



Terms of Reference

Assessment on Private Sector needs in regards to services to be provided by EABC

A. Preamble

The East African Business Council is the apex body of business associations of the Private Sector associations and Corporates from the six East African Countries. It was established to foster the interests of the Private Sector in the integration process of the East African Community.

The EABC's Membership is drawn from the six East African Partner States and is open to all national and regional associations as well as Corporates with interest in the EAC integration process or operations in the region. The Membership cuts across all business sectors and includes Corporates, the National Private Sector Apex Bodies; National Manufacturers' Associations; National Chambers of Commerce, Employer's Associations; National Women Associations, Transporters Associations, National Bankers Associations, Employers' Associations and various Regional Associations among others.

The EABC's overarching objective is to be an effective change agent for fostering an enabling business environment and to promote private sector's regional and global competitiveness in trade and investment. The EABC therefore provides a regional platform through which the business community can present their concerns at the EAC policy level, with the overall aim of creating a more conducive business environment through targeted policy reforms. Additionally, EABC also works towards promoting private sector's regional & global competitiveness in trade and Investment through addressing challenges experienced by Members at organizational and firm level; and through provision of tailored market intelligence.

B. Background

Over the 20 years, the EABC has strived to deliver relevant and value adding services to members with the aim of contribute to business growth and expansion in the region. The councils' endeavor is to provide a platform for business to business engagement, business to government engagement, information on available opportunities across the region and beyond, training, trade missions, capacity

building, advisory services on trade policy and law as well as opportunity to influence policy reforms among other services.

Three years ago, the EABC has set up a Business Development Unit whose objective is to complement the policy advocacy work with value adding products and services that meet the demand of its customers. The EABC aims at enhancing its' financial sustainability by charging fees and establishing a regular and constantly growing products and service portfolio

The EABC has conducted two annual membership survey (2015/2016 and 2016/2017). The survey mainly looks at the degree of member satisfaction and the perception of currently offered services by the council. Results of this survey gives already some first indications of which services may be considered by the council.

C. Aim of the study

The aim of the study is an overall assessment of the current service needs, trends and interests of the private sector (in- and outside the EAC) in order to develop a portfolio of fee based products and services from EABC, that reflect on those needs and add value to it's members and stakeholders.

These services shall help to provide the private sector with information about the EAC Common Market, the Customs Union and the EAC Monetary Union, build its' capacity and engage the private sector actively in the policy advocacy work of EABC in the region and beyond for an integrated East African Community.

D. Scope of work

Under the overall guidance of EABCs' Business Development Manager and in order to get a comprehensive picture of the private sector needs and preferences in terms of fee based products and services, the consultant is requested to:

- a) do a benchmark study to assess what kind of services are currently offered by other BMO (especially EABCs' NFPs and association members), for what target groups and at what price
- b) to develop an online-questionnaire and undertake interviews in all EAC countries as well as with selected partners from outside the EAC.
- c) Evaluate the outcome of these interviews and come up with specific recommendations concerning EABCs service-portfolio and pricing policy.

The target group comprises of:

- big established corporates that are already members of national and/or regional associations
- companies that are not members of any associations
- sector associations
- a chapter especially for SME (via their representative bodies/associations)

- international private sector associations, that have (or haven't yet) entered into MoU agreements with EABC (BDI, Afrika Verein, AHK Nairobi, European Business Group,...)
- academia
- media
- Partners (EAC, development partners etc)

The questionnaire will be online and also sent out to individually identified participants of the survey and a close follow-up will be done, combined with telephone interviews.

After the interview phase, the feedback needs to be evaluated and summarized in a way that enables EABC to identify:

- the most requested service formats (be it conferences, trainings, B2B, B2G, provision of market intelligence, networking events, business delegations...)
- the most requested contents (e.g. topics for trainings, studies, events, which kind of market intelligence, FAQ,
- a number of products that can help EABC to generate income
- an indicator on acceptable pricing for those services and products (how much would they be willing to pay or do they find appropriate)

E. Deliverables

The consultant is expected to deliver a report of the entire process to include the following:

- A list of individual companies and associations interviewed (including their contacts)
- An online questionnaire and evaluation tool is developed and implemented / installed
- An evaluation of the responses (from interviews and online-feedback) and presentation of the outcome to EABC
- A catalogue of value adding, fee based products and services with specific recommendations on how these shall be packaged for the various EABC stakeholder groups
- A proposed pricing policy
- Recommended priority / roadmap for the implementation and marketing of above mentioned products, services and contents.

F. Timeline, deliverables and mode of payment

The assessment is estimated to take 20 days inclusive of field work.

- a) Inception Report: one week after the award of the assignment;
- b) Draft Report: To EABC; no more than two weeks after the Inception Report

- c) Final Report and all other materials obtained during the survey should be presented to EABC on or before 30th June 2018.

Milestones / duration of tasks:

- Desktop study, identification of main target group and selected individual companies per EAC country (5 days), by 8th June 2018
- Development of the questionnaire: (2 days), to be presented by 11th June 2018
- Development and introduction of the online-questionnaire by 12th June 2018
- Conduction of (individual) Interviews (5 days) by 19th June 2018
- Evaluation (of online- and individual interviews) and presentation of the results to EABC (5 days) by 26th June 2018

Mode of payment-

Time	Amount to be paid
Upon submission of the inception report	20% of the total amount
Upon submission of the draft report	40% of the total amount
Upon approval of the final report	The remainder of the total amount

G. Qualifications and expertise of the consultant

The consultant undertaking the assignment shall possess the following qualifications and experience:

- At least a university degree (at master's level) in, Business management, Social Science, International Trade, Economics, Strategy or any other related fields, with minimum of five years' experience in the related fields.
- Demonstrable experience in assignments of a similar nature.
- The consultant should prove experiences with Business Membership Organizations (BMO), their various business models and structures as well as service delivery.

H. Reporting

The consultant shall report to the Executive Director, EABC. However she/he will work hand in hand with EABC's Business Development Manager who will also provide the necessary support during the period of the assignment.

I. EABC's Responsibilities

- I. Provide all relevant documents available within the organisation.
- II. Provide consultancy contract before the beginning of the assignment.

J. Evaluation Criteria

The evaluation criteria for the selection of the consultant will be based on the following:

- (a) Specific experience of the consultants relevant to the assignment;
- (b) Adequacy of the proposed methodology and work plan in responding to the TOR; and
- (c) Key qualifications and competence of the consultant for the assignment.

K. Copyright for the documents

The Final Report shall be submitted in soft copy and printed copy. The Report thus produced will be fully owned by EABC including the all rights associated with its author and publication.

L. Application

Interested Consultants or consultancy firms should confirm immediate availability to undertake the assignment and email their bid(s) clearly marked “**PRIVATE SECTOR NEEDS ASSESSMENT**” in separate files namely technical proposals and financial proposals, to email address: procurement@eabc-online.com.

In case of submission of hard copies of documents for the bids, the documents should be in one sealed main envelope titled “**PRIVATE SECTOR NEEDS ASSESSMENT**” but in separate envelopes comprising of technical and financial proposals, to be sent to the address below;

The Executive Director, East African Business Council, Oloirien House, Perfect Printer Street, Off Njiro Road, Kijenge P.O. Box 2617, Arusha, Tanzania. The sealed envelope or proposal should be submitted or emailed to EABC by **25th May 2018, 5:00 Pm**. Late submissions will not be opened or accepted.

The EABC reserves the right to accept or reject any application and is not bound to give reasons for its decision. Further information call tel. no. +255 27 2543047/2543313 or email procurement@eabc-online.com