**Terms of Reference for Comprehensive Business Plan Development**

1. **Background:**

The Care Egypt Development Foundation, in partnership with UNICEF-Egypt, is implementing a portion of the Afak program. The objective is to empower girls in general and encourage the continuation of studies in the fields of science, technology, engineering, mathematics, and the arts in particular. These efforts include enhancing learning spaces, introducing new activities such as Fab Labs, and focusing on integrating technology and creative skills for children and girls.

The Hub, a multifaceted facility, aims to leverage advanced manufacturing technologies, including CNC cutting, laser cutting (Ml149), 3D printing (Prusa 13 MK35), vinyl cutting, heat press, and milling machine (MR64), to provide innovative solutions and generate revenue. This project seeks to develop a detailed business plan to guide the successful implementation and sustainable operation of the Hub.

**2. Objectives:**

**The project's key objectives are:**

1. **Market Analysis and Segmentation:**
   * Identify and analyze target markets for each technology.
   * Conduct a segmentation analysis to understand customer needs and preferences.
2. **Competitive Landscape:**
   * Assess the competitive environment in the manufacturing and creative industries.
   * Position the Hub relative to existing competitors.
3. **Pricing Strategies:**
   * Develop a dynamic pricing strategy for services offered by each machine.
   * Consider market benchmarks, cost structures, and perceived value.
4. **Marketing and Promotion:**
   * Formulate a comprehensive marketing plan encompassing both digital and traditional channels.
   * Define promotional activities to create awareness and attract clients.
5. **Operational Workflows:**
   * Propose operational guidelines for the efficient utilization of CNC cutting, laser cutting, 3D printing, vinyl cutting, heat press, and milling machine.
   * Outline maintenance and safety protocols.
6. **Financial Projections:**
   * Create a detailed financial model projecting income, expenses, and profitability.
   * Perform sensitivity analysis and scenario planning.
7. **Investment Requirements:**
   * Identify potential funding sources, grants, or investment opportunities.
   * Present a clear breakdown of investment requirements for facility setup and operational costs.

**3. Scope of Work:**

**The business advisor will undertake the following activities:**

1. **Market Analysis:**
   * Conduct surveys, interviews, and research to understand market dynamics.
   * Analyze trends, opportunities, and potential challenges.
2. **Technical Assessment:**
   * Evaluate the technical specifications and capabilities of each machine.
   * Identify any necessary upgrades or modifications.
3. **Pricing Strategy Development:**
   * Conduct a comprehensive cost analysis for each technology.
   * Determine competitive and sustainable pricing structures.
4. **Marketing Plan Formulation:**
   * Develop a detailed marketing plan with a focus on target audience engagement.
   * Recommend branding strategies and communication tactics.
5. **Operational Guidelines:**
   * Propose workflows for seamless machine utilization.
   * Ensure compliance with safety and quality standards.
6. **Financial Modeling:**
   * Create a detailed financial model with income statements, balance sheets, and cash flow projections.
   * Provide a breakdown of fixed and variable costs.
7. **Investment Recommendations:**
   * Explore various funding options and potential investors.
   * Present a comprehensive investment proposal.
8. **4. Deliverables:**
   * **The business advisor will submit the following deliverables:**

* Detailed market analysis report.
* Technical assessment reports for each machine.
* Comprehensive pricing strategy document.
* Detailed marketing plan with promotional activities.
* Operational guidelines and safety protocols.
* Financial model with income projections and investment requirements.
* Recommendations for funding and investment.

**5. Timeline:**

The project is expected to be completed within one month, with regular check-ins and progress updates scheduled every one week.

**6. Reporting:**

The business advisor will provide bi-weekly progress reports and a final comprehensive report at the end of the project.