

Enabling Income Generation for the Poor

Funded by Austrian Development Agency

Implemented by CARE International and ECIKS

Annex 1: Terms of References: Survey with MSMEs in Kosovo

1. Project Background

The project “Enabling Income Generation for the Poor” (“the project”), seeks to contribute to a sustainable, resilient, and inclusive private sector development that enables inclusive job creation and income generation for the poor and vulnerable.

Given the unequal distribution of economic opportunities, through facilitation and upscaling of market support functions, the project seeks to address critical market constraints, igniting growth, narrowing disparities, and increasing the economic assets of the most vulnerable.

The project is expected to trigger the following outputs:

- Support service of KIESA for market development improved;
- Consultancy services of BCC standardized and regulated;
- Women’s participation in the ICT sector increased through supporting Digi Women Cluster;
- Kosovo’s Fund for Innovation and Technological Development (KFITD) established;
- MSMEs enabled to digitalize through targeted and upscaled Business Digitalization Services;
- Financial literacy of vulnerable categories of the population improved through “Biznesi Im” Platform;
- MSMEs enabled to access digital services through “Biznesi Im” Platform;
- Business Digitalization Services improved through certification of consultants from marginalized populations.

2. Objective

The overall objective of the assignment is to conduct a survey with a random sample of MSMEs with confidence level of 95% and margin of error of 5% (around 400 MSMEs) in Kosovo and gather comprehensive data and insights on MSMEs’ challenges, opportunities, and needs. The findings generated by the study will assist in the designing of project interventions.

The survey findings seek to help:

- Assess the current landscape and characteristics of MSMEs in Kosovo;
- Identify the key challenges and barriers faced by MSMEs in Kosovo;
- Explore the opportunities and potential for growth and innovation among MSMEs;
- Understand the needs and expectations of MSMEs regarding government support, policies, and initiatives;
- Provide recommendations to improve the overall ecosystem for MSMEs in Kosovo.

3. Main Activities

The contracted company is expected to:

- Conduct initial meeting(s) and follow-up with project team to discuss and agree on the questionnaire (to be provided by the project), expectations, timeline and work-plan;
- Develop and submit a work plan for the whole duration of the assignment;
- Prepare a sample of 400 MSMEs (sample needs to consist of: 25% women owned businesses, 15% businesses owned by minority members, 40% businesses from rural areas);
- Test the questionnaire;
- Translate the questionnaire into Albanian and Serbian;
- Train the enumerators (ensure gender balance of enumerators);
- Collect data (CAPI method);
- Perform quality control (30% of the sample);
- Utilize appropriate statistical techniques to analyze the collected data and extract meaningful insights;
- Prepare a comprehensive report in English summarizing the findings, conclusions, and recommendations based on the survey results. The report should be well-structured, concise, and suitable for a diverse audience, including policymakers, MSME owners, and other stakeholders.

4. Description of Deliverables

The deliverables will include:

- Work plan of the assignment;
- The database;
- Separate excel sheets with disaggregated data for each target group (25% women-owned businesses, 15% minority-owned businesses, 40% businesses from rural areas).
- A detailed report.

5. Timetable

The duration of the assignment is expected from 12 June 2023 till 14 July 2023.

6. Qualification requirements

- A minimum of 3 years of experience in conducting research studies and surveys with MSMEs;
- Experience in conducting research studies for projects that follow the IMSD approach;
- The staff involved possess strong academic background in market research, research methodologies, statistical analysis, and data interpretation;
- Fluency in Albanian, Serbian, and English.

7. Management

The company will perform the duties under the supervision of the Project Team Leader.

8. Application Process

Interested companies are invited to submit an offer in English language by Thursday, 8 June 2023, at the following email address: office@eciks.com.

No late proposal shall be accepted.

The offer should include:

1. Technical Proposal (weighting 70%) including:

- a. Company Profile and relevant references including references of similar studies;
- b. Methodology (sampling method, data collection and analysis, etc.);
- c. CV(s) of staff proposed for the assignment.

2. Financial Offer (weighting 30%) without VAT

9. Commencement of Services:

The expected date for commencement of services is: 12 June 2023.