

Terms of Reference (ToR)

Coach women and youth led small enterprises focused on high-value agricultural products Anbar, Iraq

Position Title:	We are seeking an experienced Business Development Consultant to provide professional consultation services to our beneficiaries, focusing on supporting start-ups and SMEs in Anbar Province. The primary objective of this consultancy is to provide individualized and group coaching sessions to startups and SMEs focused on high-value agricultural products, and build capacities on business development, financial management, marketing, operations, and resilience strategies.
Location:	Anbar governorate
Reporting to:	Designated Oxfam staff
Type of Contract:	Consultant
Languages required	English and Arabic
Contract Date(s):	
Duration:	To be decided by consultancy provider (ToB)

1. Background

Many startups and small and medium-sized enterprises (SMEs) face challenges in business growth, financial management, strategic planning, and market access. To enhance their capacity, a business coach will be engaged to provide tailored coaching and mentoring support, equipping entrepreneurs with the skills, knowledge, and tools necessary for sustainable success.

2. Objectives

The primary objective of this consultancy is to provide individualized and group coaching sessions to startups and SMEs, focusing on business development, financial management, marketing, operations, and resilience strategies.

3. Scope of Work

The consultant will be responsible for:

- Conducting needs assessments for participating startups and SMEs to identify key business challenges.
- Developing tailored coaching plans based on each enterprise's needs.
- Providing one-on-one coaching sessions and group mentoring sessions.
- Delivering training on essential business management topics such as:
 - Business planning and strategy development.

- Financial management, budgeting, and fundraising.
- Marketing and customer acquisition strategies.
- Operational efficiency and supply chain management.
- Digital transformation and technology adoption.
- Supporting enterprises in developing practical action plans for business growth.
- Providing advisory support on accessing finance, grants, and investment opportunities.
- Monitoring progress and providing periodic reports on the impact of coaching sessions.

4. Deliverables

The consultant will be expected to deliver:

- An inception report detailing the coaching methodology and work plan.
- Training materials and toolkits tailored to SMEs and startups.
- A full 2-day group training to the businesses
- Individual coaching sessions (3 sessions for each of the 23 enterprises with every session at least of 2 hours duration).
- Coaching reports documenting key learnings, challenges, and recommendations.
- A final report summarizing outcomes, impact, and future recommendations.

5. Duration and Level of Effort

The consultancy is expected to provide a schedule of working days needed for the consultancy delivery, including preparation, coaching sessions, follow-up, and reporting (inception & final).

6. Qualifications and Experience

- Masters/Bachelors in the area of MSME, i.e., economic empowerment, Marketing, Sales, Entrepreneurship, and Business.
- At least 3 years' professional experience in a comparable position in the area of economic empowerment, MSME, public and private sector advisory.
- Very good knowledge of (regional and international) concepts and approaches to strengthen economic empowerment of women.
- High expertise in strengthening economic participation of startup's (including Internally displaced women) on public and private sector level.
- Good working knowledge of ITC technologies (e.g., MS Office, emails, relevant software)
- Fluent written and oral knowledge of the English language and Kurdish and/or Arabic.

7. Reporting and Coordination

The consultant will report to the Enterprise Development officer and work closely with Oxfam's technical and field staff.

8. Application Process

Interested consultants should submit:

- A technical proposal, including a detailed methodology, delivery time frame and work plan (5 pages excluding CVs and experience, previous work).
- A financial proposal with a breakdown of costs per **coached business**. The financial structure should be per individual coached SME (Business).
- CV(s) of the consultant(s), highlighting relevant experience.
- Examples of previous similar work.

9. How to apply:

The interested parties should send all the required documents listed above to the address:

irqconsultancy@oxfam.org.uk

10. Deadline for submission of offers:

The deadline for submitting the offers is: 25 March 2025 (12:00 PM.).