Terms of Reference (TOR)

1. General information

Job title:	**Consultancy for conducting business training**
Project title:	Suhareka / Suva Reka Smallholder Initiative – Local Development Fund (SUSI – LDF)
Donor contract number:	8303-00/2014
Donor:	Austrian Development Cooperation
Project Country:	Kosovo
Project duration:	24 months (15.12.2014 – 14.12.2016)
Remuneration type:	Lump sum covering all expenses

Background

The Local Development Fund (LDF) is an independent foundation, aiming to support, improve, strengthen and stimulate the development of rural and agriculture sectors in Municipality of Suhareke/Suva Reka mainly through grant provision programs. Local Development Fund (LDF) has been established by Integrated Regional Development in the Municipality of Suhareke/Suva Reka in the sector of agriculture project financed by Austrian Development Cooperation.

Since beginning of 2015, LDF Foundation is implementing a project in Municipality of Suhareke/Suva Reka funded by Austrian Development Cooperation.The main aim of SUSI project is to support smallholder farmer to improve their socioeconomic and employment prospects in a sustainable manner with particular emphasize on smallholder farmers, minority communities, persons with special needs, youth, and female-headed households. SUSI/LDF project has supported 50 smallholder farmers in Municipality of Suhareke/Suva Reka. The 50 farmers have been supported in improving the production practices and commercialization of their farms. As result, a significant number of small businesses has been registered by the SUSI/LDF grant recipients, which have formalized their business activities and will contribute to the economic growth in Municipality of Suhareke/ Suva Reka. Therefore, the project aims to organise a business training to assist grant recipients in the expansion of ongoing businesses. In addition, the needs for mentoring and coaching will be identified to help potential beneficiaries for instance in analyzing the risks and opportunities for their business expansion plans.

The business training should be highly practical, short-term and focus on the immediate and relevant needs of the trainees and should take into account their literacy and numeracy skills and family circumstances. Thereby, a training pre-test exercise is required. The training should include developing basic concepts for accounting, marketing and business planning. Therefore, LDF seeks experienced individuals or organisations for conducting the business training.

Purpose

LDF Foundation would like to contract the services of an organization to support in conducting 4 days. Business training to assist approximately 50 SUSI-LDF grant recipients in establishing strong bases of their business expansion to offer a new product or service within an existing business in the area of agriculture and

rural development. This program will have to focus on a step-by-step process for analyzing and developing a plan to successfully grow and commercialize an existing farm. The training program will have to combine theory with practical application.

The program will consist of four workshops and is based on the business plan outline which is described bellow:

- Executive summary/Business Overview
- General Company Description (Mission and vision)
- Management and organisation
- Products and services
- Internal and external environment analysis
- Marketing plan, marketing segmentation and marketing mix startegy
- Operational plan
- Financial plan (One year profit and loss projection, cash flow projection)

Deliverables

- Four days training to assist approximately 50 smallholder farmers in establishing strong bases of their farmsto expand or offer a new product or service within an existing business in the area of agriculture and rural development;
- One questionnaire for analyzing the main business operations in 50 targeted smallholder farms;
- Main findings and recommendations for each targeted farm;
- One simple bookkeeping sheet which can be used by 50 targeted smallholder farmers;
- Training manual;
- Final Report;

Time frame

- Delivery of Training for farmer entrepreneurs starting from **15th of December 2015**
- Delivery of training manual and final report by latest **25th of December 2015**

Activity	Working days
Session 1: Executive summary/ Business Overview Management and organisation Products and services	1
Session 2: Accounting, financial planning. Marketing plan, marketing segmentation and marketing mix strategy Operational plan	1
Session 3: Business financial plan (One year profit and loss projection)	1
Session 4: Conduct questionnaire for analyzing the main business operations in 50 targeted smallholder farms; Produce 1 page of main findings and recommendations for each targeted farm; Application of bookkeeping sheet with 50 targeted smallholder farmers;	1

Training manual	1
Final report	1
Total	**6**

The consultancy company should have the following experience and skills:

- Minimum 5 years of experience in conducting business trainings
- Experienced and qualified staff in delivering business trainings, including all respective modules
- Affinity with rural and agriculture development;
- Excellent communication and writing skills in English and Albanian languages

Please submit the company statement of qualifications including the professional references, offer and CVs of the experts to: lindita.berisha@ldf-ks.org by latest **09th of December 2015.**

Coordination Responsibility

All requests for clarification, logistic details should be arranged with the implementation unit of the LDF Foundation to the Mr. Egzon Elshani , Egzon.elshani@ldf-ks.org

The LDF team will facilitate logistical support; provide background information; and give feedback on the feasibility/appropriateness of proposed strategies.