



For all your Business Development Services

TERMS OF REFERENCE

Activity Title: Technical Assistance for conducting a market research and market strategy development Program on renewable energy;

Estimated Dates of services: December 2019 – February 2020

Location of services: Rwanda

Background:

The 7-year Government of Rwanda program coincides with the implementation of the remainder of the Economic Development and Poverty Reduction Strategy (EDPRS2, 2013-2018), Vision 2020, which ends in 2020, and will also cover the first four years of a new 30-year Vision for the period up to 2050. The implementation instrument for the above is the National Strategy for Transformation (NST1). The NST1 also embraces the Sustainable Development Goals (SDGs), the Africa Union Agenda 2063 and its First 10-Year Implementation Plan (2014-2023) which is dedicated to the building of an integrated, prosperous, and peaceful Africa, driven by its own citizens, and representing a dynamic force in the international arena; and the East African Community (EAC) Vision 2050, which focuses on initiatives for job creation and employment.

Africa Development Consultant Limited (ADC) has cooperative agreement with the United States African Development Foundation (USADF) in Rwanda for the implementation of the USADF Program. USADF is an economic development agency of the United States of America whose program in Rwanda since 2005 focusses on promoting the development of small holder agricultural producers groups, small scale agribusinesses and Small and Medium Enterprises (SMEs). In 2015 the USADF Rwanda portfolio expanded to include Renewable Energy and Youth Entrepreneurship.

It is based on the above background that the ADC is looking for individual Consultant to conduct a market research and develop a market strategy tailored to guide ADC in provision of Business Development Services specifically to the Small and Medium Enterprises (SMEs) in the Renewable Energy Sector.



Technical Assistance required:

Market Research & strategy development	
<p>Summary</p>	<p>A consultant will do mapping of the Renewable Energy Small and Medium Enterprises (SMEs) and their Business Development Services (BDS) needs to grow their business in a more sustainable manner. Select a sample SMEs including those who received USADF grant to interview for market research. The interview questions will focus on understanding their Business Development Services (BDS) related needs, what are their challenges and in meeting such needs, their purchasing power for such services and patterns for procuring such services. Document the size of demand and opportunity for enterprises in renewable energy sector to attract funding for investment, capacity building needs and identify business model that will enable SMEs build sustainable businesses.</p> <p>The consultant will collect data from Renewable Energy Enterprises with operations in different parts of the country also use the survey findings to develop the ADC Marketing Plan and a strategy for enhancing provision of business development services to renewable energy enterprises.</p>
<p>Specific Deliverables</p>	<p>Activities, Objectives, Outcomes:</p> <p>Market research: Carry out market research to inform the development of a marketing Plan and strategy that will include:</p> <p>Demand analysis</p> <ul style="list-style-type: none"> • Assess the renewable energy capacity needs (in Business planning, business model, Financial, Market, Technology analyses, and etc). • Determine Renewable Energy purchasing patterns for Business Development services. • Determine level of BDS purchasing patterns and networks for supporting RE promote professionalism in growing sustainable businesses. <p>Competitor analysis</p> <ul style="list-style-type: none"> • Understand the level of competition and challenges for the delivering BDS to renewable energy enterprises. Competitor analysis - How will identified BDSs be perceived against the competition? • Identify ways to improve competitiveness through enhancing professionalism among RE enterprises.



	<p>Segmentation</p> <ul style="list-style-type: none"> • Segmentation of the BDS based on Different types and products that RE enterprises are offering to the market. <p>Pricing analysis</p> <ul style="list-style-type: none"> • The consultant assesses the pricing strategy and compare to the sensitivity of the consumers, RE Enterprises, pricing of the competitor etc. • Which aspects of the value proposition (Technical Assistance, capacity building, facilitate access to finance etc.) will be most attractive to RE enterprises? How can these be promoted and conveyed to the target audience? Is the value proposition different— or should it be communicated in different ways to different market segments? <p>Distribution</p> <ul style="list-style-type: none"> • Distribution channels - What distribution channels should be employed to enable BDS reach enterprises in renewable energy? What challenges will the companies face in adopting different channels? What else should be considered? What opportunities exist for the RE enterprise build professionalism and what is required to make this possible? • Distribution partners – Identify other players who support RE enterprises build professionalism. • Identify key channels for communicating to the target audience about the ADC BDS package. <p>Deliverable:</p> <p>The Consultant will deliver both a hard and electronic copy of the following documents:</p> <ul style="list-style-type: none"> • Inception Report to include plan and methodology of the work to be executed • Preliminary market research report • Final detailed market research report for BDS to Renewable Energy enterprise. • Market strategy for provision of business development services to renewable energy enterprises.
<p>Research Technique</p>	<p>The Consultant may adopt a combination of qualitative and quantitative research techniques for meeting the objectives.</p>



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Required Qualifications:

A degree in Economics, Business Administration, Engineering, Environment management and work experience of at least 5 years in related field. Having a master degree in Business Administration (MBA) with specialization in Marketing or in project planning will be added advantages.

Assignment Period: Maximum 60 days

Mode of Application:

Potential Consultant submit their Technical and Financial proposal to ADC before December 20, 2019 at 5.pm. through email info@adcrwanda.org and Copy [Email: rebecca.ruzibuka@adcrwanda.org](mailto:rebecca.ruzibuka@adcrwanda.org). Only shortlisted candidates will be contacted.

Signed by:

MRs, Rebecca Ruzibuka

Managing Director /Africa Development Consultant ltd (ADC)