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Date: 27.01.2023.

Annex I

## TERMS OF REFERENCE

### for the procurement of services of a Market Research Consultant

#### – wood-processing sector

#### A. Project background

Foreign Trade Chamber of Bosnia and Herzegovina is conducting the project “EXPO-DIGIT – Supporting BH companies in the internationalization and digitalisation” which is funded by the European Union and the German government through the EU4BusinessRecovery Project, which is jointly implemented by GIZ, UNDP and ILO.

**Overall objective** of the project is to improve the competitiveness through the increased level of internationalization and digitalization of metal-processing and wood-processing companies in Bosnia and Herzegovina.

The overall duration of the project is 10 months, starting 09.09.2022 and ending 08.07.2023.

#### Specific objectives relevant to this ToR:

1. To enable B&H companies from wood-processing sector to establish new international business contacts
2. To increase the exports of the final beneficiaries in wood-processing sector

#### Expected outputs relevant to this ToR:

1. Implementation of an **Export Development Programme** for wood-processing companies from Bosnia and Herzegovina
2. Organisation of **b2b meetings** for wood-processing companies from Bosnia and Herzegovina.

#### Location(s) of the action and target markets:

The project activities related to Implementation of Export Development Programme will be implemented in Bosnia and Herzegovina (conducting export capacity audits and development of export marketing plans for beneficiary B&H companies – facilitated by FTCB&H experts in collaboration with Target Market Consultant), as well as in the target market (market research for beneficiary companies – performed by Target Market Consultant). The b2b event will be organized in target market (jointly by Target Market Consultant and FTCB&H staff).

#### Target market:

The target market in the framework of this tender for the wood-processing sector is **Italy**.

#### Target groups and beneficiaries:

- 5 companies from wood-processing sector in B&H are beneficiaries of the both project outputs - “Export Development Programme – EDP” and “b2b meetings”.

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Focus will be on the companies operating in the fields of:

- Furniture (solid-wood, upholstered, wood-panel furniture) and parts thereof
- Final and semi-final wood-based products (prefabricated wooden houses, building joinery, flooring, roofing, wood panels, veneer).

## B. Tasks and responsibilities of the Consultant

1. Preparation phase includes the following activities and responsibilities of the Consultant:
  - a. Analysing the export capacity audit questionnaires completed by the 5 selected companies (pre-collected and received from FTCB&H).
  - b. Conducting inception interviews with selected 5 companies (online) and defining the focus of the target market research for each company (key products, export marketing objectives, and other relevant information).

In this phase, the Consultant will have full support of the FTCB&H project staff and experts, which will facilitate the communication and data collection from the beneficiary companies. The beneficiary companies will fully brief the Consultant regarding the company, its products and its export marketing objectives, and share with the Consultant all relevant information that it has already obtained regarding the target market.

2. Conducting desk and field research, analysing and collating the data and preparing an **overview of the target market** for each company and their key products. The overview should include the following information:
  - a. Estimated market size, growth and consumption trends, market drivers, main buyers, principal competitors, etc.
  - b. Identification of the channel/s to market.
  - c. Determination of the market requirements – regulatory requirements, standards, quality, packaging, barriers, etc.
  - d. Trading terms - prices, delivery terms and payment conditions.
  - e. Identification of opportunities for the beneficiary companies (list of buyers' leads).

The Consultant is expected to present methodology for the requested market research. The Consultant is responsible for collecting and analysing the data, as well as compiling a written target market overview and delivering it to FTCB&H and each relevant beneficiary company.

3. Development of **export marketing plan for target market** for 5 beneficiary B&H companies  
The Consultant is required to recommend strategy for each company to follow in order to exploit any market opportunities identified (facilitated and in collaboration with FTCB&H experts), in a form of an export marketing plan.
4. Organizing a **b2b event in the target market** with participation of the 5 B&H beneficiary companies and potential buyers/ distributors, which entails the following activities:
  - a. Identification of interested parties from the buyers' leads list based on beneficiary company profiles and product offers

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- b. Facilitation of communication with identified interested parties and arrangement of a b2b event in the target market enabling the beneficiary companies to meet potential buyers/distributors (min. 3 meetings per beneficiary company with interested distributors).

The Consultant will have first screened potential partners regarding their suitability and their interest in meeting the relevant beneficiary company, and provide a short-list of contacts who would be invited to a b2b event organized in the target market (as a separate event, or at the margins of a networking event such as business conference, trade fair, etc.). The Consultant is responsible for: creating the agenda and schedule of meetings for the event, coordinating all preparation and onsite activities prior to and during the event realization (including negotiating the logistics - rent of space, catering), as well as tracking results and reporting about this activity. The Consultant's work is facilitated and monitored by the FTCB&H project staff.

#### 5. Reporting

The Consultant is required to maintain (weekly) communication with FTCB&H and beneficiary companies and report on work progress at all stages of the assignment, and submit the final written report upon the completion of the entire assignment (June 10, 2023 the latest).

#### Timescale/ Action plan

The full assignment requires an input of up to 35 working days. The work will be completed during the period *March - June 2023*.

No.	Task	No of working days	Timeframe
1.	Preparatory phase	4	March 2023
2.	Preparing overviews of the target market (5 per sector)	10	March-April 2023
3.	Development of export marketing plans for 5 companies/beneficiaries	15	April-May 2023
4.	Organization of a b2b event in the target market	10	April-May 2023
5.	Final Report	1	June 2023

#### Requirements for the Consultant

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- The Consultant can be a legal entity registered for consulting activity or a natural person with at least 5 years work experience in market research, preferably related to the relevant sector of the economy (wood processing sector)
- General knowledge of the furniture and other wood-based products industries and understanding of key industry drivers and market trends
- Relevant experience in working with companies in the preparation of exports and developing marketing strategies to penetrate foreign markets
- Experience in finding business opportunities and connecting companies (preferably from the wood processing sector) with potential customers, and in organizing business networking events

### Assessment of applications

The applications which fulfil administrative requirements (all required documents submitted) will be further assessed according to the:

- Requirements for the Consultant in terms of relevant experience,
- Technical offer (elaborated in the Organisation and Methodology form, staff/ consultants involved, and a clear action plan with duties and responsibilities), - 50% of total score,
- Financial offer - 50% of total score.

### Remuneration

Maximum budget for this assignment is 35,000.00 EUR (VAT excluded). The budget refers to completion of all tasks of the assignment, and also includes travel and accommodation cost for the Consultant during realization of b2b event in the target market.

The costs for event organization (rent of space, catering, travel cost for B&H participants – beneficiary company representatives) will be covered separately by the project.

### Method of application

Interested candidates should submit a letter of interest via e-mail to the address [lejla.mededovic@komorabih.ba](mailto:lejla.mededovic@komorabih.ba) with the indication "Procurement of market research consulting services - EXPO-Digit", no later than **February 17th, 2023**.

Along with the letter of interest, it is necessary to submit the following documents in English:

- Company profile,
- CV of the consultant(s) to be engaged,
- List of references,
- Technical offer (Organisation and Methodology form – Annex II), and
- Financial offer form (Annex III signed, stamped and scanned).

For the purpose of preparing the technical and financial offers, the bidders are required to use and fill the MS Word versions of Annexes II and III.

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