I. Background

Catholic Relief Services (CRS) Niger received a five-year grant from USAID (FY19-FY23) for the implementation of "Girma", a food security and livelihood improvement project for vulnerable rural households of the departments of Magaria and Dungass in the Zinder region. A cost-extension was recently added to the initial grant (FY24-25).

In this context, Girma is supporting the development of three key local market systems, focusing on: (i) improved seeds, (ii) complementary flour for children aged 6-23 months and (iii) latrines. These markets are supported with two objectives: (i) sustainable local economic development; and (ii) improvement of the availability of products that are key for enhancing food and nutrition security. Girma is currently working with three local private sector partners: Ferme Semencière Amaté (FESA) for improved seeds; Sawki Agro (SA) for children flour; and Quincaillerie Elhadji Sultan (QES) for latrines.

II. Technical Assistance Justification

Girma’s private sector partners aim at selling new products in a context characterized by poor infrastructure and with low, variable, and seasonal purchasing power. For being successful in this challenging context, Girma’s partners need to develop a relevant marketing/distribution model involving among others last-mile sales agents, and to strengthen their capacities for implementing it. In addition, Girma’s partners SA and QES also need a more comprehensive marketing and distribution strategy, also including (if pertinent) other distribution channels (that already exist for FESA). CRS Niger does not possess the expertise for developing this kind of model and strengthening their partners’ capacities. CRS Niger will therefore need external expertise for refining the last-mile sales approach and strengthening their partners’ capacities. This SOW describes the support needed.

III. Deliverables

1. A detailed description of the last-mile sales approach for Girma’s partners FESA, SA and QES, as well as a more comprehensive marketing and distribution strategy specifically for SA and QES.
2. All tools/materials needed for implementing the last-mile sales approach and more comprehensive marketing and distribution strategies.
3. Onsite training for each company
4. Onsite coaching for each company during the first phase of implementation
5. A customized playbook for each company consolidating all the above-mentioned materials.
## IV. Expected timeline

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<tr>
<th>Deliverables</th>
<th>Specific tasks</th>
<th>Anticipated Number of Billable Days</th>
<th>Proposed Dates of Performance</th>
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| A detailed description of the last-mile sales approach (and related tools – e.g., sales aids) for each company | 1. Exploratory mission  
2. Analysis of findings  
Design of last-mile sales approach for each company (and related tools) | 30                                  | Dates of Performance              |
|                                                                               | 3. Exploratory mission  
4. Analysis of findings  
Design of marketing and distribution strategy for SA and QES (and related tools) | 15                                  | October 1st, 2023 – September 30th, 2024 |
| A more comprehensive marketing and distribution strategy (and related tools) for SA and QES | 5. Exploratory mission  
6. Analysis of findings  
Design of training and coaching tools/materials for each company | 15                                  | [Note to bidder: Please enter the proposed date or dates range for each task based on this total period of performance.] |
| Training and coaching tools/materials for each company                         | Training mission (delivery of specific trainings designed for each company)                                                    | 60                                  |                              |
| Onsite training for each company                                              | Onsite presence and continuous coaching for each company                                                                        | About 6 months of field coaching for each company + 60 consultancy days max |                              |
| Customized playbooks for each company                                          | Design of customized playbooks consolidating all materials for each company                                                   | 20                                  |                              |

## V. Consultant Responsibilities

1. Conduct the consultancy according to the terms of reference (context, objectives and deliverables listed above) and to the technical offer validated by both parties
2. Participate in briefing and debriefing sessions with project staff
3. Respect the workplan validated by CRS
4. Provide a draft version of all deliverables
5. Consider the comments provided by the project team on the draft deliverables before finalization
6. Provide a final version of the deliverables.

VI. Qualifications:
1. Ten years’ experience in the areas of marketing, distribution and last-mile sales in low-income countries (required)
2. Ten years’ experience in the development and implementation of marketing strategies, training curricula and coaching programs (required)
3. Demonstrated experience of collaboration with development projects in the field (required)
4. Demonstrated experience of working in non-literate environments (required)
5. Experience in the Sahel is a plus (preferred)
6. Fluence in English and French (required)

VII. Application Components:
The bidding consultant must submit a separate technical proposal and a separate financial proposal.

The technical proposal (maximum 15 pages) should include:
1. A summary of the key challenges that will be addressed by the consultancy
2. Proposed methodology
3. A workplan, which should include the following:
   a. Proposed dates of performance for each of the items listed in section IV. Expected Timeline.
   b. Key tasks for each deliverable and their period of performance
   c. If a consulting company, who will perform each task
4. The consultant’s CVs, and a presentation of the consulting company (if relevant)

The Financial Proposal should include:
1. A brief narrative no more than one page.
2. A table specifying the compensation rate, number of billable units, the total cost, and a detailed description of the costs of the service.
3. Payment Period/Frequency

VIII. Evaluation
Offer screening and evaluation will cover both the technical and the financial offer. Technical offers will be noted over a maximum of 80 points, while financial offers will be evaluated over a maximum of 20 points.

IX. Clarifying Questions and Responses
Prospective bidders may submit any clarification questions to lauren.hamdy@crs.org, by July 25, 2023 11:59 PM EST. The solicitation name “NE2277.07.14 Girma Last-Mile Sales approach” must be included in the subject line. Responses will be provided to any known prospective bidders on July 28, 2023.

X. Proposal Deadline
All proposals must be sent to lauren.hamdy@crs.org no later than August 11, 2023 11:59 PM EST. The solicitation name “NE2277.07.14 Girma Last-Mile Sales approach” must be included in the subject line.