



CONSULTING SERVICES FOR INVEST IN AFRICA –KENYA UNDER THE GIZ BUSINESS SCOUTS FOR DEVELOPMENT PROJECT ON UPSCALING OF SMES MANUFACTURING NATURAL PRODUCTS IN KENYA AND UGANDA

1.0 Background

The East Africa Community (EAC) market is gaining increasing importance for value-add natural products made in Eastern Africa. In addition, there is also an increasing openness in the community to buying “products made in EAC”, thus a high potential for SMEs in manufacturing which is quite often overlooked. The progress of the realization of EAC intra-trade provides new growth potential for SMEs manufacturing natural products, due to the ease of access to neighboring markets.

The Upscaling of Manufacturing SME'S in Natural Clusters IIA project aims at upscaling SMEs manufacturing natural products in select clusters in Kenya and Uganda is supported by the Business Scouts for Development Programme (BSfD). The project will provide practical and tailored solutions to the specific challenges posed by the beneficiary SMEs through building their capacity in key skills areas and providing much needed linkages to enhance their competitiveness. The programme is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, a German development cooperation agency

2.0 Key Project Objectives and Deliverables:

1. To improve the market success chances of SMEs (natural products' processors) through a holistic scale up approach for increased competitiveness through targeted training and coaching.
2. To create viable linkages for the SMEs with demand creators and financiers through networking and increased access to information.
3. To increase cluster integration of the project clusters (Avocado and Coconut in Kenya; Moringa and Shea in Uganda).
4. To increase opportunities for contract manufacturing.



2.1 The overall objective of New Product Development Assignment

1. Demonstrate knowledge in the Agricultural food clusters, analysis and assessment relating to scaling up of SMEs manufacturing natural products in Kenya and Uganda.
2. The consultant should be able to guide on new product development process - product market fit assessment through Discovery process, understanding and undertaking new product development and definition of the products development as well as product design and development and finally engaging SME'S on how to take the new product to the market.
3. The consultant should be able to guide on new product development process leading to launch of the new products to the target customers.
4. The consultant should be able demonstrate how A great idea is different from existing solutions
5. Help Manufactures understand the market and what the customers want -Linking market needs to product launch
6. The consultant should be able provide a plan to scale-up SME ideas into a product that can generate real revenues
7. Provide guidance and training on the budget that is used to invest in design resources, or a partner to do product development
8. Ability to design and guide on new products market requirements and insights as a consultant while providing an outside perspective with the ability to see across industries for market trends

2.2. New Product Development Consultants Deliverables and objectives

1. Guide SME'S on Successful new product Development process
2. The consultant should be able help the Manufactures on new product development through concepts that are aligned with the manufacturer's products and business development strategy.
3. The consultant should help the cluster SME'S on ideas that are nurtured by a flexible, light weight process
4. New product development consultant should be able to help SME'S link the new product that delights customers while growing the business revenue as well as business customer base.
5. The consultant should help the SME's match their knowledge into clarity in product development roles while meeting the financial objectives of the product.
6. The consultant should be able to support the SME'S in Exceeding sales forecasts, improving product profitability while creating measurement metrics in engaging in innovative products development as part of business productivity and growth.



Activity 3.1 NEW PRODUCT DEVELOPMENT PROJECT CONSULTANT KEY ROLES & DELIVERABLES OBJECTIVES

1. Lead the implementation of the new product development among the existing manufactures
2. Produce end of training technical reports as per the contract agreement.
3. Contribute to the development of high-quality implementation progress reports
4. Build the capacities of stakeholders in new product development capabilities while implementing the learnings to their business use.
5. Guide manufacturing SME'S in Exceeding sales forecasts for new products launched to the market.
6. Show how manufactures can Improve on product profitability
7. Improving product development predictability
8. Show how to Create more innovative products
9. Train SME'S on how to engage government regulators (Kenya Bureau of Standards and Uganda National Bureau of Standards) in launching new products in the market.
10. Provide technical assistance on project activities and initiatives that may be deemed necessary by Invest in Africa.
11. They should be able to guide SME'S in meeting product standards in manufacturing of new products

4.0 RESOURCES AND LOGISTICAL SUPPORT

The consultant will report to the Program Manager; Invest In Africa (IIA) Kenya, and work closely with the Project Coordinator and the Project Team, with scheduled weekly reporting meetings.

5.1 Duty Station

The project will cover nationwide in Kenya and Uganda. The geographical spread will be dependent on final eligible SME beneficiaries within the identified 4 clusters.

5.2 Administration Arrangements

IIA- Kenya will cover administrative costs. The consultant is expected to use their own laptop and telephone.

5.3 Travel Arrangements

During the assignment, Invest In Africa - Kenya will be responsible for the Consultants' travel expenses, subject to agree on parameters that will be well documented and approved.

5.4 Duration

The assignment will take place from July 2022 to 15th September 2022 in adherence to the project timelines.

5.5 Payment

Payment will be based on the signed contract, the agreed upon number of days and rate per day of work done. The Consultant will be expected to provide time sheets for work done.

The consultant is expected to indicate their expected daily billing rate.



6.0 KEY CONSULTANTS/EXPERTS

For the implementation of the project, the consulting firm is expected to provide a team of key experts as submitted in the Consultants' Expression of Interest (EOI).

9.0 LANGUAGE:

All deliverables shall be in English language. Therefore, excellent English communication skills (oral, written, and presentation) are essential.

Contact Invest in Africa (Kenya)

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