Terms of Reference for
Go-to-Market Strategy for "Vui đọc cùng em" Reading Application

November 2024

Save the Children

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Save the Children

1. OVERVIEW

Task	Go-to-market Strategy Development
Name of the project	Equal digital literacy environment with social inclusion for children from 6 to 11 years old in Vietnam
Project Start and End dates	1st August 2023 – 31st July 2025
Project duration	Two years
Project locations:	Dien Bien and Dien Bien Dong districts, Dien Bien province
Thematic areas	Education
Sub-themes	Basic Education
Donor	Save the Children Australia, DFAT
Estimated beneficiaries	5,933 beneficiaries including 2,996 children, 177 teachers and 2,760 caregivers
The overall objective of the project	Digital literacy and reading comprehension skills of students aged 6 – 11 of disadvantaged groups in Vietnam are improved

2. INTRODUCTION

This document outlines the Terms of Reference (TOR) for the go-to-market strategy for the "Vui đọc cùng em" reading application, developed as part of Save the Children International's (SCI), initiatives including the "Equal digital literacy environment with social inclusion for children from 6 to 11 years old in Vietnam" (EQUAL project).

The EQUAL project has been implemented in seven primary schools across two districts in Dien Bien province, in collaboration with the Dien Bien Department of Education and Training (DOET) and funded by Save the Children in Vietnam (SC). The project, running for 24 months from August 2023 to July 2025, aims to improve the literacy comprehension skills of students aged 6 – 11 in project areas by applying the reading app "Vui đọc cùng em" into their daily learning basis. The project is expected to directly benefit 2,996 students, 2,760 caregivers and 177 teachers, with an additional 4,968 children, 4,464 caregivers and 306 teachers indirectly benefiting from the project across the two project districts.

This project serves as a pilot phase in our broader strategy to develop and commercialize the "Vui đọc cùng em" reading app, ensuring its long-term financial viability and sustainability. Our vision is to enable equal access to technology-enabled learning resources for all primary school students in Vietnam, empowering them to become digital-ready citizens of the 4.0 world.

Market research will give us valuable data and insights to develop a B2C and/or B2B commercialization strategy for the "Vui đọc cùng em", while also generating critical evidence for our advocacy efforts with the government and potential private investors in scaling up the app.

3. BACKGROUND AND CONTEXT

Vietnam had 8.9 million students in primary school in the 2021-2022 school year[1]. Of whom, over 1.6 million were ethnic minority students, accounting for 17.7%. There were 58.996 primary-school students with disabilities. There were around 3 million households of migrant workers in the country, according to the National Survey on Population & Housing in 2019.

Although the government of Vietnam has been guiding and supporting the implementation of digital transformation in education since 2020, many barriers against disadvantaged students to develop digital literacy skills remain. According to the Vietnam's General Statistics Office (GSO)' Household Living Standards survey 2022, up to 95% of the poorest households in Vietnam did not own a computer because of the high cost[2]. They also use old and cheap smartphones which are not suitable to access many digital platforms and online applications. Due to shortages of budget and human resources, MOET has not been able to have adequate investment on ICT teaching. As per MOET's report for 2020-2021 school year, 30.9% ICT teachers still did not meet standard training requirements, lack of 3684 ICT teachers, 27.8% primary schools don't have computer rooms. They also couldn't invest in developing digital contents for e-learning at primary schools. Provincial authorities faced same challenges. Teachers in poor rural, ethnic minority and migrant worker areas also have less access to training on using digital tools in their class.

Building on findings from the project "Bridging the digital divide for ethnic minority children" funded by ANCP in 2021 – 2023, this project will further develop solutions to address the shortages of digital literacy and reading comprehension skills among primary-school students, especially in poor rural, ethnic minority and migrant households and students with disabilities. While students from urban middle & high-income backgrounds are taking advantage of the online setups during COVID outbreaks to progress fast online learning, their peers from the above-mentioned disadvantaged groups continue struggling with barriers preventing them to develop digital literacy skills, including poor computer/smartphone, lack of suitable online contents and underdeveloped capacity of teachers and caregivers to guide them. The digital divide in education is widening fast.

In addition to digital literacy, reading comprehension skills among primary-school students remains a significant challenge. Assessments conducted by SC in Vietnam in 2020 revealed that only 4% of surveyed ethnic minority primary school students in Dien Bien and 11% in Quang Binh (mountainous area), achieved comprehension-level reading. Low comprehension rates were also recorded in urban poor areas like Hai Phong (14%), and rural poor regions like Dong Thap (18%) were defined as readers with comprehension. These deficits limit those disadvantaged students' future education and development opportunities.

Project Objectives and Outcomes: The project's goal is "Digital literacy and reading comprehension skills of students aged 6 – 11 of disadvantaged groups in Vietnam are improved". To achieve this goal, the project aims to reach the three following outcomes:

1. Outcome 1: "Vui đọc cùng em" reading application is relevant to learning context, has integrated social inclusion features and is widely accessible to target users.
2. Outcome 2: "Vui đọc cùng em" is piloted for evidence of impact with effective participation of beneficiaries and stakeholders.
3. Outcome 3: "Vui đọc cùng em" is recognised as valid learning resource for primary education sector, and nationally promoted for scaling up through innovative partnerships.

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[1] Nhiều dấu ấn giáo dục tiểu học năm học 2023-2024 (moet.gov.vn)

[2] Sach-Khao-sat-Muc-song-dan-cu_compressed.pdf (gso.gov.vn)

This project will support students aged 6 – 11 to develop digital literacy and reading comprehension skills through developing and piloting a digital platform namely "Vui đọc cùng em". The platform, the first reading app with textbook-based feature in Vietnam, includes 500 textbook-based reading lessons which are gamified for young children to learn in interactive and fun ways, plus 200 local culture-portraited story books. This can make primary-school students attracted to reading lessons in class and at home and effectively achieve the reading comprehension skill improvement, ultimately enhancing their learning outcomes. While interacting with the platform which includes lessons on cyber safety, students will develop their digital literacy skill. Learning and how to support learning will become easy, natural and child-centred. The reading content will be developed by leading education experts from MOET.

Furthermore, social inclusion is thoroughly integrated into the development of the textbook-based reading material and the app. The story contexts and illustrations were thoughtfully adapted to reflect the local cultural context, with a particular emphasis on ethnic minority cultures and the needs of children with disabilities. The app's audio feature was integrated for all reading materials to enhance accessibility for children with low vision and those who face challenges in reading. The reading app is aimed to comply with Web Content Accessibility Guidelines - WCAG 2.1 Level AA guidelines. Following these guidelines makes content more accessible to a wider range of people with disabilities, including accommodations for blindness and low vision, deafness and hearing loss, limited movement, speech disabilities, photosensitivity, and combinations of these, and some accommodations for learning disabilities and cognitive limitations[3].

Rationale for the Go-to-market strategy

While the app has the potential to address critical gaps in digital literacy and reading comprehension of children, its long-term impact and sustainability depend on a strategic approach to commercialization and scale-up. The main target users of the app are children, but they are not likely our customers. The potential customers for the app can include parents, schools and educational institutions or organizations, including government departments such as provincial Department of Education and Trainings.

We aim to serve **children from various backgrounds**, creating an inclusive model that balances both accessibility and sustainability. Our focus on social impact means that our primary target users include marginalized children and parents with limited access to educational resources and minimal purchasing power, such as ethnic minorities, rural populations, and those in disadvantaged economic circumstances.

Some initial ideas are considering the possibility of developing two versions of the App suiting two business models: 1) One version fitting a freemium model to be commercialized for the general public, and 2) a subscription model suitable for organizations and schools willing to adopt the App, with additional features for customization.

To ensure that the app remains financially viable and continues to serve its target users, the go-to-market strategy is essential for:

- *Informed decision-making: Providing the data needed to refine the app, ensuring it meets the needs of students, teachers, and caregivers.*
- *Commercialization: Developing a viable business model to sustain the app, including exploring pricing models, partnerships, and sales channels.*

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[3] Web Content Accessibility Guidelines (WCAG) 2.1 (w3.org)

- ***Advocacy and Scale-up***: *Building evidence to engage government bodies and private investors in scaling the app beyond the pilot phase.*

The main focus of this ToR is on the Commercialization element.

4. PURPOSE AND SCOPE

1.1 Purpose and Scope

The primary purpose of the Go-to-market strategy is to conduct three phases of business strategy development: market research, marketing strategy development and business model development.

1. **Market research** involves understanding the market environment by identifying potential market segments, and sales channels, and analysing the competitive landscape. It is essential for identifying market gaps and opportunities that the app can exploit. This ensures that the app is positioned effectively within the existing market.

   – **Target Customer Segmentation:** The research will begin by identifying potential customers for the product (i.e. 'the market'). In this case, the main users of the app, children, are not likely to be customers, so it will be important to consider who may have an interest in purchasing the app on behalf of the users. We expect this group of potential customers to include parents and entities such as schools or other learning institutions, NGOs or government departments. Once identified, the research should focus on understanding the market's interest in digital learning tools specifically reading apps- and estimating the market size for the app. Research should segment customers based on behaviours, preferences, and their readiness to invest in digital learning tools. To identify and segment customers, research should also gather input from students, parents, teachers, and other educational stakeholders to assess how EdTech solutions are currently adopted in schools and at home.

   – **Customer Journey Mapping**: The study will map out the customer journey for each target segment, understanding customers' preferences, pain points and barriers to adopting EdTech solutions, allowing for better customization of the product, customer experience and marketing.

   – **Analyze the competitive landscape**: Examine existing EdTech solutions in the market, particularly in reading and literacy. This research should assess their strengths, weaknesses, pricing models, customer profiles and engagement, user engagement, content offerings, position and branding in the market. At the same time, gaps in the market should also be identified to highlight where SC's reading app can offer unique value or advantages.

   – **Demand Assessment:** Evaluate the overall demand for digital reading applications, particularly among underserved communities.

2. **Marketing strategy development recommendation**: Marketing strategy development involves creating a brand identity, promotional tactics, content marketing efforts, identify effective marketing channels/platforms that resonate with the target audience (customers, as

well as users). Effective marketing is crucial for building awareness, attracting customers and users, and driving adoption. This ensures that the app communicates its value proposition clearly and compellingly. The market research should provide recommendations for the development of a Marketing strategy which includes:

- **Messaging strategies** to effectively communicate the app's value proposition to users and customers, create clear and compelling messages that highlight the app's unique features, such as accessibility and cultural relevance.;
- **Channels** for effective reaching the target customers and users
- **Promotional activities and materials** including both digital and traditional marketing materials that could be developed and tailored to the behaviours and needs of different audience segments to ensure effective communication of the app's value proposition.
- **Budget and KPIs:** Propose a detailed media budget and measurable goals for tracking marketing performance.

3. **Business model** will support SC as an iNGO to identify potential partnerships with private sector, government agencies, NGOs for the app commercialization and sustainability. It also includes sale channels analysis, pricing and monetization model, implementation and rollout plan, success metrics and KPIs, risks mitigation strategy.

- **Potential partnerships for the app commercialization:** To identify and outline the most suitable collaboration mechanism between SC as an iNGO and business partner as an investor for the commercialization and sustainability of the App;
- **Sales channels analysis**: The business model section will analyse potential sales channels such as app stores, partnerships with educational institutions, government departments or other entities such as NGOs, and direct sales to customers. The insights will inform which of these channels to leverage and how to do so effectively.
- **Identify pricing and monetization model**: To understand the willingness to pay of different customer segments for the reading app, how much they would pay, and types of content or features would justify a higher price point for customers to identify pricing models and revenue-generating opportunities for the reading app in the educational technology market. Recommend flexible pricing models (e.g., freemium, subscription, volume-based discounts) tailored to various customer groups.
- **Implementation and rollout Plan**: The business model will incorporate a phased rollout plan, starting with pilot testing for each sales channel in selected markets.
- **Success metrics and KPIs**: Finally, the business model will define the key performance indicators (KPIs) that will measure the success of the business and its social impact. It will also include a plan for monitoring the business performance and evaluating the strategy's implementation, allowing for adjustments as needed.

Risks mitigation strategy: Identify the potential barriers and risks for commercialization of the app and suggesting a strategy to mitigate the risks. This strategy should be developed from January to June 2025, of which, the market research will include desk-based research and on-site research in different locations throughout the country, from Jan to March 2025. The research team will be required to undertake consultation with the SC at the commencement of the task to further refine the scope.

1.2 Intended Audience and Use of the go-to-market strategy

Primary intended audience of the go-to-market strategy are project donors, primary implementing organization, implementing partners, government stakeholders, beneficiaries and the app developer listed in below table.

Stakeholder	Further information
Project donor	Save the Children Australia, DFAT
Primary implementing organisation	Save the Children Vietnam
Government stakeholders	Dien Bien DOET
Other stakeholders	The reading app developer, private businesses

1.3 Key Study Questions

The **market research** aims to explore following research questions:

1. **What is the demand for the reading app "Vui đọc cùng em"?**

   Sub-questions may include but not limited to:

   1.1. What demand currently exists for EdTech solutions in general and Vietnamese reading apps in particular?
   1.2. Who are the potential customers of the reading app "Vui đọc cùng em"?
   1.3. What are their needs for the reading app, i.e., in terms of reading contents, alignment with the school curriculum, interactive features, support for social inclusion, data security, ongoing support, updates, and technical assistance?
   1.4. How likely would they be to purchase it? How much are they willing to pay?
   1.5. What challenges and limitations do potential customers face in making purchasing decisions?

2. **Who are the target users (students, teachers, parents) of the reading app, and what are their specific preferences, needs and challenges?**

   Sub-questions may include but not limited to:

   2.1. What are the specific groups of users who would use the app?
   2.2. How often do schools/teachers and parents currently engage children in reading activities using digital devices?
   2.3. What types of stories or themes do children, parents, schools/teachers prefer in reading apps?
   2.4. Do target users prefer apps that offer a mix of educational content and entertainment, or should the focus be solely on education?
   2.5. How important are interactive features (e.g., games, animations, sound effects) in a reading app for children?
   2.6. What are the key features and functionalities that potential users including students, parents and teachers value most in a reading app?

3. **How do existing EdTech tools targeting literacy improvement compare in terms of user engagement, features, and pricing models, and what unique advantages does our reading app offer over these competitors?**

Sub-questions may include but not limited to:

3.1. What other reading apps are parents and teachers currently using or have used for their children?

3.2. What are the key features, strengths, weaknesses and pricing models of these existing reading apps or the most common ed-tech solutions? What are their lifespans and how these tools maintain their popularity and a consistent user base over time?

3.3. What features do users including children, parents, and teachers like or dislike about these existing apps?

3.4. What would make them switch to a new reading app?

The **Marketing Strategy** aims to answer the following questions:

1. **What messaging strategies will most effectively communicate the app's value proposition to users and customers?**
   a. **What messaging strategies will most effectively communicate the app's value proposition to target users and customers?**
   b. How can messaging be tailored for different audience segments (e.g., schools, parents, NGOs)?

2. **What marketing channels and activities (e.g., social media, school partnerships, community events) are most effective for reaching the target customers and users?**
   a. What are the most effective channels (e.g., Facebook, TikTok, school networks) for reaching target customers?
   b. How should the marketing strategy balance digital and traditional channels?
   c.

3. **What types of promotional materials (e.g., videos, tutorials, testimonials) resonate most with the target customers and users?**

4. **How important is community engagement, and what methods (e.g., online forums, social media groups) can be used to foster it?**
   a. How can testimonials, case studies, and early adopter feedback be used to build trust and engagement?

5. **What role do influencers (e.g., educators, community leaders) play in promoting the app, and how can they be leveraged?**

6. **What key performance indicators (KPIs) should be tracked to measure marketing success?**

The **Business Model** aims to answer the following questions:

1. **What are the most effective sales channels and distribution strategies for the app?**

Sub-questions may include but not limited to:

1.1. How can strategic partnerships (e.g., with educational institutions, NGOs, government bodies) be identified, developed, and managed to support the app's distribution and long-term sustainability?

1.2. Which the most effective sales channels (e.g., app stores, partnerships, direct sales) are most likely to drive adoption for different types of market (urban, rural, and underserved markets)?

1.3. What incentives or promotions could encourage early adoption and long-term engagement by each customer segment?

1. **What are the potential pricing models and revenue-generating opportunities for the reading app in the educational technology market?**

    Sub-questions may include but not limited to:

    2.1. Are target customers willing to pay for a reading app, and if so, how much?

    2.2. Would each customer segment prefer a one-time purchase, subscription model, or freemium model with in-app purchases?

    2.3. What are pricing ranges and flexible pricing policies tailored to each customer group?

    2.4. What type of content or features would justify a higher price point for customers?

2. **What are the key success metrics and KPIs for measuring the effectiveness of the Go-to-Market strategy?**

    Sub-questions may include but not limited to:

    2.1. What KPIs should be tracked to measure success of the commercialization?

    2.2. What are the financial metrics that will indicate the app's revenue performance and profitability?

    2.3. What user satisfaction metrics will be monitored to ensure the app is meeting the needs of its users?

    2.4. How should the success of partnerships and sales channels be evaluated?

3. **What is the most suitable collaboration mechanism between SC as an iNGO and business partner for the commercialization and sustainability of the App?**

5. MARKET RESEARCH METHODOLOGY

5.1. Study Design

The research should employ a mixed-method approach incorporating both qualitative and quantitative data collection. The design should include, but not limited to, a combination of desk review of accessible EdTech tools, user testing of the app in new markets, key informant interviews, and/or focus group discussion. The research should focus on identifying and understanding viable customers and developing a successful business strategy for the app's commercialization.

For the quantitative component, the study design must ensure a margin of error of 7% at a 95% confidence level for key estimations. Sampling strategies should be robust enough to

achieve this precision across the relevant sub-populations and geographical areas. The methodology should also ensure that the research targets appropriate geographical areas and demographic customer and user groups.

The consultant team is encouraged to propose innovative methods that facilitate child participation and ensure inclusivity. The consultant is expected to propose the study design, including data collection methods, sampling strategies, and expected levels of precision, in the technical proposal.

5.2. Data Sources and Data Collection Methods / Tools

All primary data collected during the research should be disaggregated by key factors such as gender, age, disability, location (urban or rural), ethnicity, and vulnerability status. While Save the Children will not provide specific tools and classification schemes for this dataset, the research team is expected to detail their approach to data collection and classification in the technical proposal.

Save the Children will not provide enumerators for primary data collection. However, Save the Children can provide access to **Kobo Tools**, through its authorized subscription, to assist with digital data collection. The research team will be responsible for managing all other necessary resources, including hiring enumerators, if needed, and sourcing additional external data, such as government administrative data. The team should also outline how data triangulation will be achieved to ensure the reliability and validity of findings. .

Data Quality Control

To ensure data integrity and high-quality results, the study team is required to implement rigorous data quality control measures throughout the data collection process. All quality control procedures should be clearly outlined in the technical proposal, documented and reported to Save the Children to maintain transparency and accountability.

The study team is required to adhere to the <u>Save the Children Child Safeguarding; Protection from Sexual Exploitation and Abuse; Anti-Harassment, Intimidation and Bullying</u>; and Data Protection and Privacy policies throughout all study activities.

5.3. Ethical Considerations

It is expected that this study will be:

- **Child participatory**. Where appropriate and safe, children should be supported to participate in the evaluation process beyond simply being respondents. Opportunities for collaborative participation could include involving children in determining success criteria against which the project could be evaluated, supporting children to collect some of the data required for the evaluation themselves, or involving children in the validation of findings. Any child participation, whether consultative, collaborative or child-led, must abide by the 9 Basic Requirements for meaningful and ethical child participation.
- **Inclusive**. Ensure that children from different ethnic, social and religious backgrounds have the chance to participate, as well as children with disabilities and children who may be excluded or discriminated against in their community.
- **Ethical**: The study must be guided by the following ethical considerations:
  - Safeguarding – demonstrating the highest standards of behaviour towards children and adults.
  - Sensitive – to child rights, gender, inclusion and cultural contexts.

- o Openness - of information given, to the highest possible degree to all involved parties.
- o Confidentiality and data protection - measures will be put in place to protect the identity of all participants and any other information that may put them or others at risk.[4]
- o Public access - to the results when there are not special considerations against this
- o Broad participation - the relevant parties should be involved where possible.
- o Reliability and independence - the study should be conducted so that findings and conclusions are correct and trustworthy.

It is expected that:

- ▪ Data collection methods will be age and gender appropriate.
- ▪ Study activities will provide a safe, creative space where children feel that their thoughts and ideas are important.
- ▪ A risk assessment will be conducted that includes any risks related to children, young people's, or adults' participation.
- ▪ A referral mechanism will be in place in case any child safeguarding or protection issues arise.
- ▪ Informed consent will be used where possible.

The research team will be required to obtain approval from a Human Research Ethics Committee. Save the Children may provide assistance with uploading 1) **approved inception report, 2) data collection tools, 3) informed consents and assent if applicable, and 4) data protection plan** into Cayuse - an internal website of the SC Ethical Review Committee (ERC) and liaison with consultants to follow up with committee questions if aroused. However, it's applicant responsibility to follow Ethical guidance, address any concerns from the ERC, and get ERC approval.

5.4. Known limitations

The research team will be required to identify any anticipated known limitations or challenges for this research and proposed measure to address them in technical proposal.

6. EXPECTED DELIVERABLES

The research deliverables and tentative timeline (subject to the commencement date of the research) are outlined below. The research team and SC will agree on final milestones and deadlines at the inception phase.

Deliverables and Tentative Timeline

Deliverable / Milestones	Timeline

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[4] If any Consultancy Service Provider, Freelancer or Contingent worker will have direct contact with children and/or vulnerable adults and/or beneficiaries and/or have access to any sensitive data on safeguarding and/or children and/or beneficiaries, it is the responsibility of the person receiving the consulting service to contact the local HR team and child safeguarding focal point to ensure vetting checks and on-boarding are conducted in line with statutory requirements, local policies and best practices guidance.

The research team is contracted and commences work	By 28 February 2025
The research team will facilitate a **consultation meeting** with SC at the commencement of the activity to develop the inception report.	By 07 March 2025
The research team will submit an **inception report (in English) *** including: ▪ Research objectives, scope and key research questions ▪ description of the methodology, including design, data collection methods, sampling strategy, data sources, and research matrix against the key research questions ▪ data analysis and reporting plan ▪ caveats and limitations of research ▪ risks and mitigation plan ▪ ethical considerations including details on consent ▪ key deliverables, responsibilities, and timelines ▪ resource requirements ▪ data collection tools (in line with the research matrix) ▪ detail plan for implementation, including data collection Once research team must submit a request for any change in strategy or approach to SC for approval.	By 25 March 2025
Ethics submission and approval: Applicants are free to obtain ethical approval from Vietnamese Ethical committees with established international ethical standards or obtain ethical approval from SC ERC. Documents for obtaining SC REC must be submitted **in English** and include: ▪ Approved inception report ▪ Data collection tools (as annex to inception report) ▪ Inform consent forms (as annex to inception report) ▪ Data protection plan (as annex to inception report)	25 March – 11 April 2025
Final data collection tools (in Vietnamese): ▪ Research instrument ▪ Data collection mechanism	11 April 2025
Collected, **cleaned and organized data set**	10 May 2025
A Market Research **Report (draft) in English** including the following elements: ▪ Executive summary ▪ Background description of the Program and context relevant to the Research ▪ Scope and focus of the research ▪ Overview of the research methodology and data collection methods, including a research matrix ▪ Findings aligned to each of the key research questions ▪ Specific caveats or methodological limitations of the research ▪ Conclusions outlining implications of the findings or learnings ▪ Recommendations	30 May 2025

▪ Annexes (Project logframe, research ToR, Inception Report, research schedule, Data Collection Tools, List of people involved)	
Market Research Final Reports in Vietnamese and English	15 June 2025
Marketing Strategy – 1st draft	15 June 2025
Business Model - 1st draft	15 June 2025
Final Marketing Strategy and Business Model	30 June 2025

All documents are to be produced in MS Word format and provided electronically by email to SC. Copies of all PowerPoint presentations used to facilitate briefings for the project should also be provided to Save the Children in editable digital format.

7. REPORTING AND GOVERNANCE

The research team will have weekly/monthly meetings with SC on progress update, collaboration between the two parties, issues identification and resolution.

8. STUDY TEAM AND SELECTION CRITERIA

Requirements on skills, expertise and experience

To be considered, the research agency must form a study team which consists of a Team Leader and supporting team members, with demonstrated skills, expertise, and experience in market research, marketing strategy and business model development. The study team must collectively possess the following qualifications:

Team Leader:

- **Educational background:** Holds an advanced degree in social sciences, market research, economics, or a related field.

- **Experience**: at least 7 years of experience in leading and conducting market research projects, marketing strategy and business model development, or similar studies, preferably within the development or non-profit sectors and for **launching and promoting new digital products**. The focus should include understanding market trends, consumer behaviors, and segmentation.

- **Leadership & Project Management**: Demonstrates strong leadership abilities and project management skills, ensuring the delivery of high-quality outputs on time and within scope.

- **Data collection expertise:** Has extensive knowledge of both quantitative and qualitative data collection methods, including the design and implementation of research, interviews, and focus groups.

- **Data analysis proficiency:** Skilled in data analysis, with a strong grasp of statistical tools and triangulation techniques to ensure the accuracy, reliability, and validity of findings.

- **Ethical research standards:** Committed to ethical research practices and fully adheres to organizational policies, including those related to data protection, child safeguarding, and protection from exploitation and abuse.

- **Communication & Reporting:** Demonstrates excellent report writing and communication skills, with the ability to clearly present findings and recommendations to a variety of stakeholders, including non-technical audiences. Strong verbal communication skills are also necessary for effective collaboration with team members and stakeholders.

Research Team Member(s):

- Undergraduate degree in relevant fields such as market research, economics, business, or social sciences.

- Minimum of 3 years of experience in conducting market research, particularly in designing research, collecting data, and conducting in-depth interviews or focus group discussions.

- Proficiency in using digital data collection tools such as Kobo Tools or equivalent platforms for efficient data management.

- Strong analytical skills, particularly in processing and interpreting data related to market dynamics, consumer behavior, or social trends.

- Experience in triangulating data from multiple sources to ensure accuracy and validity.

- Report writing and communication skills are essential, with the ability to present findings clearly to stakeholders, including non-technical audiences

Research team member should include a Marketing and Communication Specialist who has:

- *Educational background: Holds a degree in marketing, communication, business, or a related field.*

- *Experience: Minimum 3 years of experience in developing and implementing marketing strategies, including product promotion and customer engagement, preferably for digital products or within the development sector.*

- *Marketing Expertise: Skilled in creating and executing marketing campaigns, messaging strategies, and content tailored to diverse audiences.*

- *Communication Skills: Demonstrates strong verbal and written communication skills for engaging stakeholders and delivering impactful promotional materials.*

- *Digital Marketing Proficiency: Proficient in using digital platforms and tools (e.g., social media, email campaigns) to drive product adoption and engagement.*

- *Analytical Skills: Experienced in analyzing market data to optimize campaigns and measure success.*

- *Collaboration: Capable of working closely with cross-functional teams and partners to ensure alignment with the broader Go-To-Market strategy.*

Financial Proposal

Save the Children seeks value for money in its work. This does not necessarily mean "lowest cost", but quality of the service and reasonableness of the proposed costs. Proposals shall include personnel allocation (role / number of days / daily rates / taxes), as well as any other applicable costs.

9. SCHEDULE OF PAYMENT

The following payments will be made to the consultant using and agreed mode of payment.

- Upon approval of inception report and tools submitted to ERC: 30%
- Upon submission of Final Market Research Report: 50%
- Upon approval of final Marketing Strategy and Business Model: 20%

Budget: Do not exceed 600,000,000 Vietnam dongs.
SC's Budget code: SOF: 03603999; DRC: 036039990002; Activity code:
7041044AC07A, Cost center: 70404X

10. ANNEXES

- Annex 1: SCI Evaluation Scoring for perspective consultants
- Annex 2: Nine Basic Requirements for meaningful and ethical child participation.
- Annex 3: Save the Children Child Safeguarding policy.
- Annex 4: Save the Children Protection from Sexual Exploitation and Abuse policy.
- Annex 5: Save the Children Anti-Harassment, Intimidation and Bullying policy.
- Annex 6: Save the Children Data Protection and Privacy policy.