

TERMS OF REFERENCE

BSO internal resources and processes consultation

BACKGROUNDS

HELVETAS is a co-implementing partner with SwissContact to implement the Swiss Import and Export Program. Out of the 11 countries globally, the component in Vietnam will enhance the performance of selected BSOs in Vietnam in order to enable them to provide export promotion services in two main sectors of Technical Wood (TW) and Outdoor Furniture and Value Added Textiles (VAT) in an effective, efficient and sustainable way. With this purpose, SIPPO in Viet Nam is facilitating BSOs to optimize trade opportunities so as to get them more integrated in a global network of buyers, sellers, sector experts and other BSOs. Some of the planned interventions target improvement in last-miles services, a market intelligence platform and application of CRM/MRM for better performance.

In order to provide more customized assistance and capacity building, there is a need to assess current practices at the selected BSOs. This TOR is for the service to depict and analyse existing internal management procedures at 06 BSOs for two sectors of TW and VAT. The results of the assessment will help to boost the application of CRM/MRM in 2019 and 2020.

OBJECTIVES

The following objectives are set for the assignment:

- Reviewing and scanning the current internal resources and processes of the BSOs
- Revising the existing in-house filing/documentation system
- Studying the customer contact management in preparation for CRM/MRM inputs
- Recommendations for improvement of Customer/Client and Data management system.

SCOPE OF WORK

The service will be conducted for 06 BSOs : (1) Handicraft and Wood Association of Ho Chi Minh City (HAWA);(2) Binh Duong Furniture Association (BIFA); (3) Forestry Product Association of Binh Dinh (FPA); (4) Vietnam Textile Apparel Association – Ho Chi Minh city Branch (VITAS); (5) Ho Chi Minh City Textile and Garment - Embroidery Association (AGTEK) and (6) Vietnam Chamber of Commerce and Industry – Ho Chi Minh City.

DELIVERABLES

- A synthesis report on internal resources of the BSO: website, internal working process, code of conducts, office manual, contact management, office archives...
- An assessment and recommendations for 06 BSO home pages to advance their visibility and external

communications

- Suggestions for improvement on internal process and data management
- Suggestions in forms of standardized key processes with explanation and visualization.

IMPLEMENTATION

The consultant(s) will carry out the activities in autonomy and in close cooperation with SIPPO Country Representative, HELVETAS Country director and admin team as required, particularly in coordinating with BSOs for the assessment.

No	Key Activity	Tentative timeline (to be confirmed with each partners)	Number of days (maximum)
1	Preparation & desk study (1 day * 6)	Dec 2018	06
2	Meetings & assessment at 06 BSOs (0.5 day * 6)	Dec 2018	03
3	Analysis of findings, report preparation (1 day * 6)	Dec 2018	06
4	Data and information processing (1 day * 6)	Dec 2018	06
5	Reporting (1 days * 6)	Jan 2019	06
4	Presentation on report to 06 BSOs and recommendations, discussion with SIPPO (2 presentations in Hanoi and in HCMC + 1 day with SIPPO team)	Jan – Feb 2019	03
	TOTAL		30

LOGISTIC

By the project including air tickets, car transportation, accommodations and meals.

REPORTING/ DEBRIEFING

With deadline of submission deliverables/documents electronically

DOCUMENTS

List of project documents the consultant needs for the consultancy/mission:

- SIPPO mandate description

Interested candidates should send your CV and application including technical/financial proposal to info@sippo.vn by December 10, 2018.