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**TERMS OF REFERENCE**

**Coaching Business Plan Development**

**Location:** Lebanon – Beirut

**Type of Contract:** Consultant

**Starting Date:** 1 September 2023

**End Date:** 31December 2023

**Languages:** Arabic and English

**Reports to:** FTL Project Manager

**Coordinates with:** FTL Project Coordinator

**Project Title:** NOOMOO

**Deadline:** 12 August 2023

**Contact:** [careers@fairtradelebanon.org](mailto:careers@fairtradelebanon.org)

**SCOPE OF WORK**

1. **Objective**

Fair Trade Lebanon, in partnership with GIZ, is proposing to implement an incubation program supporting agri-food 25 MSMEs and cooperatives in Beirut and Mount Lebanon. The project will be conducted over a period of 18 months. Funded by BMZ, the program is designed to help the participants grow their businesses and refine their activities by offering them training sessions, customized coaching, and capacity building in business-related topics.

1. **Scope of work**

The consultant will lead the development of business plans for each of the targeted MSMEs, to support them in improving their business practices.

* Background and Context:
  + Overview of the organization or project that necessitates the business plan.
  + Contextual information about the industry, market conditions, and relevant economic factors.
* Objectives:
  + Clearly defined goals and objectives of the business plan.
  + Specific outcomes or deliverables expected from the plan.
* Scope:
  + Detailed description of the areas to be covered in the business plan.
  + Any limitations or exclusions in terms of what the plan should address.
* Stakeholders:
  + Identification of key stakeholders involved in the development process.
  + Roles and responsibilities of each stakeholder.
* Methodology:
  + Explanation of the approach, methods, and tools to be used in developing the business plan.
  + Data collection methods, analysis techniques, and research sources.
* Timeline:
  + A schedule outlining key milestones and deadlines for the development process.
  + Phases of the business plan development with corresponding timeframes.
* Resources:
  + Allocation of human, financial, and other resources required for the development.
  + Any external support or expertise needed.
* Data and Information Requirements:
  + Specific data and information needed for the business plan.
  + Guidelines for data collection, analysis, and presentation.
* Review and Approval Process:
  + Criteria for evaluating the business plan.
  + Steps for review, feedback, and approval.
* Reporting and Documentation:
  + Requirements for progress reporting during the development process.
  + Format and structure for the final business plan document.
* Communication Plan:
  + Protocols for communication among stakeholders.
  + Contact points and frequency of updates.
* Confidentiality and Security:
  + Guidelines regarding the confidentiality of information during the planning process.
  + Measures to ensure the security of sensitive data.
* Budget:
  + Allocation of budgetary resources for the business plan development.
  + Breakdown of costs, if applicable.
* Risk Management:
  + Identification of potential risks associated with the development process.
  + Mitigation strategies for managing these risks.

1. **Deliverables**

The business plans should highlight the business project supported by FT, helping to ensure that all relevant aspects are considered and that the final plan meets the organization's needs and expectations.

1. **Qualifications**

* Higher university degree in business, economics, finance
* Minimum 3 years’ experience as a consultant for SMEs
* Proven knowledge of Fair-Trade principles
* In depth knowledge of the Lebanese context
* Proven presentation skills
* Drives results

1. **Skills**

* Adheres to FTL values
* Project management skills (mid-level)
* Good interpersonal communication skills
* Problem solving skills
* Quality assurance
* Adaptability
* Feedback management
* Time management
* Technology proficiency (calendar tools, Word and PowerPoint)
* Organized and able to create multiple timelines and schedules
* Good knowledge of Arabic and English (French is a plus)