



The Voice of the Private Sector
in East Africa

ADVERTISEMENT

CONSULTANCY DEVELOP THE EAST AFRICAN BUSINESS DIRECTORY

Summary of the assignment:

Nature of assignment	Short term
Location	East Africa Countries
Duration of the assignment	30 days
Reporting	To Executive Director/CEO

1.0 ABOUT EAST AFRICAN BUSINESS COUNCIL

The East African Business Council (EABC) is the regional apex body of the Private Sector associations and corporates in East Africa. EABC's vision is to drive a borderless East Africa for business and investment. The East African Business Council's raison d'être is to promote a conducive business environment for increased intra-EAC trade & investments and create a diversified, competitive, export-led, integrated and sustainable economy.

2.0 RATIONALE AND OBJECTIVE OF THE ASSIGNMENT

In a bid to promote B2B linkages and networking among SMEs, Corporates and Multinationals in East Africa and reposition the East African bloc to consolidate products and seize the opportunities availed by the African Continental Free Trade Area, the East African Business Council is developing the East African Business Directory as a value adding service to its members.

The East African Business Directory (EABD) as a print publication shall compose of verified business listing, tenders and advertisements to facilitate B2B networking, sourcing, distribution and exports as well as profile SMEs in the EAC priority industrial value chains sectors. The EABD aims connect SMEs to information on potential distributors, suppliers, importers, exporters in the regional, continental and international markets. The theme for the Directory "*Linking East African Businesses to African Continental Free Trade*" is anchored on the *Buy East African Build East Africa* campaign to support regional consolidation of products and support brands to venture into new markets.

3.0 SCOPE OF WORK AND DUTIES

The EABC seeks the services of a consultancy firm to develop the East African Business Directory.

The main activities of the Consultant are to:

- a) Collecting and compiling information for the directory
- b) Develop a rate card, pricing model, sales and profit targets
- c) Design the printable copy of the East African Business Directory
- d) Media launch of East African Business Directory
- e) Develop fliers to market the East African Business Directory
- f) Oversee printing of East African Business Directory
- g) Provide sale of advertisement on commission basis
- h) Support distribution of the East African Business Directory to Members
- i) Work closely with the EABC National Liaison Officers and National Focal Points

4.0 DELIVERABLES

The key deliverables include:

- a) Inception report which among other things will contain the detailed work plan for carrying out the scope of work.
- b) Marketing strategy for East African Business Directory
- c) Collected data of the East African Business Directory
- d) Hardcopy & Soft copy version of the East African Business Directory.

5.0 QUALIFICATIONS AND EXPERIENCE

A suitable firm should hold the following competencies:

- a) Proven track-record Marketing and Corporate Communications.
- b) Proven track-record in delivering related assignments and reference with concrete evidence
- c) Knowledge and experience in Marketing and working with Business Membership Organisations
- d) Languages: Fluency in oral and written English is required as it is the main EAC working language. Good working knowledge of French and Kiswahili will be an advantage.
- e) Nationality: The position is only open to Nationals/ Firms in any of the EAC Partner States, Burundi, Kenya, Rwanda, Tanzania, Uganda and South Sudan.

6.0 THE APPLICATION PROCESS

The technical and financial proposal must be submitted separately addressed to;

The Executive Director / CEO
East African Business Council (EABC)
Ninth Floor, Mafao House, Old Moshi Road
P. O. Box 2617
Arusha, Tanzania.

Email: director@eabc-online.com with a copy to procurement@eabc-online.com clearly marked "Consultancy Develop the East African Business Directory". The proposal should include current curriculum vitae, proposed methodology, work plan.

The financial proposal should be protected with a password.

Applications close on (23rd August 2021) at (5.00 p.m.).

EABC is an equal opportunity employer thus recruitment is on merit and with no regard to one's age, colour, gender, marital status, disability or impairment, race or creed. Canvassing shall lead to automatic disqualification. Environmental aspects will be taken into consideration.