

Request for Proposal

Consultancy: Marketing Plan Tuhka Enterprise Alalapadu

Conservation International Suriname (CI Suriname) is looking for a consultant to establish a **Marketing Plan for the Tuhka Enterprise in Alalapadu**, for a period of 3 months.

With the assistance of CI-Suriname a sustainable livelihood project was implemented in the Trio village, Alalapadu by creating possibilities to produce, and assist in selling Tuhka oil (Brazil nut oil) and Tuhka roasted nuts, which generate more income for the community.

The objective of this consultancy is to provide a marketing plan for the Tuhka enterprise of Alalapadu and is linked to output 3.1 (Expand Sustainable Livelihoods) in the Our Future Forests–Amazonia Verde project.

Timeline & Deliverables

#	Activity	Deliverables/reports	Due dates
1	Prepare a Workplan	Workplan containing: a) Timeline b) Research instruments to gather data	15 November, 2021
2	Prepare a manual with guidelines on export procedures and certification	The manual must contain: a) Detailed procedures for export b) Step by step instructions for market entry certification	20 December, 2021
3	Prepare final Marketing Plan	Final Marketing Plan report must also contain the following: a) Long term collaboration plan b) Improvements of the packing material c) A plan for advertisement of sales and recruitment of leads d) A plan for the set up of an active marketing and sales division	31 January, 2022

Requirements

Applicant should meet the following requirements:

- A relevant Master's degree or higher in Marketing and Sales or Business Management
- At least 5 years' experience in working with local or Indigenous communities
- Good communication skills (written and verbal)
- Highly organized and able to multitask and prioritize tasks
- Dutch and English proficiency, both in speaking and writing
- Excellent knowledge of Sranan Tongo

Selection Criteria

- Overall quality of CV and Cover Letter – 3 pts
- Education Requirement - 3 pts
- Work Experience Requirement- 3 pts
- Experience in setting up Sustainability Plans - 3 pts
- Experience with similar projects- 3 pts
- English and Dutch proficiency, both in speaking and writing - 3 pts
- Comprehensive technical proposal - 3 pts
- Budget – 3 pts

Interested?

Applications should be sent, in English, to ci-suriname@conservation.org on or before 11 October 2021 by 4 PM. Please specify "Marketing Plan consultant + Your Name" in the subject line. Applications should include:

- (i) A proposal of the applicant providing detailed information on the criteria listed in the "selection criteria" section of the RFP;
- (ii) Budget according to the activities, deliverables and estimated timeline;

Questions and clarifications regarding the consultancy may be addressed no later than 11 October 2021 to the Technical Manager; Ms. Erlyn Power by e-mail: epower@conservation.org.