



International Organization for Migration (IOM)
The UN Migration Agency

Ref No: CO-CFP-2021-006

Date: 07 May 2021

CALL FOR PROPOSALS (CFP)

IOM is calling for proposal to an organization or institution to be partnered with. Below is the term of reference.

Market Analysis and Business Coaching and Mentoring Support for Selected Cooperatives and Community-Based Organizations in BARMM

Background

The Coronavirus Disease (COVID-19) crisis comes at a critical time for the nascent Bangsamoro Autonomous Region in Muslim Mindanao (BARMM) in the Philippines, with the region as a whole attempting to navigate a delicate normalization process. The pandemic poses a direct challenge to BARMM as critical resources and institutional focus are pulled between the immediate crisis response and the need to strengthen the foundations for peace and economic stability in the region. Against this background, the project will assist Cooperatives and Community Based Organizations (CBOs) in Maguindanao, Lanao del Sur and North Cotabato (SGA) through conduct of a Market Analysis in Support to Cooperatives and Community-Based Organizations in BARMM in the time of COVID 19.

Scope of Work

Specifically, the service provider is expected to accomplish the following:

Market Analysis

The selected service provider will coordinate with pre-identified Cooperatives and Community-Based Organizations (CBOs) and conduct an assessment of their accessible markets. This assessment includes, but is not limited to the following tasks and aspects:

1. Identification of available local industries, existing micro and macro business ventures in the target municipalities and adjacent areas with consideration of limitations caused by COVID-19 pandemic.
2. Identification of various customer segments and buying patterns, the competition, and the economic environment.
3. Identification of potential and practical business ventures for individuals and organizations (this will inform Business Coaching and Mentoring).
4. Identification of skills and capacities for the targeted cooperatives and CBOs to be able to engage in the market competitively.
5. Analysis of local market activity, such as supply and demand of goods and services, and trends and opportunities.
6. Analysis of the supply chain, particularly the movement of goods and services in the market, including market systems in conflict situations or in emergency contexts.
7. Analysis of and recommendations on environmental issues, infrastructure challenges,



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regulatory requirements, social issues related to short, medium, and long-term viability of targeted cooperatives/CBOs.

8. Identification of available private and public, formal and informal financial services and business development providers including business institutions, government agencies, civil society organizations, financial institutions, etc. and the range of services they provide and their description and requirements that can be accessed or engaged with by the cooperatives/CBOs.
9. Develop a market map that will provide a snapshot of the market system including existing goods and services which are positioned in the market, seasonal and historic trends of key products and services, market actors, key infrastructure inputs, market chain and linkages, legal and regulatory frameworks, and market support services.

Business Coaching and Mentoring

Based on the result of the assessment, conduct consultations with the cooperatives and CBOs that will inform the provision of technical guidance, skills training, organizational development, business management, other capacity development trainings that will strengthen their livelihood and their linkages to markets. This includes, but is not limited to the following tasks:

10. Identification of skills needed to match the market potential or to be able to engage in the existing market competition to inform and guide the business engagement of the organizations.
11. Identification of viable business ideas and strategies based on the market analysis to inform and guide the business engagement of the organizations.
12. Orient target cooperatives/ CBOs on the supply chain, the trade routes and the movement of goods and services in the market.
13. Recommend potential and appropriate enterprise and opportunities for the target cooperatives and community-based organizations and facilitate linkage/partnerships.
14. Facilitate the enrollment of cooperatives/CBO members in appropriate skills training with TESDA and in coordination with IOM.
15. Conduct periodic, or ad-hoc, organizational development, business management and other capacity development support for cooperatives and CBOs, as part of regular coaching and mentoring.
16. Provide accessible tools that can be used by the cooperatives/CBOs to conduct further market analysis on their specific business ventures.
17. Assist in business registration and accreditation to appropriate agencies and organizations for the targeted cooperatives/CBOs.
18. Facilitate linkage to available private and public, formal and informal financial service and business development providers including business institutions, government agencies, civil society organizations, financial institutions, etc. and the range of services they provide, its description and requirements that can be accessed or engaged with by the individuals, cooperatives or community-based organizations.
19. Assist in organizing a business forum and expo for the cooperatives and CBOs for possible product marketing and business linkage.

The Service Provider will be expected to cover all administrative and operational costs to achieve all tasks.

Timelines



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At the onset of the service, the project team will set an inception meeting between the selected service provider and the project team to go over deliverables and measurable outcomes, inputs and/or activities. An inception report will be submitted by the service provider based on this meeting which will detail specific tasks and deadlines. IOM and partners will continue to request regular monitoring meetings to check on the progress and provide technical support and guidance.

The engagement will run for Eight (8) months. As noted, the selected service provider will be expected to cover all administrative and operation costs. These are the proposed activities within the given timeframe (indicative only):

Activity	M1	M2	M3	M4	M5	M6	M7	M8
Submit Inception Report with comprehensive workplan, based on a consultative meeting with PBF implementation team, including detailed workplan, methodologies and tools, for market analysis and coaching and mentoring of cooperatives and CBOs	W2							
Submit and present preliminary draft result of the conducted market analysis including identified available private and public, formal and informal financial services, and business development providers described in item # 8 and market map described in item # 9.		W2						
Submit and present the market assessment with recommendations and market analysis for review and comments.		W4						
Submit and present progress report on the accomplishment of deliverables under Business Coaching and Mentoring, including reports and pertinent attachments linked to cooperative/CBO registration for trainings, accreditation, etc.				W2				
Submit complete list of coop/CBO members successfully enrolled in Skills Trainings, including complete activity reports and attachments for the conduct of capacity building activities and result of the business forum and expo.							W2	
Submit final operational and financial report detailing completion of all assigned tasks.								W3

Deliverables and payment

In line with the tasks and work assignments stipulated, the release of fee will be in tranches, each tied to the specific deliverable as below. The total service fee is USD 25,000 all inclusive.

Deliverables	Payment tied to the deliverable
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1	Submit Inception Report with comprehensive workplan, based on a consultative meeting with IOM implementation team, including detailed workplan, methodologies and tools,	20% USD Upon submission and approval of the deliverable
2	IOM Acceptance of Market Assessment with recommendations and analysis.	30% USD Upon submission and approval of the deliverable
3	Submit validated report that details list of cooperatives/CBO members that have successfully completed Skills Trainings and other capacity building activities; and list of cooperatives/CBOs registered to accrediting institutions and linked to partners for business development.	30% USD Upon submission and approval of the deliverable
4	Submit reports and pertinent attachments on the conduct of business forum and expo for cooperatives and CBOs, as well as complete pertinent operational and financial documents that detail the successful completion of all assigned tasks.	20% USD Upon submission and approval of the deliverable

Submission of application

Interested service providers may send their application, including the below items, to **MARIANNE MAGTIBAY** at mmagtibay@iom.int – Procurement and Logistics on or before **20 May 2021**. The application should be titled: **“Market Analysis and Business Coaching and Mentoring Support for Selected Cooperatives and Community-Based Organizations in BARMM”**. The proposal documents should be in English and should include the following:

- An 8 Month-workplan including brief description of activities for Market Analysis (2 Mos.) and Coaching and Mentoring (6 Mos).
- Brief description of previous engagements on market analysis or similar research activities and MSME engagements.
- Comprehensive CV (Individual) or an organizational profile (Organization), including brief description of the organization, organogram, a list of pertinent past engagements/projects that were successfully completed and current engagements/projects being implemented (including contact details of the organization(s) contracting those works, partners and areas of operation), copy of certificate of registration/renewal.
- A financial proposal listing all costs associated with the assignment. The total proposal amount should not exceed the amount shown above.

Any attempt for persuasion will be considered as a disqualification.