

January 2023

Terms of reference for market research and analysis

Introduction and background

Gender Links (GL) is a regional Women's Rights organization that is committed to an inclusive, equal, and just society in which women and girls exercise their rights in accordance with the SADC Protocol on Gender and Development and related regional, continental, and global instruments.

Gender Links is implementing a project that is promoting gender-responsive Local Economic Development (LED). The LED programme is part of the economic justice pillar of GL's 2021 to 2025 strategy. The programme seeks to contribute to reduced poverty and enhanced livelihoods for women and youth through gender-responsive and inclusive market systems development. This will be realized through increased competitiveness of micro, small and medium enterprises (MSMEs) resulting in increased incomes and improved standards of living for women and youths in 12 urban and rural councils.

The LED project has the following specific objectives:

- To develop and cost 12 gender-responsive local economic development plans.
- To create a sustainable model for training and supporting women entrepreneurs in 12 local authorities.
- To ensure that women-owned enterprises have access to council procurement including tenders.
- To enhance women and youth's access to finance, markets, and joint ventures through women's LED networks; learning, and sharing platforms.
- To "walk the talk" by establishing viable LED flagship enterprises in 12 local authorities.

LED will be implemented within the Market Systems Development (MSD) Approach¹ which aims for sustainability and large-scale, system-wide impacts, and the inclusion of marginalized people in market systems. This helps women and youth to access services, generate jobs, make income, and reduce poverty. The key elements of the approach are:

- Market research and analysis.
- Marginalised people (women and youth) operate in existing market systems.
- Innovative solutions should be sought to improve their enterprise competitiveness.
- Partnerships with other market actors for the sustainability of enterprises.
- Market players should benefit from the partnerships.

¹ The Market Systems Development (MSD) approach is also known as Making Market Work for the Poor (M4P) or Inclusive Systems Approach. It is a set of principles, frameworks and good practices that guide both analysis of market systems and developmental interventions which bring about pro-poor change within them.

Gender Links would like to facilitate market research and analysis for targeted value chains. to guide market development interventions.

Objectives of the assignment

The overall objective of this assignment is to carry out market research and analysis of the following thematic areas: **Arts and culture; clean or renewable energy; fisheries; horticulture; waste management, and recycling** value chains. The research will provide evidence-based information to programme design and implementation for improved performance of micro, small and medium enterprises. In particular, the market research should shed light on the opportunities, challenges, viability of existing and potential markets, employment opportunities, product expansion, market viability, value addition opportunities, quality improvement, input availability, and recommendations for each value chain.

Specific terms of reference

Gender Links seeks the services of either an individual, group, or firm to conduct market research and analysis guided by the following specific terms of reference:

1. Target at least 2 of the following value chains: Arts and culture; clean or renewable energy; fisheries; horticulture; waste management and recycling.
2. Review existing market research for the targeted value chains and other relevant project documents.
3. Draft an appropriate methodology for primary data collection and develop data collection tools (e.g., market survey, interviews with market actors, key informant interviews) that will be used to conduct the market research and analysis (to be reviewed by Gender Links). The methodology should specifically consult and identify opportunities for women and youth in urban and rural communities.
4. Plan and conduct Market research and Analysis for the selected value chains focusing on:
 - Identification of major local and export markets and ways to best penetrate selected markets. Include a SWOT analysis of markets.
 - Assessment of the size of markets, the volume of sales, and market segmentation.
 - Local market structure.
 - Business opportunities (input supply, production, processing, and marketing) available to women and youth in the value chains for commercial enterprising, and the impact of their participation on the quality of business transactions in the markets.
 - Strategic entry points for women and youth to fully utilize the available opportunities in the markets for their products.
 - Identify capacity gaps of entrepreneurs in sustainable viable enterprising and marketing.
 - Enabling environment (e.g., regulatory context- challenges and opportunities; policies affecting market access, levies).
 - Market players (input and output market players, consumers, sellers, traders, middlemen, employers) behaviour.
 - Procurement mechanisms, market requirements (standards, conditions for delivery), and prices.

- Identification of constraints and challenges in the market.
- Identification of quality business support services available.
- Key partnership opportunities for MSMEs.
- Financial and credit facilities for identified value chains (e.g., value chain financing, warehouse receipting).
- Identification of key business support services, MSMEs need to perform effectively.
- Any relevant success stories and case studies of MSMEs in targeted value chains locally, regionally, and internationally.
- Other areas as identified by the methodology and data collection.
- Strategic recommendations for MSMEs in the value chain.

Expected deliverables

- Inception report outlining approach and plans for the consultation processes.
- Market analysis Report (Refer to Specific terms of reference) including:
 - Description of key markets and key players.
 - SWOT Analysis for key markets.
 - Lessons learned.
 - Gender and Environmental observations.
 - Strategic recommendations and conclusions.
 - Annexes.
- Summary PowerPoint presentation of the market research and analysis.

Timeframe

The entire work is expected to be completed in 30 days from the signing of the contract. This period includes fieldwork and reporting.

Required skills and experience

- Relevant Master's Degree in Marketing, Business, or other relevant degrees.
- An in-depth understanding of market research and analysis.
- Minimum of 10 years' experience in business development including market studies:
- Evidence of similar work done before.

How to apply

Interested individuals, groups, or firms should submit a cover letter expressing their interest in the position with the following documents:

- (i) Technical proposal outlining the methodology to achieve the terms of reference, indicating experience from similar assignments, consultant's CVs as well as the contact details (email and telephone number) of the Candidate and at least three (3) professional references.
- (ii) Activity work plan
- (iii) Financial proposal.

These should be submitted to zimmanager@genderlinks.org.za cc: zimfinance@genderlinks.org.za on or before **8 February 2023**