



Request for Proposals (RFP)¹

“Addressing the Economic Drivers of Irregular Migration (AEDIM)”

Implemented by the National Council for Women (NCW)

In Partnership with the European Union (EU)

Request for a proposal	Request for Proposal (RFP) for a Marketing Consultant
General Service Type	Consultancy Services
Proposal Validity Period	10 calendar days
Duration of assignment	From the date of Contract till May 2024 (subject to changes and extension depending on actual dates).

BACKGROUND

Addressing the Drivers of Irregular Migration (IM) is a priority for the Government of Egypt (GoE), as echoed by strong institutional and legislative frameworks that are in place to combat the phenomenon of IM, and developmental efforts to achieve high economic growth and generate work opportunities. Since 2016, such efforts and concrete steps taken by Egypt to combat IM, have already contributed to creating awareness.

The Overall Goal of the project entitled "**Addressing the Economic Drivers of Irregular Migration (AEDIM)**", which is led by the National Council for Women (NCW) in partnership with the European Union (EU), is to provide an alternative to IM through enterprise development and

¹ This request is a ‘call for an expression of interest’, and no legal commitment from NCW’s side arises from it, until a contract is signed with the selected entity.

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work opportunities for women and youth in the regions and villages being exporting or sending governorates in Egypt.

The Regions/Governorates addressed are Beheira, Gharbiya in Delta, and Luxor, Minya, in Upper Egypt. The timeframe for the project is 48 months including an inception phase. Incubation and Production Units and Business Development Service (BDS) Units will be established in each governorate for sustainability. To target employment, the project will build linkages with the private sector and businesses to match private sector's needs with existing capacities, and support in enhancing the skills to match the required needs. Moreover, the project targets start-ups and owners of existing Micro Small & Medium Enterprises (MSMEs) through BDS units established at NCW branches along with incubation facilities. In addition, the project intends to build the capacities of business associations, trainers in the selected areas, youth community leaders and women rural leaders as a priority action to extend the project's services to other communities and build a network of related actors for inclusive development.

The project will develop a seal under the "Taa Marbouta" initiative. The seal will certify beneficiaries who abide by a set of quality standards and specific criteria to gain incentives and privileges. Moreover, exhibition halls and point of sale will be established at NCW premises in Cairo, and the selected governorates to display products certified by "Taa Marbouta" Seal.

To join efforts, closing the business gap between demand and supply and fulfilling the missing linkages, the project will establish a Women Entrepreneurs Network. The objective of the network is to connect entrepreneurs and start-ups among each other as well as with business actors and public institutions. The network will facilitate linkages, referrals and business matchmaking, as well as providing cross visits for experience sharing and knowledge transfer.

Awareness campaigns will be implemented and will utilize NCW existing successful outreach campaigns; "Taa Marbouta" and "Tarq El Abwab" (knocking on doors), which will be adapted for the purpose of the project together with other outreach developed tools.

Within the project's scope of work the main objectives of the requested service/assignment is to support the marketing endeavors of the project and assist in developing marketing plans for the products produced through the project's different activities and vocational trainings including setting a demand driven approach, conducting marketing research to explore

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consumer requirements, developing creative ideas for marketing campaigns for the developed products, and linking beneficiaries with designers for diversifying their marketing channels and expanding their work as well as

PROJECT'S GENERAL DETAILS²

Project's title:	Addressing the Economic Drivers of Irregular Migration (AEDIM)
Location(s):	The Governorates addressed are (Beheira, Gharbiya) in Delta, and (Luxor, Minya) in Upper Egypt
Total duration of the Project (months):	48 months (since June 2021)
Objectives of the Project	The Overall Goal of the project is to provide an alternative to IM through enterprise development and work opportunities for women and youth in the regions and villages being exporting or sending governorates, fostering social and economic environment.
Primary target group(s) of the project	<ul style="list-style-type: none"> - The project's primary target group is female heads of households, who are seeking income-generating opportunities whether home-based or part of the job market. Female heads of households are considered priority targets of the project to protect their children from economic conditions that might encourage them to IM, youth above 18 years are targets as well. Therefore, the project will give them the chance to enhance their skills and obtain supportive funds to be self-employed or start/grow their projects. This includes women (70%) and young men (30%).

² The word Project refers to the 'name of project' implemented by NCW in partnership with the EU.

Final beneficiaries of the project	<p><u>The final beneficiaries are:</u></p> <ul style="list-style-type: none"> - The selected governorates are prone to IM including the local population of selected organic clusters, start-ups, existing businesses, and MSMEs who will benefit from increased support to BDS in the long run. - Service providers working in areas of business development and MSMEs in selected governorates where the project will be implemented, and whose capacities would be enhanced due to the proposed project. - Governmental and non-governmental organizations related to MSMEs development will work, with referrals to each organization's specific area of intervention and scope.
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PROJECT'S DETAILS RELEVANT TO THE RFP'S ASSIGNMENT

Overview:	<p>The project implements different rounds of vocational training programmes for women focusing on different fields of handicrafts, where innovative strategies and approaches are essential to overcome the marketing challenges facing these sectors.</p>
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Main activities related to the assignment by which the selected proposer will support NCW:

- Provide technical assistance in developing the Marketing and Branding Strategy that will position and promote services and products of BDS units and incubators and Production Units established
- Set a marketing plan to overcome marketing and sales challenges that face most entrepreneurs, building on "Taa Marbouta" campaign and developed seal.
- Support the preparation of a work plan for the marketing strategy of the project's products that are developed through the vocational training programmes.
- Conduct market research to identify customer trends and demographic data to effectively market the project beneficiaries' products and support the branding of their products.
- Apply a demand market-driven approach; analysing the demand side identifying needs and requirements of the businesses, as well as supply side by identifying existing resources and services.
- Create linkages and networking opportunities with the beneficiaries and well-established designers to widen up marketing channels.
- Coach beneficiaries on marketing techniques and provide mentoring in this regard.
- Set a calendar for events, local and international exhibitions for beneficiaries' participation.
- Secure linkages with business opportunities and marketing channels.
- Supervise the point of Sale (PoS) tools of the project in Cairo and the portable PoS.
- Other activities as required.

SPECIFIC OBJECTIVES OF THIS ASSIGNMENT

Support NCW in developing visual content for products that have been developed out of the trainings conducted; assuring that the products attain customer satisfaction. Therefore his/her role will be to develop standards and criteria for the project's products to obtain the required specifications for quality, which will later qualify for obtaining the Taa Marbouta seal.

REQUIRED OUTPUTS OF THE ASSIGNMENT

- General strategic advice and recommendations related to the project's products' marketing approaches.
- A marketing and branding ToR and guideline for developing a strategy for the project services and products.
- Up-to-date knowledge on local marketing plans, operations strategy, and budgets to expand the project's product marketing activities.

Identified market needs and its requirements as well as contemporary designs suitable for public taste.

- Linkages and networking between the designers and the beneficiaries.
- Marketing plans for products produced through the project's workshops.
- Coaching and mentoring sessions for beneficiaries.
- Guide the Taa Marbouta Seal development process and implementation.
- Perform other duties as needed.

PROPOSER'S ELIGIBILITY

- An experienced national (i.e., Egyptian) consultant.

FUNCTIONAL COMPETENCIES

- Knowledge in marketing, branding, communication or related fields.
- Ability to develop and maintain strong partnerships.
- Good understanding of different marketing elements, social networks and different marketing channels for products.
- Aware of the market and its requirements as well as contemporary designs suitable for public taste.
- Proficiency in written and oral communication skills.
- Ability to think creatively and provide appropriate solutions to market various products.

EDUCATION AND CERTIFICATION

- Bachelor's degree in Marketing, Media, Communication, or other related field

EXPERIENCE

- At least 7 years of work experience in the field of marketing, and communication or related field is a must.
- Prior experience in supporting marketing strategies and plans is required.

LANGUAGE REQUIREMENTS

- Fluency in both spoken and written English and Arabic is a must.

DURATION

Starting of the assignment

- Provisional starting period is May 2023.



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- Implementation period of this assignment is from the date of Contract till May 2024 (subject to changes and extension depending on actual dates). The first three months will be a probationary period.

APPLICATIONS

Interested Individuals must submit the following documents/information (in both Arabic and English) to demonstrate their qualifications:

- A cover letter with a brief presentation of his/her consultancy explaining the suitability for the work and link to portfolio of work;
- Personal CV and Financial proposal.

Contact Person for inquiries

Proposers will direct all questions or concerns regarding this RFP to the following contacts (email ID address with the subject **“Marketing Specialist Individual Consultant”**).

Technical Officers

Ms. Sama Elziady

samamohamed_5@hotmail.com

Procurement Officer

Ms. Inas Tharwat.

inas.aedim@gmail.com

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The proposals must be submitted by hand no later than 3 pm local time, on 7 May, 2023 at the office of:

The National Council for Women, 11 Abd-Elrazeq El-Sanhory Street, Makram Ebaid, Cairo
The envelope should clearly indicate "Proposal for Marketing Consultant" and Proposer's name and address shall appear in the upper left-hand corner of the envelope. If more than one envelope is required, each envelope shall be legibly numbered below the name of the Proposer (e.g., Envelope 1 of 3, as required).

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