creation potential in the area of intervention,
- i. Potential product profitability,
- j. Opportunity for developing further linkages.

STEP 6: Presentation to J/P staff and to the community (in two different meetings) of the main findings and conclusion of the study, based on the reports made (**deliverables 2 and 3**)

Working conditions

- Type of contract: service contract
- Duration of the contract (based on the proposed timeframe here below): (working days are from Monday to Saturday included)
 - Implementation - 4th of August – 2nd of September (26 working day)
 - Reporting 3th - 12th September - (9 working days)
 - 34 days in total

Payment

1st payment : 35 % of the total amount – After final validation of the whole methodology and questionnaires, templates and tools that will be used, including template for the final report.

2nd payment : 30 % - Pre-report market analysis validated

3rd payment : 35% - after the validation of the final report and analysis.

Calendar : proposed timeframe

- **Market analysis and value chain assessment :26 days**
 - 4 days to prepare the intervention : understanding of the context, finalization of the methodology and development of tools, report frame and questionnaires/focus group ; publication of job ad for investigators and recruitment
 - 1 day : recruitment and training of investigators
 - 10 days of inquiries, workshops, focus groups and evaluations
 - 2 days : Pre-report : mapping of the markets and pre-identification on value chains / sectors of activities
 - 1 day : Briefing with J/P and discussion on the selected markets (sectors of activities) and value chain, preparation of next step.
 - 8 days : in-depth study of the actors of the value chains identified, evaluation of the weaknesses and constraint of the market / value chain

26 days



Reporting and presentation – 9 days

- 2 days : final report with recommendations
- 1 day : discussion on the report and request for complementary informations
- 3 days : revision of the report following the recommendations
- 0.5 days : revision with JP
- 2.5 days Finalization of the report and presentation of the main conclusions and findings : to JP and another one in Creole to the Community

Languages

Reports : French for reports to JP ; Creole for the part to be shared with the Community

Meetings / Working groups / Briefings: French and Creole depending on the public

Coordination : English can be used

Education/Experience

- Master or PhD in Social Science especially in Economics, Development Economics, Management with bias for SME Development;
- Have conducted similar exercise in the recent past;
- Demonstrate at least 5 years of experience in working in economic development and business / value chain assessment and strengthening;
- At least 5 years of experience working with the community (set up community-based projects and conducting evaluations / focus groups).

Skills, knowledge and competences

- Strong analytical skills research and presentation skills;
- Ability to work under pressure in challenging environments;
- Capacity to dialogue with different sectors and actors;
- Excellent communication skills (oral, writing);
- Fluent in English and Creole or French; keeping in mind that most of workshops, interviews with the community will be in Creole
- Determination and focus on goals and results;
- Sound management and effective facilitation skills;
- Excellent knowledge of value chain analysis process in development context;
- Excellent knowledge of the economic context and actors in Haiti, and specifically within urban areas of the country.