



TERMS OF REFERENCE

CONSULTANT FOR THE PREPARATION OF THE MARKETING STRATEGY FOR SELECT ORGANIC PRODUCTS IN THE BOHOL INTEGRATED AREA DEVELOPMENT (BIAD) 5

POSITION	Consultant for the Preparation of the Marketing Strategy for Select Organic Products in BIAD 5
WBS No.	4320
LEVEL OF EFFORT	Up to 25 person days
ASSIGNED MANAGER	Partnership Advisor, Region VII, BIAD 5 Alliance LED Program Manager and LGSP-LED LGU and Local Governance Manager
PLACE OF ASSIGNMENT	The duty station of the Consultant shall be at the Provincial Capitol in Bohol

I. Background

The Local Governance Support Program for Local Economic Development (LGSP-LED) is an 8-year collaborative project of the Governments of Canada and the Philippines. The goal of the Project is to foster efficient, responsive, transparent and accountable governance at all levels. Its purpose is to reduce poverty by strengthening local governance and supporting sustainable local economic development (LED). The Project operates both at the national and local levels, providing a better enabling environment for local government units (LGUs) and improving the prospects for local economic development in various communities.

At the national level, LGSP-LED will improve the enabling environment for decentralization and local governance in the Philippines, with a focus on how this will support and facilitate LED. It will also address ways to improve the coordination and rationalization of LED approaches in the country. At the local level, LGSP-LED will provide support to selected LGU alliances in developing and implementing their local economic development approaches.

The intention is to build the capacity of LGU alliances to develop innovative LED methods that will create jobs and produce significant economic results for women and men, as well as improve the governance environment to support local economic development.

The Province of Bohol is one of the four (4) LGUs/Alliances that the Program is supporting for the first Phase. The Provincial Government of Bohol has adopted the Bohol Integrated Area Development (BIAD) framework to stimulate local economic development and enhance the cooperation among its clusters of municipalities and development partners. It considers the BIAD 5 Sustainable MSMEs for Agribusiness and Ecotourism Project as the priority LED program to bring about increased economic opportunities for the poor. The implementation of the LED Project will build on the initiatives of the Provincial Government and the participating LGUs in pursuing MSMEs in agribusiness and ecotourism in close partnership with national government agencies, civil society organizations and private sector groups.

A number of MSMEs have been identified to develop and pilot sustainable agribusiness models that may be replicated and promoted throughout the cluster once they have been tried and tested. Since marketing performance is an important part of the potential for business sustainability and replication, having a viable marketing strategy and implementing this strategy successfully has become a necessity for organic products with focus on rice which is the primary crop in BIAD 5.

II. Objectives

The main objective of preparing an integrated marketing strategy for organic rice farming is to support value-adding processing initiatives to optimize the BIAD 5 business potentials of organic rice through innovations such as new product development and distribution strategies, encouraging strategic marketing alliances across the value chain, increasing the market share for Bohol grown and processed organic products. This study will contribute to the revitalization of BIAD 5 communities through investment promotion, job and wealth stimulating and value-adding processing and marketing activities, and enhancing consumer awareness on local organic agricultural products.

The development of an integrated marketing strategy takes a systemic, integrated approach to building BIAD 5 capacity to grow, process, and market local certified organic rice and other complementary products. This Activity aims to develop a viable marketing strategy for products of pilot agribusiness-based MSMEs participating in the BIAD 5's program for promoting sustainable agribusiness in BIAD 5 with a focus on organic rice. The activity will utilize an approach that will build the knowledge and skills of the PTWG, BIAD 5 PITs and partners in marketing strategy development. Its success will depend on the implementation of this integrated marketing strategy.

III. Scope of Work

The Bohol-based Marketing Consultant will be tasked to take the lead in developing a viable marketing strategy for BIAD 5 MSME agribusiness products with a focus on organic rice. He/she will work closely with a Bohol-based Marketing Associate in consultation with the Poverty Reduction Advisor to undertake the tasks described in the aforementioned Activity Design.

The Marketing Consultant will oversee the work of the Bohol-based Marketing Associate who will assume required follow-up tasks to produce the expected outputs based on agreements. The Marketing Consultant and Marketing Associate will closely involve this BIAD5 core team throughout the outlined tasks. Follow-up activities to complete information gathering or other steps required to complete the preparation of the marketing strategy will be incorporated into a workplan. The integrated marketing strategy and workplan shall consider the opportunities, roles and responsibilities of women and the residents in the community living in poverty. The results of the marketing strategy and implementation workplan shall be presented to selected stakeholders. He will likewise initiate the implementation of the marketing strategy workplan and provide coaching assistance as the need arises.

IV. Activities and Deliverables

Tasks/Activities	Deliverables	Proposed Level of Effort
1. Complete the rapid appraisal of market stakeholders' sentiments and capacity FGD Interviews	1. Report on identification and profiling of market segments for sustainable agriculture products of selected MSMEs in terms of potential market size, preferred product characteristics and buying and pricing practices Report should include recommendations on pilot agribusiness MSMEs on evaluation of capacity to meet price and quality requirements of identified market segments	5 days
2. Conduct break-even price analysis, business performance analysis of organic rice and related agribusiness MSMEs and prepare report	2. Report on the break-even price analysis, business performance analysis of organic rice and related agribusiness MSMEs of BIAD 5 Knowledge and skills of BIAD 5 core team strengthened in developing marketing strategic actions specific to organic rice and related products in terms of objectives, packaging, pricing, promotions and distribution	5 days
3. Develop and draft marketing strategy	3. Draft marketing strategy developed for products of selected agribusiness MSMEs in terms of objectives, product packaging, pricing, promotions and distribution.	5 days
4. Finalize strategy and facilitate drafting of implementation work plan	4. Final Marketing Strategy and draft implementation work plans for BIAD5	3 days
5. Present marketing strategy to selected stakeholders		1 day
6. Identify training and non-training needs of selected agribusiness MSME firms, based on marketing strategy	5. Recommendations on capacity building support required to selected MSMEs with respect to effective and efficient marketing of agribusiness products	2 days
7. Identify other activities that may be later seen to be relevant to support the purpose of the contract	Include in recommendations any support activities relevant to marketing strategy for select organic products	1 day
8. Initiate implementation of marketing strategy work plan Provide coaching assistance	6. Marketing strategy work plan implementation that considers the opportunities, roles and responsibilities of women and the residents of the community living in poverty underway	3 day
	TOTAL	25 days

V. Qualification Requirements

The Bohol-based Marketing Consultant should have the following qualifications:

- a. University degree, in economics, business, management or other relevant discipline;
- b. At least 10 years work experience in preparing any of the following: project proposals, feasibility studies, business planning, value chain studies, marketing strategies or investment plans;
- c. In-depth understanding of local economic development, poverty issues, the changing context of competitiveness being faced by the Philippines and the potentials of a “green economy”
- d. Ability to integrate gender and environment issues in LED
- e. Basic skills in statistical analyses of facts, figures and trends and relate them to the value chain analysis described in previous studies on organic rice production and marketing.
- f. Particular experience in developing marketing and promotions strategies of agribusiness products is an advantage