



TERMS OF REFERENCE

Growth strategy consultant

Location: Dekweneh, Bourj Hammoud, Jdaidet el Matn, Baouchriye, Sin El fil

Type of Contract: Consultant

Starting Date: 2 December 2024

End Date: 31 May 2025

Languages: Arabic and English

Reports to: FTL Project Manager

Project Title: Fostering Economic Growth and Diversification in the Coastal and Northern Matn Cluster of Municipalities_UNDP

Coordinates with: Field Coordinator

Contact: procurement@fairtradelebanon.org

SCOPE OF WORK

1- Summary

The project is implemented by Fair Trade Lebanon, funded by UNDP, that aims to support 50 startups and MSMEs in the Metn region in Dekweneh, Bourj Hammoud, Jdaidet el Matn, Baouchriye, and Sin El Fil through tailored training, coaching, and financial assistance. It targets businesses at three growth stages—Nascent, Advancing, and Mature—across all sectors such as Agriculture, Forestry & Water, Agri-Food (Food Processing), Creative Industries, Industry, Information and Communication Technology (ICT), Services, Retail & Wholesale, promoting sustainable growth and gender inclusivity.

FTL is looking for an experienced Startup and MSME Growth strategy consultant to conduct a growth strategy plan the selected MSMEs' (Advancing).

2- Objective

The project's goal is to empower startups and MSMEs in Dekweneh, Bourj Hammoud, Jdaidet el Matn, Baouchriye, Sin El Fil by providing them with practical knowledge and skills to improve their business operations, increase productivity, and achieve sustainable growth towards sustainable and promising export opportunities and promoting gender inclusivity.

3- Outcomes

The Consultant will develop a growth strategy plan for each of the 20 selected MSMEs (Advancing) to help them progress to a more mature stage.

4- Deliverables

- To produce documents growth strategy for the 20 selected Advancing MSMEs.

5- Qualifications

- Higher university degree in social sciences, statistics, or any relevant field
- Minimum 5 years' experience as a consultant
- Experience with MSMEs/startups in Lebanon is preferred.
- Experience using data analysis tools and software such as KOBO, SPSS, and others
- Extensive experience interacting with and relating to gender professionals and international stakeholders at senior level
- Able to synthesize large data sets to reach conclusions and strategic recommendations
- Proven knowledge of Fair-Trade principles
- In depth knowledge of the Lebanese context
- Proven presentation skills
- Proven ability to drive results

6- 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

7- Payment terms

- The consultant will be paid on a monthly basis, with invoices to be submitted no later than the 25th of each month and payments will be processed within 15 to 20 business days, provided that all deliverables have been submitted.
- Payments will be made via bank cheques.
- All applicable taxes will be deducted from the Consultant's fees unless the Consultant is registered with the Ministry of Finance.

8- How to apply

Applicants are requested to send their:

- Portfolio
- CV and ID of applicant
- Short concept note related to the abovementioned intervention
- Detailed budget and approval to above mentioned payment terms

to: procurement@fairtradelebanon.org

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

Only selected candidates will be contacted.