



**The American Chamber of Commerce in Jordan  
(AmCham – Jordan)  
REQUEST FOR PROPOSALS (RFP)**

Within the scope of  
**The USAID Informal Livelihood Advancement Activity (Iqlaa)**

<b>RFP #</b>	001/2024
<b>Name:</b>	<b>Request for Proposal for Short-Term Consultancy to Carry Out an Assessment and Market Linkages for MSEs.</b>
<b>RFP Date of Issuance:</b>	Sunday February 4 <sup>th</sup> , 2024
<b>Date for Q&amp;A Session:</b>	Thursday February 8 <sup>th</sup> , 2024 <i>Q&amp;A (Question and answers) Session will be held online to answer any inquiries and questions with respect to this RFP.</i>
<b>Closing Date/Time for Submitting the Proposals:</b>	Thursday February 22 <sup>nd</sup> , 2024, 4:00PM Amman Time.
<b>Proposals Submission Method:</b>	<p>Interested candidates are encouraged to submit their technical and financial proposals as per the details provided in this RFP with the requested attachments.</p> <p>Interested candidates shall provide:</p> <ol style="list-style-type: none"><li>1. A technical proposal that reflects an understanding of the requirements of the contract and a clear outline of the methodology to be used.</li><li>2. Submit a timeline schedule of implementation with clear milestones.</li><li>3. Resume.</li><li>4. Cover letter, noting that the letter must include examples of work done by the consultant in the past, at least two (2) references with contact information.</li><li>5. Bio-Data sheet.</li><li>6. National ID copy.</li><li>7. A financial proposal in JOD.</li></ol> <p>To be sent by email to: <a href="mailto:amcham@amcham.jo">amcham@amcham.jo</a> with the subject line: <b>Jordan Market Assessment consultant 2023 -RFP 001/2024</b>, no later than Thursday February 22<sup>nd</sup>, 2024.</p>
<b>Date for Opening Proposals Session:</b>	<b>Tuesday February 27<sup>th</sup> 2024</b>



	<i>AmCham-Jordan will conduct a tender opening session at AmCham-Jordan Offices to ensure the transparency of the selection process.</i>
<b>Anticipated Date for final selection:</b>	<b>Thursday March 7<sup>th</sup>, 2024</b>

## I. 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.

**AmCham-Jordan** hosts the Jordan-U.S. Free Trade Agreement (JUSFTA Unit), a specialized unit that provides technical assistance and information to enterprises to help them understand and better utilize opportunities made available under the JUSFTA and the Jordan-U.S. Bilateral Investment Treaty.

The **JUSFTA Unit** also serves as Secretariat to the **National Tijara Coalition (NTC)**, Jordan’s oldest public-private dialogue and action platform. The NTC brings together 37 entities Chaired by the Ministry of Industry, Trade and Supply (MITS) and includes government bodies and chambers of commerce and industry, as well as sectoral business associations to develop inclusive and sustainable approaches and solutions to modernize the business enabling environment and enhance the Jordan-U.S. economic partnership.

**AmCham-Jordan** is one of the implementation partners in **USAID Informal Livelihood Advancement Activity (Iqlaa)**, which is led by Mercy Corps. **Iqlaa Program** 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.



In this context, **AmCham-Jordan** will have specific interventions to empower MSEs and support them to grow locally and internationally. These interventions include (1) Developing an Aggregator Business Model Accelerator in order to support and develop commercially driven and managed enterprises, as well as creating sales and marketing network and identifying the market opportunities that need to be met by MSEs, and (2) Leveraging AmCham-Jordan's Local Market Knowledge by creating linkages with AmCham-Jordan's network and membership base to encourage large and middle-size firms to purchase from and connect with MSEs.

## II. CONTEXT OF CONSULTANCY:

The ongoing economic crisis and disruptions to commerce resulted in widespread economic losses, both globally and locally. Jordan has been significantly impacted by these disruptions, which has further compounded enterprises' ability to grow and compete locally and internationally. The micro and small enterprises (MSEs) in particular have been suffering from these disruptions and needed immediate interventions to keep them afloat and help them grow and sustain.

One of AmCham-Jordan's interventions in this program, is leveraging AmCham's network and membership base to encourage large and middle size firms to purchase from and link with MSEs with the aim of maximizing the economic and social gains from enhancing MSEs capacities under the program.

This requires carrying out **a comprehensive assessment** to gather information to understand the needs of large and medium size firms as well as the capacities and capabilities of the MSEs in Jordan in order to be able to link them together and do business matchmaking.

## III. OBJECTIVE:

The objective of this SOW is to engage a local consultant to conduct a study to assess the needs of a pool of the larger-SMEs – from the 200 AmCham-Members, (traders or manufacturers or service provides) and identifying potential Jordanian companies in terms of the type of products or services they are interested in or willing to buy, as well as to understand the competencies and capabilities of a pool of at least 50 MSEs in order to establish linkages and business matching towards economic growth, and collect the necessary gaps in the information to enable AmCham-Jordan to bring the greatest level of value to the MSEs and HBBs.

Priority 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.

#### IV. SCOPE OF WORK & DELIVERABLES:

The Consultant shall work closely with the AmCham-Jordan technical team to implement specific tasks in order to achieve the following goals:

##### ***Goal (1): Study of 'Large-Small' & Medium Enterprises from AmCham-Jordan Network.***

1. Review pool of AmCham's members – which contains around of 200 Large-SMEs working in various sectors including manufacturing and services.
2. Develop & design a survey to collect data and information.
3. Set up meetings, interviews, focus groups to collect data.
4. Analyze collected information, and identify at least 40 companies that are interested and looking for linkages and source from MSEs and HBBs.
5. Provide report with specific recommendations on best ways to match and link these companies with MSEs and HBBs.
6. Identify & Recommend potential Jordanian companies (buyers) from outside AmCham-Jordan's membership.
7. Identify the required adaptations (as needed) in the procurement strategies of the larger SMEs in order to build better linkages with MSEs and HBBs.

##### **Inclusion Related aspects:**

8. Highlight and identify existing incentives of lead SMEs to engage with / source from MSEs/HBBs owned by women, youth, and PLWDs.
9. Identify product features needed by the market.
10. Ensure including women, youth, and persons living with disabilities (taking into consideration the [Inclusion Guiding Framework](#)).

##### ***Goal (2): Study of Micro-Small Enterprises (MSEs) & HBBs.***

1. Review pool of at least 50 MSEs to understand their areas of work, needs and interests.
2. Develop & design a survey to collect data and information. The survey should include Iqlaa's registration tool question so they can later be considered registered and being able to access Iqlaa services.
3. Set up meetings, interviews, focus groups to collect data.
4. Analyze collected information, and identify at least 35 companies that are capable of providing products or services and can be matched with the identified Large-SMEs.
5. Identify how close or far are MSEs/HBBs are from product features needed by the market
6. Provide a suggested clear and justified set of criteria for the selection of potential MSEs exhibiting in the Matchmaking & Linkages Event that will be held by AmCham-Jordan.



7. Provide report with specific recommendations on market growth opportunities, matching and linkages probabilities with identified Large-SMEs.

#### **Inclusion Related aspects:**

8. Identify/map female champions MSEs/HBBs who are potential to support and build the capacity of young women or upcoming entrepreneurs in rural areas.

**\*Kindly go through the inclusion guiding framework attached to ensure the sample includes MSEs/HBBs owned by women, youth and PLWDs, and that you as a consultant adapt your measures of data collection and analysis accordingly.**

**\*During the formulation phase, the consultant is expected to record and report his/her activities in writing.**

#### **Key Learning Questions:**

The following bullet points summarize key learning questions to be considered and addressed in the study:

- What are the specific needs and requirements of the larger-SMEs among the AmCham-Members in Jordan, considering their industry (traders, manufacturers, or service providers)?
- What are the primary products or services that the identified Jordanian companies are interested in or willing to buy, and what are the factors influencing their purchasing decisions?
- What are the key challenges and barriers faced by the MSEs in Jordan when it comes to establishing linkages with larger companies, and how can these challenges be overcome?
- How can AmCham-Jordan support the MSEs and HBBs in enhancing their competitiveness and capacity building to take advantage of potential business opportunities with the Large-SMEs?
- What strategies or initiatives can be recommended to foster successful business matching between the Large-SMEs and the selected MSEs, leading to mutually beneficial economic growth?
- What are the best practices and success stories from other regions or countries that have implemented similar initiatives to link larger enterprises with MSEs, and how can these experiences be adapted to the Jordanian context?

#### **V. QUALIFICATIONS:**

The Individual Consultant should possess the following minimum qualifications:



- Graduate Degree (Master or equivalent) Masters in Business Administration or Economics or relevant discipline.
- Relevant experience of a minimum 10 years.
- Strong background in economic development and an understanding of trade issues is required.
- Experience in carrying out similar assessments or studies.

**Competencies:**

- Understand relevant local market potentials and needs.
- Proficiency in research, data collection and analysis.
- Experience in converting large volumes of data into information and actionable analysis.
- Demonstrated communication skills including proficiency in Arabic and English.
- Relevant experience and good understanding for the MSE sector in Jordan.
- Experience in working with donor projects is an advantage.

**VI. TIMING & LEVEL OF EFFORT:**

This consultancy is for **(12)** working days, for a duration of (2) months. Starting from the date of signing the contract.

**VII. COMMUNICATIONS, BRANDING AND MARKING:**

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

**VIII. MANAGEMENT & REPORTING:**

- The Consultant will report to AmCham-Jordan CEO.
- All activities and delivery schedule (work plan) will be developed and implemented in coordination with AmCham relevant technical team.
- All documents are to be provided in word format in soft copies delivered by email.

**IX. TENDER EVALUATION METHOD:**

The selection process must obtain the below criteria:

Criteria	Weight
<b>Technical Weight</b>	<b>80%</b>
Research Methodology	30%
Implementation Timeline/ Clear Milestones	10%
Consultant's CV/Experience and Capabilities	20%
Consultant's Past Experience	20%
<b>Financial Weight</b>	<b>20%</b>



## **X. 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.