**The American Chamber of Commerce in Jordan**

**(AmCham – Jordan)**

**REQUEST FOR PROPOSALS (RFP)**

Within the scope of

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

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| **RFP #** | **003/2024** |
| **Tender Name:** | **Request for Proposal for Aggregation Business Model – Material Development and Training Delivery for Enterprises** |
| **RFP Date of Issuance:** | **Tuesday February 6th, 2024** |
| **Date for Q&A Session:** | **Monday February 12th, 2024**  **Q&A (Question and answers)** **Session** will be held online to answer any inquiries and questions with respect to this RFP. |
| **Deadline for Proposals:** | **Sunday March 3rd, 2024, 4:00PM Amman time.** |
| **Proposals Submission Method:** | Interested candidates shall provide:   * A technical proposal that reflects an understanding of the requirements of the contract and a clear outline of the methodology to be used in implementing the baseline study. * The team structure, responsibilities, and the necessary Experts backgrounds (including required CVs/organization capabilities and past experience) to undertake the specific technical tasks to meet the objectives of this contract while ensuring the quality of the outcomes and delivery in a timely manner. * Submit a timeline schedule of implementation with clear milestones. * The proposal must include 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. * A financial proposal in JoD.   The proposal shall be sent by email to: [amcham@amcham.jo](mailto:amcham@amcham.jo) with subject line: **Aggregation Business Model Training, Development and Delivery – RFP 003/2024**,, no later than **Sunday March 3rd, 2024** |
| **Date for Opening Proposals Session:** | **Monday March 4th, 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:** | **Monday March 11th, 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 of 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 Business Model Accelerator 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.

Towards the realization of the Aggregator Business Model Accelerator intervention, AmCham-Jordan wishes to put in place a technical assistance program with the objective of building capacities among entrepreneurs to assist them in successfully and speedily implementing the Aggregator Business Model. This program will enable these enterprises to grow locally and to expand beyond the local market through exporting, leveraging e-commerce market places and platforms as well as through traditional export means.

The Aggregator Business Model Accelerator training program will provide necessary training, coaching, mentoring and technical assistance to entrepreneurs/MSEs or cooperatives who wish to adopt and develop the aggregator business model in a specific field/sector. The program will cater to the needs of eligible enterprises and will enable them to increase local sales as well as to export. The training will be implemented on a national level to reach beneficiaries from all Governorates of the Kingdom.

1. **OBJECTIVE:**

The **overall objective** is to put in place the proper tools that empower and equip MSEs and HBBs with the necessary knowledge and skills to understand, implement, and manage an aggregator business model successfully.

The specific objectives are to:

1. Develop a comprehensive training program (materials and methodology) that is interactive and locally relevant.
2. Deliver in person training sessions for 15 enterprises, with an intentional approach to including women, youth, and persons living with disabilities (taking into consideration the [Inclusion Guiding Framework](https://docs.google.com/document/d/1Cjo10omzX5cidVSaO1522LZjxUc-EIdZ/edit)).
3. **TASKS & DELIVERABLES:**

The contractor shall undertake and deliver the following:

1. Work closely with the AmCham-Jordan Technical team.
2. Develop a training program that is comprehensive, inclusive, and interactive and includes the following specific outputs:
3. Selection criteria and application form with assessment / markings tool.
4. Training agenda, curriculum and methodology.
5. Training material and manual (with presentations, handouts, case studies, exercises and templates, etc.) noting that the training modules should cover as example the following topics:

* Principles and types of the Aggregator Business Model (Examples and case studies).
* Building and managing supplier networks.
* Ensuring quality and standardization of production.
* Negotiation skills.
* Communication skills.
* Pricing
* Legal aspects and fundamentals.
* Branding and marketing.
* Sales
* Export planning.
* E-Commerce.
* Building the optimal and diverse number of vertical and horizontal connections that ensure redundancy and mitigate the risk of a sudden stopping
* Cooperation vs. competition with other market system actors
* How to build value-driven strategies and take evidence-based operational decisions
* Inclusiveness

1. The training should be designed to be covered within 5 to 6 days workshop, (around 25-30 hours).
2. The written training material and any related documents should be provided in both the Arabic and English languages.
3. Deliver the training program to 15 eligible enterprises (a total of 30 participants), by qualified subject matter experts – noting that AmCham-Jordan will provide all the logistical support.
4. Propose short and long-term evaluation criteria of the training program; such as knowledge assessments and long-term evaluation tool
5. Provide 15 assessment reports for each of the trained enterprises.
6. Provide a final report that includes all final work products.
7. **QUALIFICATIONS:**

AmCham-Jordan is seeking the professional services of a local consulting firm (the “contractor”) with at least -10 years of demonstrated experience in offering quality and specialized capacity building and business consultancy products and services.

The contractor should possess a demonstrated track record in the following areas:

* Successfully developing and implementing training programs related to business models and entrepreneurship.
* Suggesting subject matter experts/trainers who possess industry-specific knowledge relevant to the field in which the training will be conducted.
* Effective communication and presentation skills to engage and educate diverse audiences.
* Proven expertise in instructional design and the utilization of training evaluation methods.
* Suggesting team (subject matter experts/trainers) who are familiar with the local market's potential and specific needs.
* Relevant experience and good understanding for the MSE sector in Jordan.
* Previous experience working with donor projects is an advantage.

1. **TIMING:**

The consultancy is for a duration of three (3) months.

1. **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 technical team.
* All documents including training material, presentation, case studies and exercises are to be provided in word format in soft copies delivered by email.
* Consider Intellectual Property and Data Rights:
  + Subrecipient grants to Mercy Corps and the prime donor an irrevocable, royalty-free, non-transferable, non-exclusive right and license to use, reproduce, make derivative works, display, publish, and perform any patents, copyrights or copyrighted material (including any Agreement for humanitarian purposes, and to the extent required to meet Mercy Corps’ obligations under its Prime Award.
  + Subrecipient shall grant to Mercy Corps the right to use data created in the performance of this Subaward Agreement for the purpose of education and research, and to the extent required to meet Mercy Corps’ obligations under its Prime Award.

1. **TENDER EVALUATION METHOD:**

The selection process must obtain the following criteria:

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| **Criteria** | **Weight** |
| **Technical Weight** | **80%** |
| *Research Methodology* | *30%* |
| *Implementation Timeline/ Clear Milestones* | *10%* |
| *Experts’ CVs/Experience and Capabilities* | *20%* |
| *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 the 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.