



Business Women Forum - Palestine
منتدى سيدات الأعمال - فلسطين

**Pioneers- Raedat-Activity
Terms of Reference**

Consultancy Services for: Needs Assessment Consultancy

June 2024

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Section 1. Letter of Invitation

Date: 16 June. 2024

REQUEST FOR PROPOSALS – Consulting Firms

Program Name: Pioneers- Raedat Activity

Business Women Forum-Palestine (BWF) invites proposals from Eligible, Qualified Consulting firms to provide the following consulting services: Needs Assessment Consultancy

More details of the services are provided in the attached Terms of Reference

1. This invitation is open to all potential eligible Consulting Firms, registered locally, and qualified in the field as presented below.
2. A firm will be selected under the Technical & Financial proposals and procedures described in this RFP.

Technical & Financial Proposal, shall be submitted on or before the deadline for submission at BWF office at the Address shown below.

Interested eligible consultants, can obtain further information by sending inquiries or contact BWF at Admin@BWF.ps, no later than 23.07.2024

The Information referred to above is:

Consultancy Field	Needs Assessment Consultancy for Women Entrepreneurs
Deadline for Submission	28.07.2024 at 2.00 pm
Deadline for Inquiries	23.07.2023
Address	Ramallah, Al-Balou' area, Al-Fare' Bldg, 2nd floor

The Pioneers -Raedat Activity is implemented by Global Communities with funding from the United States Agency for International Development (USAID).

Section 2. Instructions to Consultants

<p>Introduction</p>	<p>Business Women Forum will select a consulting firm (the Consultant), in accordance with the method of selection based on the <u>Technical and Financial proposals</u> and the evaluation criteria outlined in the <u>Terms of Reference</u>.</p> <p>Consultants shall bear all costs associated with the preparation and submission of their proposals and contract negotiation. Business Women Forum is not bound to accept any proposal and reserves the right to cancel the selection process at any time prior to Contract award, without thereby incurring any liability to the Consultants.</p>
<p>1. Proposal Validity</p>	<p>1.1 The Consultants' Proposals must remain valid for [60 days] after the submission date. During this period, Consultants shall maintain the availability of Professional staff nominated in the Proposal. Business Women Forum will make its best effort to complete negotiations within this period. Should the need arise, however, Business Women Forum may request Consultants to extend the validity period of their proposals. Consultants who agree to such extension shall confirm that they maintain the availability of the Professional staff nominated in the Proposal, or in their confirmation of extension of validity of the Proposal, Consultants could submit new staff in replacement, who would be considered in the final evaluation for contract award. Consultants who do not agree have the right to refuse to extend the validity of their Proposals.</p>
<p>2. Clarification and Amendment of RFP Documents</p>	<p>2.1 Consultants may request a clarification of any of the RFP documents up to 23.07.2024. Any request for clarification must be sent in writing, to email address shown in the Invitation Letter. Business Women Forum will respond in writing by standard electronic means.</p> <p>2.2 Should Business Women Forum deem it necessary to amend the RFP, based on a clarification at any time before the submission of Proposals. Business Women Forum may amend the RFP by issuing an addendum in writing or by standard electronic means. The addendum shall be launched publicly.</p>
<p>3. Preparation of Proposals</p>	<p>3.1 The Proposal, as well as all related correspondence exchanged by the Consultants and Business Women Forum, shall be written in the English languages.</p> <p>3.2 None of the consulting firm employees should be PA or Local Government Unit employees.</p> <p>3.3 The Technical Proposal shall not include any <u>financial information</u>. Any Technical Proposal containing financial information will be declared nonresponsive.</p>
<p>4. Submission, Receipt, and Opening of Proposals</p>	<p>4.1 An authorized representative of the Consultants shall initial all pages of the original Technical and Financial Proposals.</p> <p>4.2 The original and all copies of the Technical & Financial Proposal shall be placed in separate sealed envelopes clearly marked "TECHNICAL PROPOSAL" SIMILARLY, the original Financial Proposal shall be placed in a sealed envelope clearly marked "FINANCIAL PROPOSAL" followed by the name of the assignment, Needs Assessment Consultancy.</p> <p>Business Women Forum shall not be responsible for misplacement, losing or premature opening if the outer envelope is not sealed and/or marked as stipulated. This circumstance may be case for Proposal rejection. If the Financial Proposal is not submitted in a separate sealed envelope duly marked as indicated above, this will constitute grounds for declaring the Proposal non-responsive.</p> <p>4.3 The Proposals must be sent to the address indicated in the Letter of invitation and received by Business Women Forum no later than the time and the date indicated in the Letter of Invitation. Any proposal received by Business Women Forum after the deadline for submission shall be returned unopened.</p>
<p>5. Evaluation of Technical Proposals</p>	<p>5.1 The evaluation committee shall evaluate the Technical Proposals based on their responsiveness to the Terms of Reference, applying the Criteria, sub-criteria. The technical evaluation shall commence 70% of the total evaluation score while the financial will commence the remaining 30%.</p> <p>5.2 The minimum Technical score required is 75 points for the technical evaluation. The consultants that fail to achieve the minimum score in the technical evaluation will be rejected and the financial proposal will return unopen.</p>

Section 3. Terms of Reference

Pioneers Raedat Activity

Assignment Title: Needs Assessment Consultancy

I- About BWF:

The Business Women Forum (BWF) is a national non-profit organization established in 2006, to promote and empower the role of businesswomen and entrepreneurs as leaders in the Palestinian economy through advocacy, influence to create an enabling environment for women in Palestine. BWF works through a comprehensive methodology through provision of business development packages including capacity building, coaching, consultancy, and technical support necessary for their business, enhancing access to markets, financing and knowledge, in addition to networking with local, regional and global institutions and organizations.

BWF has developed a holistic business development approach based on the cumulative experience of BWF over the 15 years working on supporting women owned businesses and women entrepreneurs from different sectors and backgrounds. The holistic demand driven business development approach includes: capacity building & skill development program , one-on-one coaching and mentoring, on the job training, developing competitive products, branding and creation of creative designs, providing seed funding, access to information, access to finance, and marketing (identification of local marketing channels, developing marketing strategies, creating and participating at local, regional and international networking platforms and enhancing access to export chains). In addition, BWF introduces role models, women champions, and advocates for women's issues at all levels. This holistic approach contributed to enhancing sustainability of businesses and access to economic opportunities through job creation and income generation, thus, promoted women's potential leaders and agents of change.

II- Background

The “Pioneers-Raedat” Activity is a 5-year USAID-funded project, implemented by Global Communities in partnership with local organizations. The project is intended to leverage women's potential and to empower communities for sustainable development, focusing on gender equity within the Palestinian community. With the aim to create ripple effects that shift gender-based power relations within the Palestinian community across the West Bank, Gaza Strip, and East Jerusalem (WBGEJ).

The Business Women Forum (BWF) will be leading the “Grow Your Business” economic and business support program which aims to empower and assist women entrepreneurs in expanding and sustaining their businesses. This tailored program will cater to the specific needs of 100 women entrepreneurs annually.

Initially, an emergency needs assessment will be conducted for selected businesses, ensuring that the program can provide precisely the support that these entrepreneurs require. The process will culminate in the purchase and acquisition of the necessary resources and support tools for the 100 businesses.

As such, BWF is seeking to hire a consulting firm to conduct assessment of **100** women businesses participating in the “Grow Your Business” support program in the West Bank and Jerusalem. The main objective of this assessment is to identify the key needs for the women businesses development and provide recommendations for enhancing their businesses based on results.

III- Scope of Work:

1. **Literature Review:**
 - Review the grant application form provided by BWF to understand the criteria and objectives of the grant program.
 - Analyze the application forms of participants to gather initial data on each business.
 - Identify key themes, commonalities, and unique aspects of the businesses based on the information provided.
2. **Data Analysis:**
 - Compile data from the literature review to create a comprehensive database of business profiles.
 - Analyze the data to pinpoint administrative weaknesses, technical deficiencies, and infrastructural needs.
3. **Consultation Sessions:**
 - Organize four consultation sessions, each with 25 women participants, ensuring a comfortable and productive environment.
 - Develop a structured format for the sessions, including discussion points, questionnaires, and activities designed to elicit detailed information.
 - Facilitate discussions to explore each participant's unique business challenges, needs, and potential solutions.
 - Record and analyze the feedback and insights gained from these sessions.
4. **Final Report:**
 - Summarize key observations from the consultation sessions, highlighting common and unique business needs.
 - Provide a detailed assessment of the technical equipment, services, and solutions required by each of the 100 women businesses.
 - Offer recommendations to address the identified needs, including potential sources of support and implementation strategies.

Ensure the report is clear, well-structured, and actionable, providing BWF with a valuable tool for supporting the women’s businesses. Note: The 100 women business are at the Small and micro businesses level.

Section 4: Methodology:

The consultation will include interactive workshops, case studies, group discussions, and literature review.

- The 100 women entrepreneurs will be divided into four groups with 25 participants.
- The workshops will be conducted in various geographical locations, selected based on the locations of the women entrepreneurs and the current political situation.
- The consultation sessions will be carried out within the period of 45 working days.

Section 5: Deliverables

The consulting firm\Consultant is expected to deliver the following:

1. A detailed summary document outlining the key findings from the literature review of the participant's application forms and the grant application form.
2. A comprehensive report presenting the results of the data analysis; identification of data gaps, trends, and specific needs in administrative, technical, and infrastructural areas.
3. Consultation Session Materials: agenda, discussion points, and questionnaires used during the face-to-face consultation sessions.
4. A summary of each consultation session, including participant feedback, key discussion points, and initial observations.
5. Final Report including of in-depth final report encompassing:
 - Executive summary.
 - Detailed observations from the consultation sessions.
 - Analysis of the business needs of the 100 women participants.
 - Specific recommendations for technical equipment, services, and solutions required by each business.
6. A strategic plan outlining the steps for implementing the recommended solutions, specifying the timelines, resources needed, and potential partnerships for effectively addressing the identified business needs.

Section 6: Minimum Required Qualifications

1. Experienced staff with 5-7 years of work experience in relevant technical area:
 - Proficiency in qualitative and quantitative research methods, ability to collect data, conduct interviews, and analyze findings must be proven.
 - Strong communication and interpersonal skills and a proven record of similar tasks must be shown.
 - Capability to manage the entire assessment process, including planning, execution, and reporting, within specified timelines and budget allocated for the task.
 - Proven expertise in providing guidance and support to women entrepreneurs, particularly those from diverse backgrounds and with limited resources.
 - Demonstrated skills such as training, coaching, and/or facilitating are part of selection criteria.

2. Relevant and geographic work experience implementing similar technical assistance:
 - Understanding the socio-economic, political, and cultural landscape of Palestine, as well as understanding employability and youth sectors.
 - Familiarity with the local social entrepreneurship ecosystem and resources available to support start-ups.
 - Availability to conduct the consultation sessions at a venue provided by BWF, or through remote/virtual methods if needed.

3. Demonstrated professional excellence and communications and writing.
 - Proficiency in preparing comprehensive reports in English outlining the findings, recommendations, and actionable insights derived from the assessment exercise.
 - The ability to reflect findings in a visual manner to facilitate knowledge sharing and distribution.
 - Excellent communication and interpersonal skills, with the ability to build trust and rapport with women entrepreneurs.
 - Proficiency in English and Arabic is essential for effective communication with stakeholders and for documenting findings in both languages.

VII- Tentative Timeframe:

The firm is expected to commence the assignment within 45 working days of award of contract.

Section 7. Technical Proposal Requirements

Consultant's Organization and Experience

- Company profile and registration certificate, clearly mentioning the date and the type of establishment and at least 5 years of relevant experience.
- Experience samples of previously developed, contract award or a minimum of 2 reference letters from the clients stating scope of services and deliverables related to previously completed similar assignments.

Description of the Approach, Methodology and Work Plan for Performing the Assignment

- In all aspects of methodology and results the key aspect/theme is to enable access to markets in the short/medium and long term.
- A work plan outlining a comprehensive breakdown of tasks and the corresponding level of effort for each team member is required. The timeframe stipulated in the agreement contract must not be exceeded without prior written approval from BWF

Proposed Professional Staff

- CV(s) of at least 3 key staff; contact person/ project manager, research specialist, and career development specialist who will be engaged for this assignment. The CVs need reflect at least the academic qualification, previous relevant experience, current location, and level of effort etc. Each CV should not exceed four (4) pages and should be annexed in the Technical Proposal.
- Team Composition and Task Assignments; outlining the specific responsibilities of each team member and the designated primary contact person for coordination.

BWF will evaluate the Technical proposals based on the following criteria:

1. Consultant's Organization and Experience in conducting similar assignments.
2. Quality of the proposed methodology, approach, and the work plan.
3. Qualifications and skills of the proposed professional staff.

Section 8. Financial Proposal Form

No	Deliverables	Activity \Phase Description	Total Price\$ (including all Remuneration, Reimbursable, and all direct, indirect costs to complete the deliverable)
1	Detailed summary document outlining literature review key findings.	Activity 1.1 Activity 1.2 Etc....	
2	Comprehensive report presenting data analysis' results.	Activity 2.1 Activity 2.2 Etc....	
3	Consultation Session Materials	Activity 3.1 Activity 3.2 Etc....	
4	Summary of each consultation session	Activity 4.1 Activity 4.2 Etc....	
5	In-depth final report	Activity 5.1 Activity 5.2 Etc....	
6	Strategic Implementation plan	Activity 6.1 Activity 6.2 Etc....	

[Consultant must describe the main activities for each deliverable inline with the technical proposal]

Total In number and words:

.....

Important Notes:

- ✓ The Financial Proposal shall be prepared using the attached Standard Forms (Section 5). It shall list all costs associated with the assignment, including (a) remuneration for staff , and (b) reimbursable expenses such as transportation, per diem, printing of documents, leasing etc .
- ✓ Activities and items described in the Technical Proposal but not priced, shall be assumed to be included in the prices of other activities or items.
- ✓ All the taxes for which the Consultant is subject to payment shall be included in the Financial Proposal, Except the Value-Added VAT Tax, since the contract will be zero VAT.

Consultants shall express the price of their services in the US\$ only.

- ✓ Prices need include all types of expenses such as transportation, per–diem, calls, accommodation...etc.
- ✓ Consultants shall only express the price of their services in USD.
- ✓ Full payment will be made via bank transfer or check upon the successful submission of all requested deliverables.
- ✓ BWF will be responsible for reserving the venues for the consultation sessions, as well as arranging refreshments and/or lunch as needed.
- ✓ The Pioneers- Raedat Activity is funded by the United States Agency for International Development -USAID and the consultant should be understand that the award to selected firm is subject to Donor’s approval,
- ✓ The Consulting firm is fully responsible to comply with USAID regulations and will sign all USAID Mandatory Clauses.