

## Terms of Reference (ToR)

### Online Business Management Training for Women and Youth-led Enterprises (Co-Investment) in Anbar and Salah Ad-Din, Iraq

<b>Position Title:</b>	We are seeking an experienced Business Development Consultant to provide professional training services to our beneficiaries, focusing on supporting start-ups and SMEs in Anbar and Salah Ad-Din Provinces. The primary objective of this consultancy is to provide group training sessions to startups and SMEs focused on Business management, Financial planning (recording), and Business planning to build capacities on business development, financial management, marketing, operations, and resilience strategies.
<b>Location:</b>	Anbar and Salah Ad-Din governorates
<b>Reporting to:</b>	Designated Oxfam staff
<b>Type of Contract:</b>	Consultant
<b>Languages required</b>	English and Arabic
<b>Contract Date(s):</b>	
<b>Duration:</b>	To be decided by consultancy provider (ToB)

## 1. Background

Startups and small enterprises in Anbar and Salah Ad-Din often face challenges in business management, financial planning, and strategic growth. To address these gaps, this training aims to provide participants with practical knowledge and tools to improve their business operations, financial record-keeping, and business planning.

## 2. Objectives

The primary objective of this consultancy is to deliver a comprehensive 5-day online training program covering:

- Business Management fundamentals.
- Financial Records and basic accounting practices.
- Business Plan development and strategic planning.

The training will empower participants to apply these skills to their enterprises for sustainable growth and submit their business plans.

### 3. Scope of Work

The trainer will be responsible for:

- Designing a structured 10-day online training curriculum tailored to the needs of SMEs and startups Two times (5 days for Anbar group and 5 days Salah Ad-Din group separately).
- Delivering interactive and engaging training sessions for 45 participants.
- Covering the following topics in detail:
  - A. **Business Management:** Operations, marketing, and customer relations (2 days).
  - B. **Financial Records:** Budgeting, bookkeeping, and financial analysis (1 day).
  - C. **Business Plan:** Steps to create a viable business plan, including SWOT analysis and funding strategies with the business plan template (2 days).
- Providing practical exercises, case studies, and tools for immediate application.
- Offering post-training support materials (e.g., handouts, templates) to reinforce learning.
- Submitting a final training report summarizing outcomes, participant feedback, and recommendations.

### 4. Deliverables

The trainer will be expected to deliver:

- A detailed training agenda and methodology prior to the start of the program.
- Training materials (slides, handouts, exercises) tailored to the participants' needs.
- A 10-day (Two groups) online training program (4 hours per day, including breaks).
- A post-training report (Final report) highlighting key outcomes, challenges, recommendations, and participant feedback.
- Provide attendance sheets of the participants for all days.

### 5. Duration and Level of Effort

The consultancy will involve:

- Preparation: 2 days (curriculum design, material preparation).
- Delivery: 10 days of online training (Two groups).
- Reporting: 3 days (post-training report).
- Total estimated effort: 15 days.

## 6. Qualifications and Experience

- Master's/bachelor's degree in business administration, Economics, Entrepreneurship, or a related field.
- At least 3 years of professional experience in delivering business management training, preferably for SMEs or startups.
- Strong knowledge of financial management and business planning.
- Experience in online training delivery and engagement techniques.
- Proficiency in IT tools (e.g., Zoom, MS Teams, Google Workspace).
- Fluent in English and Arabic (written and spoken).

## 7. Reporting and Coordination

The trainer will report to the designated Oxfam staff (Enterprise Development officer) and collaborate with the project team to ensure alignment with program goals.

## 8. Application Process

Interested trainers should submit:

- A technical proposal (max 5 pages) outlining the training methodology, agenda, and work plan.
- A financial proposal in **Iraqi Dinar** with a breakdown of costs per training day.
- CV(s) highlighting relevant experience.
- Examples of previous similar training programs.

## 9. How to apply:

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

[irqconsultancy@oxfam.org.uk](mailto:irqconsultancy@oxfam.org.uk)

## 10. Deadline for submission of offers:

The deadline for submitting the offers is: -- May 2025 (12:00 PM.).