



PROJECT

SCALING UP OF ETHICAL BIOTRADE INITIATIVES WITHIN PHYTO-PHARMACEUTICAL SECTOR IN VIETNAM

TERMS OF REFERENCE

CALLING FOR PARTNER AS BUSINESS HOLDER TO INVEST IN AND OPERATE THE E-COMMERCE WEBSITE ON BIOTRADE PRODUCTS

OVERVIEW

The project “Scaling up of ethical BioTrade initiatives within phyto-pharmaceutical sector in Vietnam” funded by EU (BioTrade EU project), implemented by Helvetas Vietnam in the period of 2016 – 2020. The project’s specific aim is to develop a model to contribute that Vietnam is an internationally recognized supplier country of natural ingredient products for phyto-pharmaceutical, food and cosmetic industries – sourced and processed according to voluntary Ethical BioTrade (EBT) Standard.

The project intervention covers in almost all the value chains of the market system including production enhancement, supply source development, consumers’ awareness raising and their consuming behavior movement toward BioTrade’s values and products, support for enterprises in products and trade promotion, policy development and sector development planning.

OBJECTIVES

The development of the E-commerce website is a core and multi-functional solution, gaining many results that contribute to the project objective, including:

1. Trade and consumption promotion of BioTrade products;
2. Enhancement the awareness and attitudes changing, formation and development of healthy consumption habits - not only taking into account individual needs but also community benefits and sustainable values for environment;
3. Important foundation for synthesizing the power of communication channels to create profound changes and a healthy system of consumers’ awareness, attitudes and behaviors.

4. Leverage for production-supply development.

According to the functions mentioned above, an effective E-commerce website will play a crucial role in ensuring the sustainability of BioTrade products' market system.

EXPECTED RESULTS

1. The E-commerce website is synchronously developed and operated and effectively connecting the supply and demand of BioTrade products in the domestic market;
2. The operation, communication and promotion activities of the E-commerce website are synchronously connected with the communication and trade promotion activities on BioTrade values and products.

PARTNERS AS BUSINESS HOLDERS

The business holder partner will be in charge of the development, operation and ownership, ensuring the E-commerce website operates effectively and sustainably in terms of operation and finance; the creation and development of a healthy environment that promotes trade and consumption of BioTrade products in particular and consumer trading that values social and environmental values in general.

SCOPE OF ACTIVITIES

The selected business holder partner who invests in the development, operation and ownership of an e-commerce site will be responsible for carrying out all activities including (but not limited to):

1. Discuss with the BioTrade PMU and agree on strategy ideas;
2. Design business model and develop business plan for E-commerce website on BioTrade products;
3. Recruit and work with experts in E-Commerce, IT in order to develop E-commerce website;
4. Recruit and work with legal experts/consultants to develop a legal framework, regulations, transaction dealing processes as well as a system of records and contracts forms with related agents;
5. Recruit personnel, complete organizational structure, train staff on managing and operating E-commerce website;
6. Negotiate and sign contracts with service providers (quality control, freight forwarding, legal advice, etc) to operate the E-commerce website;
7. Negotiate, sign and implement contracts with sales partners on E-commerce website;
8. Negotiate, sign contracts with partners and carry out communication activities to promote E-commerce channels so as to attract and promote trading on E-commerce website.

OUTPUTS

1. Agreement on strategy ideas: September 2019
2. Approval on business model and plan: September 2019
3. A completely designed E-commerce website: October 2019

4. Complete operating procedures and implementation instructions: November 2019
5. Complete recruitment, organizational structure and personnel training: December 2019
6. Negotiation and contract signing with service providers: December 2019
7. Negotiation and contract signing with advertising media partners: December 2019
8. Opening of the E-commerce website: January 2020.

Important milestones: E-commerce website will be put into operation at the latest Jan 2020; prospects evaluation and adjustments will be completed by in June 2020; effectiveness evaluation will be implemented by December 2020.

REQUIREMENTS

- Being a registered business holder;
- Highly committed to a long-term pursuit to the e-commerce development strategy;
- Having appropriate business models, strategies and operations to effectively develop the e-commerce website;
- Having business management capability; sale/marketing is an advantage;
- Experienced in developing e-commerce is an advantage;
- Committed to financial investment to build and operate an e-commerce website;
- Having a feasible business plan.

PARTNERS' BENEFITS

To be considered for service fees support by the project.

APPLICATION

The interested organizations/consultancy agencies please kindly send your applications, CVs and cover letters (maximum 2 pages) to this email address: info@biotrade.com.vn and helvetas.vietnam@helvetas.org