



## TERMS OF REFERENCE

### Product Development Expert

**Project Title:** BOOSTLEB

**Location:** Lebanon – Mount Lebanon and Bekaa Regions

**Starting Date:** 1 November 2024

**End Date:** 28 February 2025

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

### SCOPE OF WORK

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#### 1. Summary

Fair Trade Lebanon (FTL) is seeking an experienced Product Development Expert to provide services to Micro, Small, and Medium Enterprises (MSMEs) in Mount Lebanon and Bekaa areas. The expert will deliver tailored support to 10 SMEs, guiding them towards enhancing their product development processes and exploring new opportunities for innovation and market expansion.

#### 2. Objective

The objective of the project is to empower 10 MSMEs in Bekaa and Mount Lebanon areas by equipping them with practical knowledge and skills to improve their product development processes, foster innovation, and capitalize on emerging market opportunities for sustainable growth.

#### 3. Outcomes

The Product Development Expert will be responsible for implementing the following outcomes:

1. Identification of each company's potential in reference to the needs assessment previously done.
2. Field visit to discuss MSME objectives and identification of exportable products.
3. Develop an intervention to improve 2 products for each MSME and make them exportable.
4. Provide a new recipe/SOP for MSMEs

NB: The expert is responsible for providing the raw material for the sessions when needed.

#### **4. Deliverables**

The Product Development Expert will deliver the following:

1. Product innovation and enhancement recommendations based on market analysis and customer feedback.
2. Customized product development strategies and action plans for each participating MSME.
3. Progress reports tracking implementation of product development initiatives and achievement of objectives.
4. Final report summarizing project outcomes, key learnings, and recommendations for future product development efforts.

#### **5. Qualifications**

- Bachelor's degree in product design, engineering, business administration, or a related field.
- Proven experience working with MSMEs in product development or innovation roles.
- Demonstrated track record of success in developing and launching innovative products to market.
- Strong coaching and mentoring skills, with experience guiding individuals or teams in product development processes.
- Fluent in both Arabic and English, with excellent communication and presentation abilities.

#### **6. Skills**

- Strong analytical and problem-solving skills, with the ability to identify market trends and customer needs.
- Excellent reporting, transparency, and communication skills.
- Ability to work effectively with diverse groups of participants and stakeholders.

#### **7. Payment terms**

- Payments will be made through bank cheques
- Payment will be made within 15 to 20 business days after last delivery and submission of final invoice.

## **7. How to Apply**

Applicants are requested to send their:

- Portfolio + references
- CV and ID of trainer
- Short concept-note related to the abovementioned intervention
- Acknowledgment letter of payment modality
- Detailed budget

to: **[procurement@fairtradelebanon.org](mailto:procurement@fairtradelebanon.org)**

The detailed workplan will be developed and agreed upon in coordination with the FTL team.

Only selected candidates will be contacted.