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**TERMS OF REFERENCE**

**Coaching to MSMEs – Noomoo Project**

**Location:** Lebanon – Beirut

**Type of Contract:** Consultant

**Starting Date:** April 2024

**End Date:** May 2024

**Languages:** Arabic and English

**Reports to:** FTL Project Manager

**Coordinates with:** FTL Project Coordinator

**Project Title:** NOOMOO

**Deadline:** 22 March 2024

**Contact:** [procurement@fairtradelebanon.org](mailto:procurement@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 in continuity to the previous phase over a period of 2 months. Funded by BMZ, the program is designed to help the participants grow their businesses and refine their activities by offering them customized coaching in business-related topics.

1. **Scope of work**

The consultant will conduct the coaching for the below to support the targeted MSMEs:

* Sales for local market
* Product development
* HR
* Sales for export
* Marketing + Photo/video

The consultants will coordinate with FTL to validate the abovementioned interventions and agree on the approach.

The consultants will deliver a total of 68 coaching sessions; the repartition will be done in coordination with FTL.

1. **Deliverables**

The Consultants will deliver the coaching and will submit a report related to the intervention.

1. **Qualifications**

* Registered company
* Higher university degree in business, economics, finance
* Minimum 5 years’ experience as a consultant
* Proven knowledge of Fair-Trade principles
* In depth knowledge of the Lebanese context
* Proven presentation skills
* Drives results

1. **Skills**

* Adheres to FTL values
* Good interpersonal communication skills
* Engaged in developing self and others
* High degree of self-motivation
* Excellent leadership, team building, and management skills
* Good time management
* Organized and able to create multiple timelines and schedules
* Good knowledge of Arabic and English