



JAMAICA SOCIAL INVESTMENT FUND

ISO 14001:2004 CERTIFIED



“INVESTING FOR COMMUNITY DEVELOPMENT”

REQUEST FOR EXPRESSIONS OF INTEREST

Rural Economic Development Initiative (REDI) For a Business Development Consultancy Firm

Loan No. 77690-JM

The Jamaica Social Investment Fund (JSIF) was established in December 1996 as a component of the Government of Jamaica's strategy to reduce and eradicate poverty. JSIF helps to build local capacity to sustain and extend development initiatives.

The JSIF is an autonomous government company designed to provide investments in community-based projects island wide and is a demand-driven financial intermediary. It works in partnership with communities, the private sector, non-governmental organizations (NGOs), and donor agencies, in seeking to channel benefits to the poorest communities across the country.

The Government of Jamaica has received a loan from the International Bank for Reconstruction and Development (World Bank) to implement the **Rural Economic Development Initiative (REDI) Project** and intends to apply part of the proceeds of this loan to payment under the following contract

The Jamaica Social Investment Fund now invites eligible firms with the requisite qualifications listed below to indicate their interest in undertaking the **Business Development Consultancy**.

SCOPE OF WORK

The consulting firm will be provided with business ideas submitted through subproject proposals by community and entrepreneurial groups. The consulting firm will be required to: **Prepare, in a participatory manner with the groups, detailed business plans for subprojects in agriculture and tourism. The Firm will submit the business plans in accordance with the outline provided by JSIF.**

Duration of the of the contract is **six (6) months**

Qualifications and Experience:

The Firm should have:

- (a) A minimum of five (5) years experience providing Business Development services
- (b) Evidence of having worked on similar projects, i.e. developing business plans for agricultural and tourism projects (within the last two years)
- (c) Adequate staff complement qualified in business development, assigned staff should have:
 - At least a Bachelor's Degree in Business or related field
 - three (3) years experience preparing business plans
 - Working knowledge of agriculture and tourism sector

- Understanding and experience working with small rural groups and developing businesses in rural communities

Interested firms must provide curriculum vitae of main persons who will be working on the consultancy outlining their qualifications, experiences in undertaking similar assignments and necessary skills and expertise to deliver the relevant services. Also required to be submitted is the company profile.

A firm will be selected in accordance with the procedures set out in Section 11 (*Quality and Cost-Based Selection (QCBS)*) of the World Bank's Guidelines: Selection and Employment of Consultants by World Bank Borrowers (Revised October 2006).

Expressions of interest (EOI) along with curriculum vitae of persons who would work directly on the consultancy and a company profile must be delivered to the address below or emailed to contracting@jsif.org at or before 12:00 noon on Friday, July 9, 2010. Copies of both Terms of Reference along with the REDI Business Plan Outline are available for viewing on the JSIF website .

For further information please contact us at:

Jamaica Social Investment Fund
General Manager – Finance and Procurement
Second Floor
1c – 1f Pawsey Road
Kingston 5, Jamaica
Tel: (876) 968-4545/ Fax: (876) 929-3784
E-mail: contracting@jsif.org
Website: www.jsif.org

See more below

Business Development Consultancy Firm

Terms of Reference

1. General Introduction

The Jamaica Social Investment Fund (JSIF) was established in December 1996 as a component of the Government of Jamaica's strategy to reduce and eradicate poverty. JSIF helps to build local capacity to sustain and extend development initiatives.

The JSIF is an autonomous government company designed to provide investments in community-based projects island wide and is a demand-driven financial intermediary. It works in partnership with communities, the private sector, non-governmental organizations (NGOs), and donor agencies, in seeking to channel benefits to the poorest communities across the country.

2. BACKGROUND

The Government of Jamaica has received a US\$15m loan from the International Bank for Reconstruction and Development (World Bank) to implement the **Rural Economic Development Initiative (REDI) Project**.

REDI will provide grant funds to rural groups island-wide for the development of new businesses or increase of existing businesses in agriculture or tourism.

The grants funds for business development will be provided to groups under Component 1 of the REDI project, of which there are two types;

- **Type A:** small-scale revenue generating activities by rural enterprises in agriculture and rural tourism (maximum grant amount is US\$50,000.00).
- **Type B:** provision of critical small-scale public infrastructure, marketing and management (maximum grant amount is US\$200,000.00).

Applying groups will submit to JSIF requests for grant funds and will outline the business ideas for which the funds will be used. These ideas will have to be developed into Business Plans to inform JSIF of the economic and financial feasibility. As a result, the JSIF is requesting qualified consulting firms for a Business Development Consultancy.

3. Scope of Work

The consulting firm will be provided with business ideas submitted through subproject proposals by community and entrepreneurial groups. The consulting firm will be required to: **Prepare, in a participatory manner with the groups, detailed business plans for subprojects in agriculture and tourism. The Firm will submit the business plans in accordance with the outline provided by JSIF.**

Specifically the tasks will include:

- (a) conduct primary and secondary research to obtain information needed to prepare business plan
- (b) meet with periodically the community / entrepreneurial group for which the business plan is being prepared, to discuss and prepare suitable business plan
- (c) prepare and submit business plans in accordance with the agreed outline provided by JSIF
- (d) Develop and implement a capacity building program for selected JSIF staff on Business Plan development

4. Qualifications and Experience

A Firm is required to conduct this consultancy.

The Firm should have:

- (a) A minimum of five (5) years experience providing Business Development services
- (b) Evidence of having worked on similar projects, i.e. developing business plans for agricultural and tourism projects (within the last two years)

- (c) Adequate staff complement qualified in business development, assigned staff should have:
- At least a Bachelor's Degree in Business or related field
 - three (3) years experience preparing business plans
 - Working knowledge of agriculture and tourism sector
 - Understanding and experience working with small rural groups and developing businesses in rural communities

5. Deliverables and Timelines

The firm will be expected to:

- (a) Submit work plan with timeline within 1 week of signing contract
- (b) Conduct training needs assessment and design relevant training within 2 weeks of signing contract
- (c) Conduct training of selected JSIF staff within 3 weeks of signing contract
- (d) Complete a minimum of 36 business plans in 3 phases;
 - **Phase 1** – 14 business plans within 6 weeks of signing contract
 - **Phase 2** – 12 business plans within 14 weeks of signing contract
 - **Phase 3** – 10 business plans 18 weeks of signing contract
- (e) Complete and submit report within 21 weeks of signing contract

6. PAYMENT

5% on submission and acceptance of work plan

5% on completion of training

20% on completion and acceptance of business plans under Phase 1

20% on completion and acceptance of business plans under Phase 2

20% on completion and acceptance of business plans under Phase 3

30% on submission and acceptance of close out report

7. DURATION OF CONTRACT

6 months

8. Procurement Selection method

Quality and Cost Based Selection (QCBS)

See More Below

REDI BUSINESS PLAN OUTLINE

1. **TABLE OF CONTENTS**
2. **EXECUTIVE SUMMARY**
3. **ORGANIZATION / COMPANY DESCRIPTION**
 - 3.1 Location
 - 3.2 Legal status and structure
 - 3.3 Products and Services
 - 3.4 Accomplishments (if any)
 - 3.5 Management
 - 3.6 Membership
 - 3.7 Strengths and Weaknesses
4. **STRATEGIC DIRECTION**
 - 4.1 Vision Statement
 - 4.4 Strategic Goals
 - 4.5 Long-term Strategic Objectives
 - 4.6 Short-term Strategic Objectives
 - 4.7 Key Strategies
5. **ENVIRONMENTAL ANALYSIS**
 - 5.1 Macro-environmental Scan (using the PEST analysis)
 - 5.2 Key Stakeholder Analysis
 - 5.3 SWOT Analysis
 - 5.4 Critical Success Factors
6. **MARKET ANALYSIS & STRATEGY**
 - 6.1 Market Identification & Description (size, demand, growth trends, growth potential, barriers and opportunity)
 - 6.2 Proposed Products and Services (identify niche area, if applicable)
 - 6.3 Customers
 - 6.4 Pricing
 - 6.5 Competition
 - 6.6 Promotion (how, who, when, where, what)
 - 6.7 Promotional Budget
 - 6.8 Competitive Strengths & Challenges
7. **OPERATIONAL PLAN**
 - 7.1 Location
 - 7.2 Production Plan (how & where products or services produced, production techniques & costs, quality control, customer service, inventory control, product development)
 - 7.3 Business Registration (licensing requirements, permits, health & environmental regulations, zoning or building requirements, insurance, trademark etc)
 - 7.4 Human Resource
 - 7.5 Inventory (supplies needed, lead time for ordering, inventory investment)
 - 7.7 Suppliers
 - 7.8 Contract and Credit Policies
 - 7.9 Promotional Networks
 - 7.10 Equipment/materials Requirement
 - 7.11 Financial Management and Procurement Procedures
8. **MANAGEMENT AND ORGANIZATION**
 - 8.1 Management and staff
 - 8.2 Organizational Chart
9. **FINANCIAL FEASIBILITY**
 - 9.1 Sales Forecast
 - 9.2 Projected Cash Flow (from project implementation)
 - 9.3 5 year Profit and Loss Projection
10. **ACTION PLAN**

NB. While the Business Plan will look generally at the business the action plan should focus on how the grant funds will be used to facilitate and/or further the growth of the business.

 - 10.1 Action Plan (indicate timelines)
 - 10.2 Budget
 - 10.3 Risk Analysis

Risk	Rating/Likelihood	Mitigation

APPENDICES

- **Appendix 1 - Job Description of Management Team and any other key staff**

CHARTS

- **Organization Chart**