

Terms of reference (ToR)

Organization:	World Vision Somalia (SomRep)
Assignment:	Consultancy service for Market systems assessment
Donor Funded:	SIDA
Position type:	Contract
Location:	Remote & in Somaliland
Estimated working days:	30 days
Estimated number of staff required to work on the project:	1-3
Reporting to:	Economic Development and Market system development advisor - SoMRep
Starting date:	May 2025

Assignment: Consultancy service for Market systems assessment

Project Location(s): The assignment will be implemented in Somaliland, specifically in Salahely district.

Background

SOMREP is implementing a sustainable livelihoods SIDA funded Inclusive livelihoods for vulnerable pastoral groups project, aimed at promoting economic empowerment among vulnerable individuals in Somaliland including pastoral, agro pastoral, host community and poor and marginalized women and youth. We achieve this through capacity building and support of market-linked skills development, development of new income-generating activities (IGAs), MSMEs and access to services to support growth of existing, high-potential IGAs and MSMEs. These efforts are intended to support self-sufficiency and sustainability among target beneficiaries by expanding their access to economic and social resources.all this is under outcome 3 of the project which is:

Outcome 3: Improved capacity of pastoralist, agropastoral, and peri urban households, to engage in strategies for sustainable livelihoods and economic growth to enhance food security and resilience (Sustainable Livelihoods & Economic Growth)

Many factors are important to the success of these economic activities, including access to markets, quality of products (quality inputs, standard production and processing skills), market demand, competitiveness and compatibility, easy availability of raw material/inputs and market trends/polarity, etc. In addition, activities and considerations related to vulnerable groups e.g. obstacles, risks, and opportunities that are unique to pastoral, agro pastoral, men or women, youth or adults, people with disabilities, and/or other marginalizing characteristics. Thus, a robust market assessment and mapping must be conducted.

The project is also providing financial and non-financial services; assisting refugees and marginalized people develop life and technical skills, access social resources, and engage in IGAs to reduce their social and economic vulnerability.

This study will provide detailed focus on analysis of the current livestock markets, livelihood capacities, and competencies in the areas mentioned.

The assessment methodology should include desk analysis and collection of primary data through focus group discussions, business surveys, key informant interviews, and market observations, as detailed in the present Terms of Reference (ToR). It will also involve review and analysis of relevant policies and dynamics that affect access to economic opportunities, including government policies, access to financial services, access to markets, and transport.

The study will support targeting/planning of project activities and strengthening participants' understanding of local market dynamics, opportunities, and risks. Information from the assessment report (or results) will also be shared with potential funding sources and may be shared with other stakeholders such as local decision makers and public policy makers within and outside the project period.

Objectives of the assignment

- To carry out a field-level in-depth scoping of potential economic activities, for both Livestock and diversified economic opportunities¹.
- To conduct market assessment/ analysis for 4(Four) prioritized livestock markets/commodities in the project areas
- To conduct market assessment/ analysis on 6(Six) prioritized diversified economic opportunities for Pastoral, agro pastoral, women and youth in both rural and urban locations
- To come up with clear recommendations of intervention and leverage areas, including specific business models, cost-benefit analysis to improve the competitiveness of the market system, integrating pastoral and agro-pastoral HHs and leading to their resilience and enhanced livelihoods.

Selection and prioritization of livestock commodities and diversified economic opportunities

- The consultant will conduct field level data collection to identify livestock commodities, and diversified economic opportunities
- Prioritize four (4) potential livestock and a minimum of 6 diversified economic opportunities based on the below general minimum criteria

Relevance <ul style="list-style-type: none"> • Potential to engage more pastoral and agro-pastoral communities (men, women, and youth) • Social and cultural acceptability of the economic activity • Potential to engage marginalized groups (PwDs) 	Opportunity for growth <ul style="list-style-type: none"> • Potential for increasing production and productivity • Potential for increasing market opportunity (input and output market) • Potential for value addition • Potential to increase income for pastoral and agro pastoral community
Feasibility <ul style="list-style-type: none"> • Existence of enabling environment 	Resilience

<ul style="list-style-type: none"> • Existing skill in the community in production and marketing of the economic activity • Existence of necessary infrastructure for production and marketing of the economic activity • Potential for scale-up and replication • Existence of financial service providers to support the production and marketing of the economic activity 	<ul style="list-style-type: none"> • Potential to build resilience and resource efficiency • Potential to survive and expand production and marketing of the commodity in the face of climate change and other shocks • Potential to enhance household nutrition • Potential to increase cross-region integration and collaboration
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NB: The consultant will develop detailed questions that help to select commodities using the following broad categories

The consultant should conduct validation workshop with stakeholders and government agencies for the selected Four (4) livestock value chain commodities and Six (6) diversified economic opportunities

Research Methodology: The methodology and research tools to be employed during the assessment include, but are not limited to, the following:

- **Desk Analysis**

The consultant will review recent (last 5 years) documents related to the following: (1) existing market assessments in the target areas; (2) market regulatory and price control policies, laws and mechanisms (including those that restrict refugee livelihoods), (3) relevant documents on market trends, where available, especially for the target areas and surrounding villages (4) Formal Financial markets available in Salahely and (5) other relevant documents, resources, and data sources.

- **Market Mapping and Value Chain**

The consultant will provide a general map of potential local and regional Livestock markets in terms of type, size and volume of market, supply chain, men, women- and youth-led businesses/trades, main access barriers, key trade organizations, and security arrangements.

- **Interviews with Key Informants and Focus Groups**

The consultant will interview key informants in the areas where SOMREP operates in Salahely and relevant communities/geographical areas; these will include mainly women and Pastoral, agro pastoral, youth, beneficiaries of SOMREP's current programs, aspiring entrepreneurs, membership bodies (e.g. chamber of commerce, syndicates), suppliers, wholesalers, producers, farmers, vendors, consumers, financial institutions, and other relevant market and policy actors. The consultant also will conduct at least one focus group discussion in each project village involving individuals who are members of the targeted demographic for project beneficiaries: i.e. Pastoral, agro pastoral.

Activity Schedule

- Background review, planning and preparation - **5 days**
 - Desk research and inception report
- MSD and assessment training workshop - **2 days**
 - Training on basic principles of MSD

- Training on the assessment process, including how to conduct interviews
- Finalize market assessment tools
- Develop market assessment plan - arranging meetings with market actors,
- Research plan and data collection - **10 days**
 - Market assessment - Field interviews / FGDs with key market actors
- Data analysis and draft report - **10 days**
- De-brief and analysis workshops - debrief workshop discussing key findings and recommendations - **1 day**
- Draft report, report review and Final report - **10 days**
 - Market Analysis
 - Synthesizing market actor information
 - Write-up recommendations for intervention areas
 - SoMRep TU review
 - Submission of the assessment report to SoMRep

Duration of assignment

The expected timeline of the assignment is 30 days (1 month) i.e. May - June 2025

Deliverables

- Inception report
- Development of assessment tools
- Draft and final assessment report
- All materials used for staff training

Consultant qualifications

This consultant should have the following the following **skills and qualifications**

- Master's or equivalent degree in Economics, Agri-economics, Agribusiness, Business Management, Marketing, Development Studies or other related fields.
- Minimum of 5 years' experience in conducting market assessments including designing, analyzing, and/or implementing similar Market Systems Development programs in the Pastoralist and Agro-pastoralist context of Somalia or similar context
- At least 7 years' experience, knowledge and skills in market systems and enterprise development in the financial services sector.
- Experience (at least 5 years) in facilitating trainings on market system development programs.
- Experience in coaching or mentoring of teams and partner organizations in market assessment methodologies
- Demonstrated organizational/individual capacity to manage the assignment effectively
- Prior experience, exposure, and/or network of implementation area (preferred)
- Extensive knowledge on working in/with private sector and development organizations.
- Excellent communication skills in English.

Evaluation Criteria

The Selection of the firm will be made based on cumulative analysis (i.e., mandatory requirement and technical qualifications as follows:

Mandatory requirements

- Copy of business registration (company/organization) s.
- Copy of the tax registration
- Successful bidder will be required to sign World Vision Supplier Code of Conduct form

Technical Evaluation

Applicants need to clearly articulate on the following, but not limited to: -

- A Consulting profile and cover letter outlining the suitability of the consultant in undertaking the assignment (Not exceeding two pages)
- Up to two-page statement of capability (referencing the selection criteria) and the approach to be take in undertaking this assignment
- Clear work plan including time frames for the market systems assessment
- Detailed CVs of key personnel (including any formal qualifications) should be provided
- References including names and contact information from previous clients who can be contacted regarding relevant experience in market system assessment (At least three)

Financial Evaluation

- A financial proposal with a detailed breakdown of costs quoted in **USD**. Applicable tax amount must be clearly stipulated and separated from the base costs.
- Payment Terms and credit Period

The financial proposal should **not be part** of the technical proposal; it should be a separate document.

Submission of Proposals:

Interested individuals and firms should submit their proposal accompanied with a cover letter, in English by email to somo_supplychain@wvi.org on or before **18th May 2025**.

Proposals should be submitted in three distinct/separate attachments, namely Mandatory Requirements, Technical Proposal and Financial Proposal (Bidders who will combine both technical and financial proposals shall be disqualified)

Email title should be; Market system assessment - SoMRep

Bids received after deadline shall not be considered.