

Terms of Reference for Consultant

LFMEAB INSPIRED 1B Project Activity Reference 4.2

Activity: Workshop/Training on Marketing and Promotion

Background

Leather goods and Footwear Manufacturers and Exporters Association of Bangladesh (LFMEAB) is the official trade association registered with the Ministry of Commerce, Government of Bangladesh. With over 100 members, LFMEAB represents the majority of companies in Bangladesh that are engaged in export of leather footwear and goods.

LFMEAB is implementing LFMEAB INSPIRED 1B project titled *“Support for the Development of the Value Added Leather Products (footwear and leather goods) Clusters and Value Chain”* which is a grant under the SME Competitiveness Grant Scheme funded by the European Union and the Government of Bangladesh. We are looking qualified firm/individual to be appointed as a consultant to conduct **Workshop/ training on Marketing and Promotion.**

Objective

Overall objective of the project is to support the development of the value added leather products (footwear and leather goods) cluster and value chain increasing competitiveness of leather products SME clusters in Bangladesh.

Support for the development of value chain of leather products in SME clusters will contribute to the overall competitiveness of the Bangladeshi leather sector. The achievement of the defined overall objective will lead to increased competitiveness of value added leather products sector, increasing sales in both domestic and international markets, creating employment opportunities for the unemployed youth-adult group, enhancing skill development of existing people and will open business with EU and other countries.

The specific objective of this project is to increase the skills and capacity of the SME clusters to manufacture higher quality products with superior value addition.

The project aims to establish two Common Facility Centers (CFCs) at two different MSME clusters in Dhaka City; that will be fully equipped with modern machining facility for producing world class footwear and leather products along with training facilities. At present the two MSME clusters have neither the modern machineries nor a training facility to develop skills for existing and new workforce. These two CFCs are planned at the heart of the project and with two project partners Leather Technologist Small and Medium (LTSE) Cooperative Society and Bangladesh Paduka Prostutkarak Samity (BPPS).

Purpose of the Assignment

Adhering to the project's aim, CFCs will facilitate the MSMEs to build capacity of their mid level employees/ senior level employees/ owners in the field of marketing strategy formulation and promotional activities.

Considering the above, LFMEAB INSPIRED 1B wants to hire a firm/individual, that/who in this assignment should develop and deliver (*for two MSMEs cluster- LTSE & BPPS*):

- Training on Marketing and Promotion

Scope of Work

The assignment will encompass all the relevant activities related to preparing and delivering training on marketing and promotion targeting leather goods & footwear sector included but not limited to:

1. Marketing
 - a. Definition of marketing
 - b. What are the benefits of marketing
 - c. How to develop a marketing plan
 - d. Target market
 - e. Market segmentation and its benefits
 - f. Leather fashion & market trends
2. Promotion
 - a. Training on personal selling, advertising, sales promotion, direct marketing, and publicity
 - b. Social Media as a promotion tool

At the end of the course the participants should be able to:

1. Formulate their own marketing strategies
2. Prepare formal marketing plan
3. Identify and define their target market
4. Understand the difference between various promotional tools and should be able to implement it on their own
5. Understand and utilize the power of social media for promoting their products
6. Know what content to use when attending international fairs

Deliverable and Activity

Key Deliverables	Activity
<ul style="list-style-type: none">• Develop Training manual on Marketing and Promotion• Deliver Training	Preparatory work <ul style="list-style-type: none">• Briefing of Project & desired services by LFMEAB INSPIRED 1B Project Director• Participatory meeting with the clusters to understand the need of MSMEs• Cluster visit• Course outline• Draft Presentation

Time frame

The duration of work will be 2 month.

Methodology

No. of Training/Workshop Session: 4

Training Date : Training Dates will be fixed up considering suitability of trainer and participants

No of Participant : **200** (batch of 40/50)

Training Venue : CFC BPPS (Bakshibazar) and CFC LTSE (Hazaribag)

Working language : Working language of the training is Bengali and English

Training materials : The Project will ensure printing of all training materials

Qualification and Skills Required

- Masters in any discipline (MBA preferred).
- At least 3 years experience of working in Marketing and Promotion.
- Experience in course delivery, session planning and training
- Very good and friendly personality, ability to maintain liaison with the team and mostly with the trainees
- Excellent communications skills

Consultancy fees and Payment

The consultant/consulting agency or firm will be paid **Tk. 1,20,000/-** including VAT & Taxes in the following manner:

- First Installment : 20% upon signing of agreement/contract.
- Final Installment : the rest amount after satisfactory completion.

Contact Person

Qualified individual/firm is requested to submit Express of Interest with CV within 7 days from the date of publish.

Contact Person	Mr. Md. Mashiur Rahman, Director, LFMEAB INSPIRED 1B
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