

Terms of Reference	
Position Title:	Consultant team/firm (one lead consultant and one member) for marketing training material development and trainings
Location:	Hanoi and Yen Bai, Vietnam
Period of Assignment:	From January to March 2025
Reporting To:	DTL, with support of TL
Background:	<p>Cowater International is a leading global development consulting company founded in 1985. Headquartered in Ottawa, Cowater International has successfully delivered a portfolio of over 2,500 projects and assignments in more than 95 countries. Cowater work with governments, private sector actors and communities implementing projects that support socio-economic development, institutional strengthening, environmental improvements and advance equal opportunities for all.</p> <p>The SMEs Promote Resilience, Inclusion and Innovative Transformation (SPRINT) Project is funded by Global Affairs Canada, and implemented by Cowater] in the province of Yen Bai. The Project aims to improve the socioeconomic well-being of ethnic minority women (EMW) working in the agricultural sector by elevating their economic status, and supporting improved leadership and agency through the promotion of clean growth business opportunities. The Project will implement a series of activities designed to strengthen the performance of women, specifically EMW led MSMEs, cooperatives and producer groups in agriculture. SPRINT will respond to critical skills and knowledge gaps and incentivize the innovation and adoption of clean and resilient production solutions, including climate smart agriculture, Renewable Energy (RE) and Energy Efficient (EE) among EMW led businesses.</p> <p>According to assessments conducted by SPRINT, the key product value chains in which SMEs, cooperatives, and producer groups in Yen Bai participate include tea, cinnamon, sticky rice, bamboo shoots, vegetables, fruits, and livestock and poultry products. However, they face several challenges:</p> <ul style="list-style-type: none"> - Lack of a marketing strategy: 71.4% of the SMEs, cooperatives, and producer groups do not have a comprehensive marketing plan or strategy. - Limited market access: 60% of the SMEs, cooperatives, and producer groups do not engage in product promotion activities, and 71% lack dedicated marketing staff. Additionally, only 16-

	<p>32% of the units frequently use online platforms such as Facebook, Zalo, and Shopee.</p> <ul style="list-style-type: none"> - Insufficient infrastructure: 52% of the SMEs, cooperatives, and producer groups lack adequate processing, packaging, storage, and transportation services, limiting their market reach. - Dependence on market prices: 52% of the SMEs, cooperatives, and producer groups do not have a solid pricing strategy, making it difficult to optimize profits. - Limited export potential: Only 8.9% of products meet the necessary international certifications, and 71% of the SMEs, cooperatives, and producer groups have not accessed foreign markets. <p>Thus, the Project is recruiting a consultant team/firm to work together the SPRINT Project to contribute to bridge the gaps, starting with marketing material development and delivering trainings, specifying:.</p> <ul style="list-style-type: none"> • Develop one hands-on marketing training material package consisting of (i) a user handbook with templates, (II) a trainer/coacher guideline with tools, and (iii) training presentations. • Conduct one Training of Trainers (ToT) session for 20 local resource persons (local trainers); • Conduct two training sessions for 70 representatives (80% are EMW) of EMW-focused MSMEs, cooperatives, and producer groups.
<p>Statement of Duty:</p>	<p>The consulting team/firm will work closely with SPRINT's Agribusiness Resilience Specialist – DTL and coordinate with the Yen Bai Provincial Cooperative Alliance (PCA) to deliver sub-Activities: Design marketing training materials and deliver the trainings. Scope of work:</p> <ul style="list-style-type: none"> - Develop a hands-on marketing training material package consisting of (i) a user handbook with templates, (ii) a trainer/coacher guideline with tools, and (iii) training presentations. - Deliver one three-day marketing ToT for 20 local resource trainers in Yen Bai province. - Deliver two two-day marketing basic for 70 representatives of selected MSMEs/Coops/Producer groups in the project districts.

<p>Specific Duties:</p>	<p>The consultant team/firm will focus on:</p> <ol style="list-style-type: none"> 1. Desk Study: Leverage available information (PIP, agri-food baseline assessment, business capacity assessment report, existing marketing materials/practices, and local context) to lay the foundation for developing marketing training materials and conducting trainings. 2. Develop Work Plan: Propose a practical plan to execute this assignment from January to March 2025, including detailed activities, timelines, methodology/approach, and expected results. 3. Coordination: Work closely with SPRINT’s Agribusiness Resilience Specialist – DTL and PCA to arrange the mission, including technical and logistical support. 4. Develop Training Material: Develop a set of marketing training and coaching materials tailored to the local context of EMW-focused MSMEs, cooperatives, and producer groups. 5. Training Delivery: <ul style="list-style-type: none"> ○ Facilitate one Training of Trainers (ToT) session on marketing for 20 local resource persons. ○ Conduct two basic marketing trainings for 70 representatives of EMW-focused MSMEs, cooperatives, and producer groups. 6. Evaluation : Conduct pre- and post-training evaluations 7. Mission Report: Compile a comprehensive mission report, including recommendations.
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<p>Deliverables</p>	<p>The consultant team/firm will provide the following deliverables as basis for payment:</p>																		
<table border="1"> <thead> <tr> <th data-bbox="435 1291 535 1339">No.</th> <th data-bbox="535 1291 971 1339">Deliverable</th> <th data-bbox="971 1291 1198 1339">Language</th> <th data-bbox="1198 1291 1442 1339">Timeline</th> </tr> </thead> <tbody> <tr> <td data-bbox="435 1339 535 1459">1</td> <td data-bbox="535 1339 971 1459">Proposed Plan and methodology of this assignment</td> <td data-bbox="971 1339 1198 1459">English and Vietnamese</td> <td data-bbox="1198 1339 1442 1459">05-10/01/2025</td> </tr> <tr> <td data-bbox="435 1459 535 1753">2</td> <td data-bbox="535 1459 971 1753">One hands-on marketing material package consisting of a user handbook with templates, a trainer/coacher guideline with tools, and training presentations.</td> <td data-bbox="971 1459 1198 1753">Vietnamese</td> <td data-bbox="1198 1459 1442 1753">10-25/01/2025</td> </tr> <tr> <td data-bbox="435 1753 535 1894">3</td> <td data-bbox="535 1753 971 1894">One Training of Trainers (ToT) session was conducted for 20 local resource persons</td> <td data-bbox="971 1753 1198 1894">Vietnamese</td> <td data-bbox="1198 1753 1442 1894">10-20/02/2025</td> </tr> </tbody> </table>	No.	Deliverable	Language	Timeline	1	Proposed Plan and methodology of this assignment	English and Vietnamese	05-10/01/2025	2	One hands-on marketing material package consisting of a user handbook with templates, a trainer/coacher guideline with tools, and training presentations.	Vietnamese	10-25/01/2025	3	One Training of Trainers (ToT) session was conducted for 20 local resource persons	Vietnamese	10-20/02/2025			
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	(local trainers), with at least 10 of them capable of delivering marketing coaching services to MSMEs, cooperatives, and producer groups focused on ethnic minority women.		
4	Two training sessions conducted for 70 representatives (80% are EMW) of EMW-focused MSMEs, cooperatives, and producer groups.	Vietnamese	10-25/03/2025
5	A final satisfactory report on this assignment	English and Vietnamese	25-27/03/2025

Required Qualifications:	<p>For the lead consultant:</p> <p>Education and Knowledge:</p> <ul style="list-style-type: none"> • Bachelor’s degree in Business Administration, Marketing, Economics, Social Development, or a related field (Master’s preferred). • Expertise in gender-responsive and inclusive business practices, particularly in empowering ethnic minority women (EMW) through MSMEs, cooperatives, and producer groups. • Strong knowledge of marketing principles, including the 5Ps (Product, Price, Place, Promotion, and People), customer communication, and branding strategies. • Familiarity with Training of Trainers (ToT) methodologies and capacity-building programs. • Familiarity with the socioeconomic context of Yen Bai, particularly issues related to ethnic minority women (EMW), SMEs, and cooperatives. <p>Experience and Skills</p> <ul style="list-style-type: none"> • At least 5 years of experience in business development, marketing, or training delivery, focusing on MSMEs or cooperatives. • Proven experience designing and implementing ToT programs and creating practical training materials.
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	<ul style="list-style-type: none"> • Experience working with ethnic minority groups or women-focused programs in rural or underserved areas. • Strong facilitation and communication skills, with the ability to adapt to local contexts. • Proficiency in developing user-friendly marketing materials and training handbooks. • Fluency in English and Vietnamese. <p>For the team member</p> <p>Education and Knowledge:</p> <ul style="list-style-type: none"> • A bachelor's degree in business administration, marketing, economics, rural development, or a related field. • Strong understanding of marketing concepts, strategies, and market access mechanisms. • Familiarity with the socioeconomic context of Yen Bai, particularly issues related to ethnic minority women (EMW), SMEs, and cooperatives. <p>Experience and Skills</p> <ul style="list-style-type: none"> • At least 3–5 years of professional experience in marketing, market access, or business development. • Proven experience working with cooperatives, small and medium enterprises (SMEs), or producer groups in rural areas, especially those focusing on ethnic minority inclusion. • Experience in organizing and/or delivering training or capacity-building activities, particularly in marketing or market access. • Demonstrated ability to develop or adapt training materials to suit local contexts. • Strong interpersonal and communication skills, especially in engaging with ethnic minority communities and local stakeholders. • Ability to explain complex marketing concepts in simple, relatable terms for trainees with varying education levels.
<p>Application Package</p>	<ul style="list-style-type: none"> - Overview of methodology and approach to the assignment. - CVs of the team members demonstrating the team's relevant knowledge and similar experience. - Proposed Budget (including daily rates of Lead consultant and member). <p>Applications to be emailed to Recruitment@sprint-vietnam.com</p>
<p>Contract arrangement</p>	<ul style="list-style-type: none"> - Fees: following EU-UN cost norms for consultant fee and reimbursable costs. Copy of the cost norms shall be provided via an email request to the below email address.

	<ul style="list-style-type: none">- Type of contract: A time and materials reimbursable contract will be signed with the lead consultant/firm, on behalf of the whole team. The contract will include PIT number of each team member. SPRINT will pay the consultant team base on the approved timesheet and satisfactory deliverables.
Recruitment process	Competitive tendering will be applied