

CONFIDENTIAL

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I. General information

1. Brief information on the project

The Market-Oriented Value Chains for Jobs and Growth in the ECOWAS region (MOVE) project focuses on building resilient cashew and rice value chains to contribute to the creation of jobs and income in West Africa, with ECOWAS as its main political partner. The project is mainly funded by the German Federal Ministry for Economic Cooperation and Development (BMZ), with co-funding from the European Union and the Bill & Melinda Gates Foundation and implemented jointly with numerous private and public partners.

MOVE is implemented in Nigeria, Ghana, Burkina Faso, Sierra Leone, Côte d'Ivoire, and Senegal, and represents the merger of two previously well-established regional projects: The Competitive Cashew Initiative (ComCashew) and the Competitive African Rice Initiative (CARI). Both respective brands (ComCashew and CARI) are kept under the umbrella of the MOVE project. MOVE has five (5) main output areas:

- Output 1: increasing the share of value added in the ECOWAS region.
- Output 2: Enhancing the viability of production systems.
- Output 3: Increasing the demand for regional products.
- Output 4: Scaling good practices in supply chain development.
- Output 5: Strengthening policy advice and public-private cooperation.

2. Context

The goal of the MOVE project, under the consumption indicator, is to increase local consumption of cashew and rice products and their by-products through targeted marketing initiatives. The project intends to achieve this by supporting cashew and rice processors to develop new products while supporting them with some marketing strategies that will help promote the new products developed.

Ten demand-driven marketing service packages have been developed to support cashew and rice processors in marketing their new products as part of consumption intervention activities. These packages have been designed to provide processors with strategic marketing tools and techniques tailored to their specific needs, helping them to better understand market demands, optimise their marketing strategies, and ultimately increase their market share and profitability.

The beneficiaries of new product development are developing some new products from cashew, rice and their by-products. Among the products that are being developed are instant rice cashew powder mix, cocanut Spread, energy bar, cocoa-dusted milk chocolate cashews, cashew Lemon grass drink, cashew fonio granola, rice husk briquette, rice husk charcoal, among others Effective marketing strategies is essential for the acceptance of new products into the market which can be challenging for processors. It is with this background that a consulting firm is being recruited to provide coaching for the processing businesses involved in new product development activities while leveraging the strategies in the developed ten (10) Demand Driven Marketing Service Packages.

3. GIZ shall hire the contractor for the anticipated contract term, from 12th January 2026 to 30th September 2026
4. The contractor shall provide the following work/service

The consulting firm is responsible for providing the following services:

Task 1: Conduct a GAP analysis for the existing marketing strategies being used by processing companies:

The consulting firm shall conduct a GAP analysis for the existing marketing strategies being used by eight (8) companies in marketing their products to identify the gaps in the various marketing methods being used.

The objectives of this analysis are to identify:

- The current marketing strategies that the eight (8) processors use for the marketing of their products already existing on the markets.

- The gaps in their current marketing strategies used by the processors.

Task 2: Recommendation and coaching

- Recommend some strategies with reference to the developed ten (10) demand marketing strategies based on the gaps that were identified.
- Conduct coaching sessions while supporting with effective implementation of the recommended strategies for marketing the newly developed products.
- Four coaching sessions are to be conducted for each company (thus two onsite and two virtually)

Task 3: Report writing

- Submit two reports, one report on gap analysis and a comprehensive report after the coaching highlighting the identified gaps, recommended strategies, lessons learnt from these activities and recommendations to GIZ concerning future activities of this sort

II. Tender requirements

1. Qualifications of proposed staff

Milestones/partial works	Date/location/responsibility	Criteria for acceptance
Conduct a Gap analysis of the various marketing strategies used by the processors	April 2026/Ghana/Expert 1 and 2	Report of Gap Analysis
Coaching plan for 8 companies and schedule.	April 2026 / Ghana/ Expert 1 and Expert 2	Present a detailed schedule for the 8 companies
Coaching of 8 companies on the implementation of the Marketing strategies.	August 2026/ Ghana/ Expert 1 and 2	This is to be indicated in the final report
Final report on coaching, participants feedback, adoption and implementation of the marketing service package.	August 2026/ Expert 1	Report

The tenderer is required to propose personnel for the positions specified here and described with respect to the areas of responsibility and qualifications on the basis of relevant CVs.

The below specified qualifications represent the requirements to reach the maximum number of points in the technical assessment.

1.1 Expert 1:

1.1.1 General qualifications

Education: University qualification (first/master's) in Business Management, Marketing, Marketing Communication or any related field.

Professional experience: Have eleven (11) years of experience in Marketing Strategy development and implementation for Brands, experience in value chains specifically cashews and rice, Business management, Private Sector development, local and international marketing of products.

1.1.2 Experience in the region/knowledge of the country

Have experience and knowledge of Ghana

1.1.3 Language skills: Fluent in English

Fluency in C1

1.2 Expert 2:

1.2.1 General qualifications

Education: University qualification (first/master's) in Business Management, Marketing, Communication or any related field.

Professional experience: Six (6) experience in the development of a successful and Marketing strategy for brands and must have good communication and experience in cashew and rice value chains.

1.2.2 Experience in the region/knowledge of the country

Have experience and knowledge of Ghana.

1.2.3 Language skills:

Fluency in English C1

2. Quantitative requirements

Per-diem allowances are reimbursed as a lump sum up to the maximum amounts permissible under tax law for each country as set out in the country table in the [circular from the German Federal Ministry of Finance on travel expense remuneration \(German only\)](#).

Overnight accommodation allowances are reimbursed as set out in the specification of inputs below.

Reasonable accommodation costs above the specified amounts can also be reimbursed against evidence where specifically justified.

All travel activities must be agreed in advance with the staff member responsible for the project.

Sustainability aspects for travel

GIZ is required to reduce greenhouse gas emissions (CO₂ emissions) caused by travel. When preparing your tender, please incorporate options for reducing emissions, such as selecting the lowest-emission booking class (economy) and using means of transport, airlines and flight routes with a higher CO₂ efficiency. For short distances, travel by train (second class) or e-mobility should be the preferred option.

CO₂ emissions caused by air travel must be offset. GIZ specifies a budget for this, through which the carbon offsets are settled against evidence.

The market for carbon credits is made up of a large number of providers, each with different claims as to their climate impact. The [Development and Climate Alliance](#) has published a [list of standards](#). GIZ recommends using the standards specified there.

Fee days	Number of experts	Number of days per expert	Comments
Preparation/debriefing	1	1	
Implementation	2	33	Expert 1 in all will have 18 days (16 days for implementation, 1 day for preparation and 1 day for report writing), Expert two will have 16 days for implementation
Travel expenses	Number of experts	Number of days/nights per experts	Comments
Per-diem allowance in country of assignment	1	6 days	Expert 1 will travel to 3 sites thus Tamale, Techiman, Sampa and will spend two nights each. Two days per expert 1 at three sites
Overnight allowance in country of assignment Note: In the case of an on-site assignment over a weekend, overnight accommodation allowances can be reimbursed on weekends between fee days	1	9 nights	Three nights per expert 1 to visit 3 sites Overnight stays outside Germany: NB: Against evidence, overnight accommodation allowances can be settled for up to 100% of the lump-sum amounts specified in the BMF travel expense regulations. On a lump-sum basis, up to 75% of the maximum amounts specified in the travel

			<p>expense regulations can be settled. Please state in the price schedule whether your travel costings are based on lump-sum settlement or settlement against evidence.</p> <p>Overnight stays in Germany (deviation from the travel expense regulations):</p> <p>NB: Overnight accommodation expenses can be settled against evidence up to EUR 130 and on a lump-sum basis up to EUR 80.</p> <p>Please state in the price schedule whether your travel costings are based on lump-sum settlement or settlement against evidence.</p>
Travel costs (train, private vehicle)	2	16	4 sites each are to be visited by expert 1 and 2. Two coaching sessions to be done onsite and two sessions to be done virtually. Expert 1 to visit 3 sites (outside Accra) and one site in Accra. Expert 2 to visit 4 sites in Accra
Other travel costs			e.g. visa costs
Flights	Number of experts	Number of flights per experts	Comments
International flights			
Domestic flights	1	2	Two return flights to Sunyani, Tamale are anticipated.
CO ₂ compensation for air travel Guidance for GIZ service providers on avoiding, reducing and offsetting GHG emissions (giz.de)			A budget of EUR 240) is earmarked for settling carbon offsets against evidence.
Other costs	Number of experts	Amount per experts	Comments
Flexible remuneration			A budget of EUR 0 is foreseen for flexible remuneration. Please take this budget into account in your price schedule.

			Use of the flexible remuneration item requires prior written approval from GIZ.
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Calculate your financial bid exactly in line with the quantitative requirements of the specification of inputs above. There is no contractual right to use up the full days/travel or workshops or budgets. The number of days/travel/workshops and the budgets will be contractually agreed as **maximum amounts**. The regulations on pricing are contained in the price schedule.

Since the contract to be concluded is a contract for works, you should offer your services at a fixed lump sum price, which provides **an itemised breakdown of all the relevant costs (fees, travel costs, etc.)**. **The specification of inputs should provide guidance in this respect.** The assessment of the financial bid is based on the lump sum price tendered, which must be realistic for the services to be rendered. In the contract itself, the budgets will be contractually agreed as **maximum amounts**.

III. Requirements on the format of the tender

The CV submitted for each expert can have a maximum of six pages. The concept to be submitted should not exceed five pages. If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment. External content (e.g. links to websites) will also not be considered).