

TERMS OF REFERENCE

BUSINESS PLAN CONSULTANCY FOR THE COMPANY SAVONS DES ILES

1. BACKGROUND INFORMATION/RATIONALE

1. Relevant background

Caribbean Export was commissioned by the Governments of the Dominican Republic, Haiti and the European Union to implement the "Trade and Private Sector Component" of the Haiti-Dominican Republic Binational Cooperation Program, under the eleventh (11th) European Development Fund (EDF) FED/2018/399-379. The general objective of this Program is "Strengthen economic and trade cooperation between Haiti and the Dominican Republic in a sustainable manner, supporting initiatives that can reduce current imbalances in the long term and reduce poverty levels."

The Program has three (3) main objectives:

1. The promotion of a more balanced and formal trade between Haiti and the Dominican Republic;
2. The quality of the goods produced in both countries and greater competitiveness of the companies, with a particular focus on three (3) value chains: Cocoa/Chocolate; Essential Oils/Cosmetics; Crafts/Fashion/Accessories/Jewelry;
3. Strengthening of institutional cooperation between the Ministries in charge of issues related to trade and Customs Administrations, as well as public-private and private-private dialogue.

In response to objective 2, Caribbean Export, together with its binational collaborators, decided to undertake the development of a Binational Value Chain Strategy for the Essential Oils and Cosmetics sector of Haiti and the Dominican Republic, in order to maximize export potential from both countries.

As part of the Strategy, six (6) beneficiaries of the essential oils and cosmetics sector in Haiti and the DR were identified (three (3) from each country), to be part of the Value Chain Project. An individual strategy and a detailed Action Plan was elaborated for each company to improve its quality and international competitiveness.

In this sense, this consultancy is part of the activities agreed with the company Savons Des Îles from Haiti, in the commitment letter that was signed with Caribbean Export, in order to support the expansion of the company's market and increase their sales.

2. Contracting Authority

The contracting authority for this assignment is the Caribbean Export Development Agency and it is funded by the Trade and Private Sector Component of the 11th EDF Haiti-Dominican Republic Binational Cooperation Programme.

3. Beneficiary Countries

The beneficiaries of this activity are private sector actors from the Dominican Republic and Haiti, operating in the Essential Oils and Cosmetics sector.

4. Target Groups

The company Savons Des Îles will be the main and direct beneficiary of this consultancy.

2. OBJECTIVE, PURPOSE & EXPECTED RESULTS

2.1 Overall Objective

The overall objective of the Consultancy is to support the company Savons Des Îles with the elaboration of an adequate business plan and a Standard Operating Procedures (SOPs) for the company.

2.2 Specific Objectives

The consultant(s) must develop in a participatory manner a Business Plan aligned with the strategic lines and areas of action of Savons Des Îles, which analyses the current financial situation of the company and the profitability indexes. Likewise, to strengthen the capacities of the technical team of the company for the management of the Business Plan and Standard Operating Procedures (SOPs).

2.3 Purpose of consultancy and expected results

The proposed Business Plan and Standard Operating Procedures (SOPs) must respond to the specific needs of Savons Des Îles, in order to improve its international competitiveness.

3. ASSUMPTIONS AND RISKS AND MITIGATION

3.1 Assumptions

The company Savons Des Îles has the human resources and provides the necessary support to ensure that the technical assistance received can be carried out and fulfill the purposes of this consultancy.

The timing given for the project is sufficient to carry out the consultancy.

3.2 Risks

General risks includes: delays in data collection due to the reluctance of relevant stakeholders to share information or complete the assessment work; or delays due to other causes.

3.3 Mitigation

Caribbean Export will work together with the consultant and the beneficiary company to ensure that this consultancy can be carried out correctly.

4. SCOPE OF WORK

4.1 Specific Activities

The following activities to be carried out by the consultant is not restrictive, but merely illustrative for the delivery of the products required in these TORs.

To achieve the expected results, the consultant must, as a minimum, carry out the following:

1. Participate in a launch meeting with Caribbean Export and Savons Des Îles, to define, clarify and agree on the parameters and expectations of the project, including deadlines, reports, etc.
2. Regular meetings with Savons Des Îles to understand their needs and to collect the information.
3. Prepare a Business Plan and Standard Operating Procedures (SOPs) for Savons Des Îles, to strengthen its international competitiveness. The business plan must include a market research strategy of the markets the company is targeting (Europe, North America and local market).
4. Draft a pitch presentation for the use of the company to present to investors.
5. Train and sensitize the staff of Savons Des Îles in the different areas to present the business plan so that they can carry out their management.
6. Prepare training material to be used for participants (in electronic format) prior to training for at least three (3) participants.
7. Prepare and deliver all the reports required for this consultancy, in printed and electronic versions.

Savons Des Îles is responsible to:

1. Provide the necessary support to the consultants to carry out the work in the agreed time;
2. Provide the equipped training room for their staff;
3. Provide the necessary equipment for the Workshop;
4. Prepare the list of candidates to be trained;
5. Food and lodging expenses of the participants during the training.

5. PROJECT MANAGEMENT AND REPORTING

5.1 Responsible Body

Caribbean Export Development Agency and Savons Des Îles.

5.2 Management structure

The scope of work indicated in Section 4.1 must be coordinated with the Senior Advisor for Private Sector Development and Investment Promotion of the Haiti-Dominican Republic Binational Program. All deliverables must be submitted in French. The Senior Advisor together with the Deputy Executive Director of Caribbean Export will be responsible for approving the deliverables together with Savons Des Îles. The work produced by the expert(s) will be the property of Caribbean Export and Savons Des Îles.

5.3 Reporting

Reports on the progress of the key activities carried out, the progress of the consultancy and the results achieved, must be submitted to the Senior Advisor for the Development of the Private Sector and the Promotion of Investments of the Haiti-Dominican Republic Binational Program.

The intellectual property of the reports, presentations, investigations, data and works produced by the consultant will be the property of the beneficiary company, Caribbean Export and the European Union.

The consultant will agree not to publish or make any other use of the materials and documentation delivered under this consultancy without the prior written approval of the beneficiary company and Caribbean Export.

All documents generated and published under this consultancy must bear the Caribbean Export logo, the logo of the Haiti-DR Binational Program and the European Union. For such purposes, Caribbean Export will provide the corresponding logos.

6. LOGISTICS AND TIMING

6.1 Commencement date and period of implementation of tasks

This consultancy will be carried out in 20 working days during a maximum period of 40 calendar days counting from the entry into force of the contract. It is important to note that all deliverables must be received before the closing date of the contract to be validated and approved.

6.2 Place

This consultancy is carried out within the framework of the Binational Program in Haiti and the Dominican Republic but does not require a physical presence in Haiti to carry out the project.

7. REQUIREMENTS

This call for proposal is open to consulting firms and individual consultants from Haiti, from the European Union or from an ACP country.

7.1. Qualifications

This call for proposal is open to consultancies and individual consultants who have experience in the above services.

- The lead consultant should have solid experience in business plan development for MSMEs;
- Bachelor's degree in Business, Economics and/or a professional in the area of financial accounting, administration or marketing, with demonstrable experience in the preparation of business plans for MSMEs;
- At least 5 years of experience in participatory planning processes (preparation of business plans and (SOPs) for companies).

7.2. Work Experience

- Experience in the preparation of financial analysis and profitability indexes for companies.
- Experience in participatory planning processes.
- Experience organizing training or capacity building programs for companies.
- Excellent communication skills (verbal and written) and presentation in French. English will be an asset.
- Experience working with multidisciplinary teams and relationships with private companies and donor and cooperation agencies.

7.3. Required Documentation

Candidates must submit, as a minimum, the following:

- CV of the consultant or consultants.
- Technical and methodological proposal for implementation according to the scope of work defined in these terms of references, including a timetable of the activities to be carried out.
- Description of the firm's specific experience in studies or similar projects previously carried out.
- A detailed financial proposal in Euros (EUR) including all taxes.

8. REPORTS

8.1 Reporting requirements

The consultant shall produce the following deliverables:

Report 1/ Report of the kick-off meeting: This report will compile the deadlines, the methodology and the possible changes that may affect the design of the project that have been discussed and agreed during the kick-off meeting. This meeting will be with Caribbean Export and Savons Des Îles. This report should be sent one week after the meeting, with an updated and detailed timetable of activities.

Report 2 / Interim Report – This report should present the first draft of the business plan to analyze the financial situation of Savons Des Îles and their operation manual.

Deliver one (1) workshop - to present the Business Plan and Standard Operating Procedures (SOPs), to strengthen the capacities of the company's technical team for the management of the Business Plan. The language of the workshop will be French.

Delivery - to the participants of all the pertinent documentation related to the workshop (printed and/or in electronic format), one week before the Workshop.

Report 3/Final Report: This report must present the Final Report of the Business Plan and the Operation Manual for Savons Des Îles, containing all the comments that may arise from the workshop. The final report must include the conclusions of the workshop, including the signed list of the participants, as proof of their participation, picture of the workshop, material used for the Workshop, etc.

All reports must be delivered in digital version (editable WORD format, with high resolution photos and typography) **in French**.

8.2 Submission and Approval of Reports

All reports must be submitted in French in WORD format. The Senior Advisor together with the Deputy Executive Director of Caribbean Export will be responsible for approving the deliverables together with Savons Des Îles.

9. EXCLUSION CRITERIA

Candidates will be excluded from participation in the bidding process if they:

- a) are bankrupt, insolvent, filing for insolvency or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;

- b) are the subject of proceedings for fraud, corruption, a declaration of bankruptcy, for winding-up, for administration by the courts, for an arrangement with creditors or for any similar procedure provided for in national legislation or regulations;
- c) have been convicted of an offence concerning professional conduct by a judgement which has the force of *res judicata*
- d) are guilty of grave professional misconduct proven by any means which Caribbean Export can justify;
- e) are guilty of serious misrepresentation in supplying the information required by the contracting authorities as a condition of participation in the procurement process; they have been declared to be in serious breach of contract for failure to comply with obligations in connection with another contract with the same Contracting Authority or another contract financed with Caribbean Export's funds;
- f) are in breach of payment of taxes or social security contributions;
- g) have been convicted or are the subject of proceedings for money laundering, terrorist offences or activities, child labour, human trafficking, being a criminal enterprise in the production of goods and services, or any other irregularity;
- h) are established as or operating as a shell company.

A derogation from the mandatory exclusion clauses provided above, may be provided on an exceptional basis, for overriding reasons to entities operating in the public interest such as public health or protection of the environment.

10. MONITORING AND EVALUATION

The Consultancy will be monitored and evaluated by Caribbean Export over the duration of the project. Performance on the project will be measured by satisfactory completion and timely submission of the deliverables outlined in Section 4.1 and 8.1, and as outlined within the work plan submitted in the inception report. Feedback, other than acceptance, on each submitted deliverable is not a requirement for the continuation of the project. However, in some instances the Consultant may need to integrate any feedback into the subsequent deliverables. The Contracting Authority will provide feedback to the consultant within ten (10) working days of receipt of the final report.

11. SPECIAL REQUIREMENTS

Any special requirements which the Consultant must take into consideration in the conduct of the Consultancy.

12. PUBLICATION OF INFORMATION

To participate in any activity executed or supported by Caribbean Export, you hereby agree that any information and personal data that you share and is collected by the Agency will be processed for the purpose of reporting the outcomes and impact of your projects and/or participation. Please note that Caribbean Export reserves the right to publish the Contractor's/Participant's name and address, the purpose and nature of the activity, and financial arrangements, in accordance with Caribbean Export's Personal Data Protection Policy. (<https://content.carib-export.com/download/personal-data-protection-policy/>). Derogation from publication of this information may be granted if it could endanger the Contractor/Participant or harm his/her commercial interests.

13. DECLARATION

To participate in any procurement undertaken by Caribbean Export, all applicants must complete and submit to the agency the Applicant Declaration Form. (<https://content.carib-export.com/download/applicant-declaration-form/>).

14. SUBMISSION OF PROPOSALS

Proposals must be submitted before 4:30 PM (Dominican Republic time) on March 6, 2023 to the following email address itejada@carib-export.com, with the reference "TA Savons Des îles".

15. SUSPENSION CLAUSE

This consultancy is subject to the approval of the extension of the Trade and Private Sector Component of the Haiti-Dominican Republic Binational Cooperation Program financed by the European Union within the framework of the 11th European Development Fund (EDF) until July 7, 2023. In the event that said extension is not approved, the contracting process will not take place and all participants will be notified accordingly.