



**Name of the project**  
Mashghal Ghalia

**Terms of Reference**

**Consultancy**  
Business Plan for Al-Mashghal (sewing workshop)

## CARE Egypt Foundation (CEF):

CARE Egypt Foundation, previously known as CARE International, has been operating in Egypt since 1954. The organization's programming aims to help communities living in poverty meet basic needs, improve their social positions and cope with their challenging environments in ways that are sustainable and empowering.

Underpinning all of CARE's work is a commitment to strengthening local civil society, promoting human rights and addressing the underlying causes of poverty and injustice, such as poor governance, gender inequity, economic and social exclusion and conflict. CARE places special emphasis on investing in women and girls because its experience shows that their involvement invariably brings long-term benefits to families and communities. CARE Egypt focuses on four main programs: Women's Rights, Governance and Civic Engagement, Education, and Agriculture and Natural Resources.

For further information, please visit our website: [www.care.org.eg](http://www.care.org.eg)

## Women's Rights Program Brief:

The Women's Rights (WR) Program is designed to empower poor and marginalized women in Egypt who suffer from rights' violation. Its impact goal is: By 2025, poor women in Egypt especially in Upper Egypt are empowered and enjoying a better quality of life, having attained their rights. In order to achieve this goal, the program works with both the duty bearers in government and civil society, as well as rights bearers, women themselves, to address discriminatory attitudes and behavior towards women and girls.

The WR program works with the duty bearers to support their role to protect and uphold the rights of women, and also with the women to encourage them to understand voice and demand their rightful entitlements. The program works on three domains (agency, relations and structure) in order to empower poor women in Egypt to gain their rights. Through the focus on agency, women's self-esteem and confidence are built, and women have increased financial independence to fulfill their potential as productive and income-earning members of their households and society. In addition, when power relations (families) are gender sensitive whilst tackling all forms of gender-based violence (GBV) within and outside the household, and when structures (social norms or laws) particularly in the area of personal status, domestic violence are reformed, passed and implemented, gender equality can be achieved.

The program has three themes, which are:

1. Tackling Gender-based Violence (GBV)

2. Women's Social and Economic Empowerment
3. Engaging Men and Boys (EMB)

## Project Brief

### Empowering Women Through EI-Mashghal

#### Objective:

EI-Mashghal project, funded by Alexbank, aims to achieve two overarching objectives: firstly, to establish sustainable revenue streams for financing women empowerment activities, and secondly, to empower targeted beneficiaries by providing economic opportunities. Given recent events impacting developmental funding, it's imperative to create a reliable income source to ensure continued support for social interventions. Specifically, the project seeks to empower women through skill development in sewing, embroidery, and crochet, while simultaneously offering them employment prospects.

#### Activities and Expected Results:

The project activities are designed to achieve these goals by providing comprehensive training in sewing, embroidery, and crochet to targeted women, followed by the creation of employment opportunities. These opportunities will be offered to two groups of women, allowing them to work either at the EI-Mashghal premises or remotely from their homes, addressing various logistical and scalability challenges. Furthermore, the project will focus on marketing EI-Mashghal to stakeholders and potential clients through the development of a detailed business plan and marketing strategy. Anticipated outcomes include training 150 women, distributing sewing machines for remote work, establishing a robust business plan, successful marketing of EI-Mashghal, dissemination of success stories, and enhancing the trademark's association with workshop production to increase visibility and impact.

#### Target beneficiaries:

The project is expected to reach:

- Up to 150 women will be benefiting from the services of the project (training – capacity building).
- Around 30 women will be working in EI Mashghal workshop (premises & remotely) with an estimated number of 200 direct beneficiaries (respective households),
- Around 400 people will be indirectly benefiting from the income generated by the female workers. More income means more spending on basic needs and consequently an increase in the indirect beneficiaries.

- Women targeted are Egyptians and refugees.

## Objective of the Consultancy

CEF is seeking a qualified and dedicated consultant/team to develop a comprehensive business plan for the sewing workshop aimed at providing training to local Egyptian women as well as female refugees. As explained above, the primary goal of this initiative is to empower these women economically, enabling them to generate income to support their households. The business plan needs to include a marketing component as well as sustainability and scaling up component.

## Scope of Work and Deliverables

### 1. Initial Consultation:

- Conduct a comprehensive discussion to understand EI-Mashghal goals, vision, and requirements.
- Analyze the current state of EI-Mashghal, including strengths, weaknesses, opportunities, and threats (SWOT analysis).

### 2. Market Research and Analysis:

- Gather data and conduct market research to identify textile industry trends, competitor analysis, and market segmentation... etc
- Analyze market dynamics, customer preferences, and potential demand for EI-Mashghal products & services.

### 3. Business Plan Development:

- Develop a tailored business plan/model aligned with EI-Mashghal objectives as a social enterprise and the market insights.
- Outline the business model, value proposition, marketing/branding plans and strategy, sales forecast, and operational plan.
- Incorporate financial projections, including revenue forecasts, cost structures, and break-even analysis.

#### 4. Strategy Formulation:

- Collaborate to formulate strategic initiatives and actionable steps to achieve business goals.
- Identify key performance indicators (KPIs) and milestones to measure progress and success.
- Clearly formulate a sustainability and scaling up plan.

#### 5. Document Preparation:

- Compile all findings, analyses, and recommendations into a comprehensive business plan document.
- Ensure clarity, coherence, and professionalism in presentation, including formatting, graphics, and charts.

#### 6. Review and Revision:

- Conduct a thorough review of the business plan with CARE to solicit feedback and suggestions.
- Incorporate revisions and refinements based on CARE input to finalize the business plan.

#### 7. Presentation and Delivery:

- Prepare for a formal presentation of the business plan to CARE and stakeholders, or potential partners if needed.

## Key Outputs and Deliverables:

The consultant will report progress regularly to the CARE focal point. It is expected that the consultant submits reports as follow:

- Draft a plan after the initial meeting
- Share market analysis findings
- Submit the final business plan as specified above
- Present findings

\*Consultant will submit electronic and hard copies of all reports.

## Consultant Qualifications:

### Technical Requirements

- Extensive experience in business plan development for social enterprises or similar initiatives.
- Proven ability to conduct thorough market analyses and develop sustainable business models.
- Knowledge of the cultural and economic context in Egypt.
- Understanding of the textiles and fashion industries in Egypt.
- Experience in writing reports and presenting research findings.
- Working experience with international organizations.
- Situation awareness and familiarity with existing relevant sectoral programming in Egypt.
- Awareness of context, humanitarian situation and cultural practices in target communities.
- Demonstrated writing and oral communication skills in Arabic and English.
- Ability to establish priorities in a time-sensitive environment and meet deadlines with strong attention to detail and quality.
- Work collaboratively within very tight time constraints.

#### 1. Key Internal Contacts

- CARE Women's Rights Team.
- Reports to Initiative/Project Manager.

#### 2. Core Competencies

- **People Skills:** Ability to work independently and as a team player who demonstrates leadership skills.
- **Communication Skills:** Well-developed written and oral communication skills. Able to communicate clearly and sensitively with internal and external stakeholders as a representative of CEF. This includes effective negotiation and representation skills.
  - a. *Integrity:* Works with trustworthiness and integrity and has a clear commitment to CEF's core values and humanitarian principles.
  - b. *Resilience/Adaptability and flexibility:* Ability to operate effectively under extreme circumstances including stress, high security risks and harsh living conditions. Works and lives with a flexible, adaptable, and resilient manner.
  - c. *Awareness and sensitivity of self and others:* Demonstrates awareness and sensitivity to gender and diversity. Have experience and the ability to live and

- work in diverse cultural contexts in a culturally appropriate manner. Has a capacity to make accurate self-assessment particularly in high stress and high security contexts.
- Work style:* Is well-planned and organized even within a fluid working environment and has a capacity for initiative and decision making with competent analytical and problem-solving skills.
  - Knowledge and skills:* knowledge of CARE policies and procedures, International Codes of Conduct. Requires general finance, administration, information management and telecommunication skills and proficiency in information technology/ computer skills.

## **Consultancy Level of Effort**

### **Specific Tasks, Outputs and Time Frame**

A total of (30) working days is foreseen for this assignment including preparation and reports.

Please use the below to indicate division of days.

This is not binding and can be amended according to the discussion between the project team and the consultant.

MainTasks	Outputs	No. Days/ Time Frame
Development of full business plan		
Development of marketing and branding plan and strategies		
Development of sustainability and scaling up plan and strategies		

### **Execution of Assignment:**

Consultancy start and end date: From **14 July 2024** to **30 September 2024** for this assignment, including planning, inception, research, implementation and reporting (Dates are tentative. Subject to change based on inception and discussions between the project team and the consultant).

### **Coordination and Reporting:**

The consultant will report on progress to CARE project manager who shall within a maximum of 7 working days of receipt notify the consultant of feedback concerning the documents or reports received, giving reasons should s/he accept/reject the reports or documents, or request amendments.

### **Conditions of Implementation:**

Interested applicants should submit the following documents in their offers:

1. **Technical Proposal.**
  - i. A brief statement in understanding of the assignment, and general approach to it.
  - ii. A brief description of the methodology proposed to be use in the assignment, including techniques and tools,
  - iii. It should indicate a complete list of deliverables and a proposed time-frame.
  - iv. A capabilities statement of the consultant organization and/or brief description of relevant (similar) consultancies that would qualify for this assignment. This statement should be included as a separate annex, in addition to the five-page proposal.
  - v. Consultant CV
2. **Financial Proposal:**
  - i. The financial proposal should include a breakdown of the cost elements to assist in determining the rationale of the given rates.
  - ii. CARE will withhold applicable taxes and deposit the funds with the applicable for tax authorities under this agreement
  - iii. Consultant MUST be able to provide tax invoices.
  - iv. Financial proposal should include taxes.

### **Consultant Professional Service Fees**

Deliverables / Description	Quantity	Unit of measurement No. of days	Unit price	Total
Development of full business plan (please provide detailed breakdown)				
Development of marketing and branding plan and strategies (please provide detailed breakdown)				
Development of sustainability and scaling up plan and				



strategies (please provide detailed breakdown)				
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Administrative costs including transportation, lodging, per diem, training logistics, enumerators, interpreters, etc. can be included in the breakdown of the three main deliverables.

**Deadline for sending the technical and financial proposal is 10 July 2024.** Any proposals received after the deadline mentioned, will not be considered. Please accept our apology for not giving any exceptions or accepting any justification for late receipt.

Please feel free to contact us via email for any further details or inquiry via email prior submission deadline.

Proposals will be assessed against weighted criteria that include understanding of the task; proposed methodology; previous experience and value for money as follows:

	Program Evaluation	Program Evaluation	Finance Evaluation
Technicality 70%			
Financial 30%			

CEF keeps all rights to accept or refuse any offer received without giving reasons.

Technical and financial offer will be discussed upon selection.

### **Payment Schedule:**

All payments will be done within 30-45 working days from invoice submission and linked with deliverables and timeline.

CARE Egypt foundation will withhold applicable taxes and deposit the funds with the applicable for tax authorities under this agreement. Thus the financial proposal should include all taxes.