**The American Chamber of Commerce in Jordan**

**(AmCham – Jordan)**

**REQUEST FOR PROPOSALS (RFP)**

Within the scope of

**The USAID Informal Livelihood Advancement Activity (Iqlaa)**

|  |  |
| --- | --- |
| **RFP #**  | 002/2024 |
| **Name:** | **Request for Proposal for Study on the Aggregation Business Model in Jordan: Baseline & Prospects** |
| **RFP Date of Issuance:**  | Monday February 5th, 2024 |
| **Date for Q&A Session:** | Sunday February 11th, 2024*Q&A (Question and answers) Session will be held online to answer any inquiries and questions with respect to this RFP.* |
| **Closing Date for Submitting Proposals:** | Sunday February 25th, 2024, 4:00PM Amman Time. |
| **Proposals Submission Method:** | Interested candidates should submit their technical and financial proposals as per the details provided in this RFP with the requested attachments. Interested candidates shall provide: 1. A technical proposal that reflects an understanding of the requirements of the RFP and includes: (i) clear methodology to be used in implementing the baseline study; (ii) timeline of deliverables, (iii) the team structure, responsibilities providing the necessary Experts (including required CVs and signed letters of commitment) to undertake the specific technical tasks to meet the objectives of this RFP while ensuring the quality of the outcomes and delivery in a timely manner, and (iv) the company profile covering a summary of company experience and background in addition to examples of like work done by the company in the past.
2. A detailed financial proposal in JOD.

To be sent by email to: amcham@amcham.jo with subject line: **Aggregation Business Model Baseline Study – RFP 002/2024**, no later than Wednesday February 28th, 2024. |
| **Date for Opening Proposals Session:** | **Wednesday February 28th, 2024***AmCham-Jordan will conduct a tender opening session at AmCham-Jordan Offices to ensure the transparency of the selection process.* |
| **Anticipated Date for final selection:**  | **Wednesday March 6th, 2024** |

1. **INTRODUCTION:**

**The American Chamber of Commerce in Jordan (AmCham-Jordan)** is a voluntary not-for-profit member-based organization established in 1999. With over 250 member 90% of which are SMEs. For more than 20 years AmCham-Jordan has been contributing to Jordan’s sustainable economic development through support to business growth and enhancement of Jordanian – American business relations. AmCham-Jordan is directly affiliated with the United States Chamber of Commerce in Washington D.C. and is member of the AmCham MENA Regional Council.

**USAID Informal Livelihood Advancement Activity (Iqlaa)** is a five-year USAID funded program that started in 2022 and aims to support Jordan's HBBs and MSEs to grow, transform, and become resilient to future shocks. Iqlaa’s approach explores new ways of doing business and improving access to finance, markets, and services. The program focuses on four sectors: agriculture, hospitality and tourism, manufacturing, and services, with a special focus on technology development and implementation. Iqlaa infuses a gender, youth, and social inclusion lens throughout all interventions.

Through research and adaptive collaborative learning, Iqlaa will identify opportunities, incentives, and market constraints that facilitate or restrict formalization and growth. Based on the findings, Iqlaa will implement best practices in enterprise strengthening, inclusive job creation, and financial sector development within a market systems development (MSD) framework. Iqlaa will also leverage innovative behavioral change methodologies to facilitate long-term, sustainable changes in the MSEs ecosystem in Jordan.

**Implementing Organizations:** Mercy Corps (Lead Implementer), Andersen for Legal and Tax Consultancy, Dalberg Design, Expectation State, Middle East Investment Initiative (MEII), Migrate-Jordan, Q-Perspective, and American Chamber of Commerce in Jordan (AmCham).

**AmCham-Jordan is an implementation partner in Iqlaa**, and seeks to contribute to achieving the Iqlaa goals by enhancing synergies between the various local economic actors by empowering MSEs and support them to grow locally and internationally. AmCham-Jordan’s interventions are to; (i) Develop an Aggregator Accelerator Program to support the development of commercially driven and managed enterprises that are able to capture market opportunities locally and internationally, and to (ii) Leverage AmCham-Jordan’s Local Market Knowledge by creating linkages between MSEs and AmCham-Jordan’s membership base to encourage local sourcing and sales transactions.

Accordingly, AmCham-Jordan under Iqlaa, will put in place a specific program to help MSEs aggregators to speed up and enhance their working relations with MSEs and HBBs to accelerate their collaborations and ensure that they can grow and expand their business successfully. To support this aggregation business model in Jordan, AmCham-Jordan wishes to undertake a comprehensive baseline study to assess existing business models, sectors and patterns in Jordan that would support the successful implementation and dissemination of the aggregation business model.

1. **OBJECTIVE:**

The study aims to draw insights from successful aggregation practices across various countries and sectors, and to have a clear understanding of the local socio-economic dynamics that will support AmCham-Jordan to identify potential areas for improvement and devise strategies to enhance the effectiveness, efficiency, and the various patterns that the aggregation model may take in Jordan.

**Accordingly, the objectives of the study are to:**

* provide valuable insights into international best practices that are applicable to the Jordanian context;
* shed light on how aggregation models may take shape within the national Jordanian context and local market dynamics, and
* identify the benefits, specificities, and challenges faced within Jordan’s business ecosystem to help inform the design and implementation of the aggregation business model in Jordan.

**Taking into consideration that** **Iqlaa’s sectors will be:**

* **Agriculture:** key for post-production HBBs, especially women owned; critical for food security and vulnerable due to water scarcity.
* **Hospitality and Tourism:** key sector for HBBs, strong links to agriculture sector through cross-over businesses.
* **Manufacturing**: second largest sector by number of MSEs; handmade sub-sector demonstrates potential for PLWD and women-owned HBBs; supports locally made products.
* **Services including Retail:** largest sector by number of MSEs; primary contributor to employment and GDP in Jordan
1. **TASKS & DELIVERABLES:[[1]](#footnote-1)**

**The contractor shall undertake the following specific tasks:**

* Work closely with the AmCham-Jordan technical team.
* Carry out desk research and literature review and provide clear references.
* Hold 1 to 2 focus groups.
* Hold one-on-one meetings with experts and stakeholders at the national level, and supply the names and address of all, as well as meeting summaries.
* Carry out surveys and/or questionnaires – and provide track record.
* Hold a report presentation session.

**The contactor shall deliver a comprehensive baseline and prospects study that includes:**

* Examining the aggregation business model implemented in other economies to capture lessons learned.
* Examining local patterns and scenarios within Jordan’s business ecosystem, taking into consideration the geographical factor.
* Identifying which economic sub-sectors are the most promising candidates for successful aggregation in terms of the speed at which a product-market fit can be developed, along with highlighting sectors and subsectors that are promising for the participation of women, youth and persons living with disabilities.
* Identify existing obstacles and constraints that are not allowing for creating and sustaining business linkages between aggregators and aggregated MSEs/HBBs including those owned by women, youth and persons living disabilities.
* Any other issues of considerations.
* Provide clear recommendations that address:
* specific issues to the development and implementation of the aggregation business model,
* sector-specific challenges and suggest strategies for optimizing aggregation practices;
* possible action to encourage the development of women-owned business aggregators,
* possible opportunities for women, youth, and people living with disabilities economic participation in aggregation business models.
* any other issues of relevance.
1. **COMMUNICATIONS, BRANDING AND MARKING:**

The expert company will need to comply with the USAID and Mercy Corps Branding and Marking requirements and guidelines that will be provided upon awarding the applicant.

1. **QUALIFICATIONS:**

AmCham-Jordan is seeking the professional services of a local consulting firm (the “contractor”) with at least (5) years of demonstrated experience in offering economic research and analysis reporting specifically in the local context and with experience carrying our stakeholder engagements.

**Competencies:**

The contractor should meet the following criteria:

* A minimum of 5 years of demonstrated experience in offering business model analysis, particularly related to the aggregation business model.
* Proven expertise in conducting economic assessments, sector analysis, and formulating recommendations for business model improvement.
* A team with expertise in areas such as economics, market research, data analysis, and strategy development.
* Strong analytical and research capabilities, as well as the ability to provide clear reports and recommendations.
* Deep knowledge of international experiences and best practices related to economic impact assessments, aggregation, and multiplier effects.
* Relevant experience and good understanding for the MSE sector in Jordan and its relevant ecosystem.
* Experience in working with donor project is an advantage.
1. **TIMING:** The consultancy is for a duration of three (3) months.
2. **MANAGEMENT & REPORTING:**
* The expert company will report to AmCham-Jordan CEO.
* All activities and delivery schedule (work plan) will be developed and implemented in coordination with AmCham-Jordan technical team.
* All documents related to the consultancy are to be provided in Microsoft format in soft copies delivered by email.
* The baseline study will be in the English language and should have a length that does not exceed 100 pages. To ensure clarity and readability while covering all the key objectives and recommendations, any detailed data, analysis, and references should be provided in the appendices that are not counted towards the length of the report.
* The consultant should provide a PowerPoint presentation summarizing the content and outputs of the study.
1. **TENDER EVALUATION METHOD:**

The selection process will be evaluated according to the following criteria:

|  |  |
| --- | --- |
| **Criteria** | **Weight** |
| **Technical Weight**  | **80%** |
| *Methodology including Timeline/ Clear Milestones*  | *30%*  |
| *Experts’ CVs/Experience and Capabilities*  | *30%*  |
| *Company’s Past Experience*  | *20%*  |
| **Financial Weight**  | **20%** |

1. **GENERAL TERMS AND CONDITIONS:**

Interested candidates should take into consideration the following general and financial terms and conditions when preparing and submitting their proposals:

* All prices should be quoted in Jordanian Dinars inclusive of all expenses with clear breakdown (table format) of the daily rates and number of days for each deliverable.
* The proposal must include all the above requirements in addition to the signed conflict of interest letter provided with this RFP.
* The proposal must include the company profile covering a summary of company experience and background in addition to examples of work done by the company in the past.
1. The expert is expected to provide a clear methodology that shows the research tools to be used and the tasks that will be undertaken during the implementation phase, including the focus groups, meetings and/or surveys describing the objectives of each tool and how it will benefit the research in analyzing and defining the existing models on aggregation and validating the main outcomes in relation to the proposed effective models. [↑](#footnote-ref-1)