

Vacancy Notice: Senegal Market research for cassava, oil palm and derivatives

Assignment Title: Consultant to conduct research on Senegal market and distribution channel research for cassava, oil palm and their derivatives from the perspective of Sierra Leone.

Requesting Division/ Section: Division of Enterprises & Institutions/ Sector & Enterprise Competitiveness (DEI/SEC)

Duty station: Home based

Duration: from 2 to 4 months

Application period: February 25th to March 21st

Further information: Candidates based in Senegal are encouraged to apply.

Background

The International Trade Centre (ITC) is a joint agency of the United Nations and the World Trade Organization for trade-related technical cooperation in developing countries.

ITC, in partnership with the United Nations Industrial Organisation (UNIDO), is implementing a technical assistance project in Sierra Leone under the West African Competitiveness Programme (WACOMP). The project aims at increasing Sierra Leone's competitiveness through enhanced productivity and trade compliance in the cocoa, cassava and oil palm value chains with a view to boosting the country's integration into regional and global value chains. The project has specific objectives of improving the performance, growth and contribution to industry, regional trade and exports of the three value chains, and improving the business climate at the national level. It is funded by the European Union under the 11th European Development Fund.

As part of project deliverables, there is a need to have an in-depth understanding of the international market opportunities for cassava, oil palm and their derivatives. This assignment will focus on identifying opportunities in the Senegal market and it will outline a roadmap for product and market development for accessing the global markets.

The assignment will be coordinated and managed by the ITC A4A Agri-Business team in the Division of Enterprises and Institutions (DEI)/Sector Competitiveness (SEC) section in close coordination with the Office for Africa (OA). The Sector Competitiveness Section is responsible for developing and disseminating sector level expertise for sustainable market driven solutions in ITC, including the Alliances for Action (A4A) methodology. A4A is a participatory partnership model that engages smallholder farmers and MSMEs in order to manage risk and facilitate networks that provide the required technical expertise and capacity building.

Description of Duties/Responsibilities

The Consultant will work under the direct guidance and the overall supervision of the ITC Agro business team.

The consultant will:

1. Conduct a Senegal market and distribution channel research for cassava, oil palm and their derivatives from the perspective of Sierra Leone. This includes market options for value added, green / commodity as well as specialty segments as required (Vegan, Organic, hospitality, specialty, etc.). Activities should include the following:
 - Overview of the Senegal market opportunities - market size, key customer targets (with clear perspective of global and Senegal growth), B2B, B2C, direct retail and online channels.
 - Research on sustainability practices, circular economy and rising market trends

- and consumer profiles.
 - Commercialization partner options
 - Labelling and packaging requirements (overview of market acceptance with specifics on: type and size of packaging)
 - Certification and registration requirements
2. Create a Senegal market entry strategy for cassava, oil palm and their value added products that can be deployed or adopted by Sierra Leonean businesses/exporters. This will include:
- Comparative analysis advantage of farmers, producers and processors (including exporters)
 - Competitive analysis for product market combinations including several distribution channels
 - Buyer appraisals (where the products are purchased. Include a graphic: consumer profiles per market channels and type of consumption)
 - Commercialization and legal model targeting farmer cooperatives and value addition near consumption
 - Product development
 - Sales and pricing recommendations
 - Import, storage and logistics recommendations and model
 - Cost of Goods Sold, Gross margin analysis, Tax and net Profitability analysis including landed costs, Senegal logistics – distribution and marketing costs
 - SWOT analysis
 - Brand development, labelling and packaging requirements
 - Proposed brand launch
 - Commercial campaigns
 - Negotiation of retail and shelf space for specific capsules and or pop up stores
 - Piloting of commercialization models

As a background for the work, the consultant will be provided with:

- A template format that should be used for the report drafting
- The ITC style guideline that should be used for the report drafting
- Free access to the ITC online databases to conduct research on trade and market access data

Copyright

The Consultant has to ensure that s/he has obtained the necessary permissions with regard to intellectual property rights required to perform his/her services under this consultancy contract and for the subsequent dissemination by ITC in any form. Documentary proof is to be submitted to ITC. Should any license fee be due for the use of copyrighted materials of third parties, the Consultant shall request the prior written permission from ITC. S/he has further to ensure to obtain accreditation to event(s), if required.

Expected Outputs and Timelines

Output 1. Initial report on market research and opportunities for cassava, oil palm and their derivatives from Sierra Leone to the Senegal by May 20th 2021

Output 2. Final report on market research and opportunities for cassava, oil palm and their added products from Sierra Leone to the Senegal , by June 30th 2021

Travel

Possible travel to Africa

Skills

Ability to work with minimum supervision, efficiency, competence and integrity and in harmony with people from different backgrounds.

Good written and verbal communication. Proven ability to write in a clear and concise manner.

Ability to produce documents for official circulation among institutions and international stakeholders (memos, reports, business proposals).

Good understanding of international development project functioning and dynamics.

Ability to respect deadlines and to work in a team.

Good knowledge of Microsoft Office.

Education

Advanced degree (MA/MSc or other)

Master and University degree in international relations, business administration, economics, or related field.

Experience

At least 4 years of experience working in international trade, business development issues.

Experience in drafting concise reports and studies combined with good research skills.

Experience working with ITC in different projects will be an asset.

Language

Fluency in written and oral English.