



## TERMS OF REFERENCE

### Business Plan Expert

**Location:** North, Akkar

**Project Title:** BOOSTLEB

**Coordinates with:** Project Coordinator

**Duration :** 11 days

**Procurement Activity to be submitted by:** Before end of May

**Deadline related to the posting:** May 21 2024

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

### SCOPE OF WORK

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#### 1. Summary

Fair Trade Lebanon (FTL) is in search of a proficient Business Plan Expert to offer guidance and assistance to Micro, Small, and Medium Enterprises (MSMEs) in the North Lebanon and Akkar regions. The expert will play a pivotal role in devising comprehensive business plans, market analysis, and strategies for market penetration.

#### 2. Objective

The project aims to enhance the operational efficiency and market performance of 20 Small and Medium Enterprises (SMEs) and 5 cooperatives across various sectors in North Lebanon. It will entail delivering customized training, coaching sessions, and tailored services to enhance their business management capabilities and facilitate access to new markets.

#### 3. Outcomes

The Business Plan Expert will be tasked with achieving the following outcomes:

1. Build on the training session that was given under Boostleb regarding business plan development and check the level of knowledge of the participants
2. Collaboratively support each of the SMEs/Coops to develop their tailored business plans for each of the 25 beneficiaries, addressing their unique needs, objectives, and market circumstances. The SMEs and Cooperatives are directly involved in the development of their business plan with mentoring from the Business plan expert
3. Empower beneficiaries with the knowledge and skills necessary to independently develop and refine their business plans, fostering long-term sustainability and growth.

4. Deepen beneficiaries' understanding of target markets through comprehensive market research and analysis, enabling informed decision-making and strategic market positioning.
5. Build the capacity of beneficiaries throughout the mentoring sessions to identify opportunities, assess risks, and develop strategies to effectively navigate challenges in their respective industries.

#### **4. Deliverables**

The Business Plan Expert will deliver the following:

1. Comprehensive business plans for each of the 25 beneficiaries, encompassing market analysis, marketing strategies, financial projections, and operational plans tailored to their specific businesses.
2. Personalized mentoring sessions to guide beneficiaries through the business planning process, offering feedback, advice, and support to refine their business plans.
3. Documentation summarizing the business planning process, including market research findings, strategic recommendations, and action plans.
4. Capacity building materials, including templates, guides, and resources, to support beneficiaries in continuing their business planning efforts beyond the project duration.

#### **5. Qualifications**

- Bachelor's degree in business administration, entrepreneurship, or a related field.
- Demonstrated experience of more than 5 years in assisting MSMEs with business planning, market analysis, or market entry strategies.
- Proven track record of successfully facilitating market access and expanding business opportunities with other programs and projects
- Strong analytical skills with the ability to identify market trends, opportunities, and develop effective business strategies.
- Proficiency in both Arabic and English languages with excellent communication and negotiation abilities. French is a plus

#### **6. Skills**

- Exceptional project management skills with meticulous attention to detail to ensure the successful implementation of business plans and market entry strategies.
- Effective networking and relationship-building skills to establish and maintain partnerships with key stakeholders in target markets.
- Proficiency in export logistics, compliance requirements, and international trade regulations.
- Ability to communicate complex business concepts effectively and provide guidance and support to MSMEs and Cooperatives.

## **7. Payment Terms**

- Payments will be made only through bank transfer or bank cheques
- The price will be paid in USD while the VAT will be paid in LBP based on the official exchange rate on the date of the invoice.
- Payment will be made within 15 business days of invoice receipt.

## **8. How to Apply**

Interested candidates are requested to submit the following documents to [Procurement@fairtradelebanon.org](mailto:Procurement@fairtradelebanon.org):

- Previous experience showcasing examples of successful business planning projects.
- CV and ID of the applicant.
- Short technical proposal outlining the approach to facilitating business planning for this project.
- Detailed budget proposal.

The detailed work plan will be developed and agreed upon in coordination with the FTL team. Only selected candidates will be contacted.