

Enabling Income Generation for the Poor

Funded by Austrian Development Agency

Implemented by CARE International and ECIKS

Annex 1: Terms of References: Market Research

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.

1.1 About ECIKS

ECIKS is a cutting-edge consultancy firm with exceptional local and international expertise in helping private and public organizations unlock their potentials to achieve objectives and increase performance. ECIKS delivers value to institutions and firms in Vienna, Berlin, Zurich, Bern, Tirana, Prishtina for over 20 years through an agile and dedicated team of professionals specializing in management consulting, business strategy, digitalization, foreign direct investment, private sector development, investment promotion, research and analysis, and human resources.

1.2 About CARE International

CARE’s work in the Balkans started in 1993, when it provided humanitarian support to people affected by war. In the late 90-ties, CARE shifted its focus in the region from humanitarian post-war assistance and rehabilitation to socio-economic development, engaging in interventions directed at conflict prevention and peace-building, sustainable livelihoods, gender equality and the prevention of gender based violence. CARE International in the Balkans places the quality of its program at the centre of its

mission and has developed a regional strategy that encompasses two main program directions: Gender Equality and Social and Economic Inclusion.

2. Objective

The overall objective of this assignment is to conduct a comprehensive market research study to **identify and develop a unique selling proposition (USP) for KIESA that resonates with the diverse needs of Kosovo entrepreneurs**. This research will provide a deep understanding of:

1. **Target Market:** The demographics, psychographics, and behaviors of Kosovo entrepreneurs, with particular attention to the distinct needs of female and male entrepreneurs, rural vs. urban entrepreneurs, and entrepreneurs with disabilities.
2. **Entrepreneur Needs:** The specific challenges, pain points, and aspirations that entrepreneurs face in their business journeys, including those related to access to finance, mentorship, networking, training, and other support services.
3. **Current Market Trends:** Emerging trends in the entrepreneurial ecosystem, such as technological advancements, shifts in consumer preferences, and evolving business models, that may present opportunities or threats for KIESA.
4. **Competitive Landscape:** An analysis of existing organizations and programs that serve entrepreneurs in Kosovo, their strengths and weaknesses, and the gaps they may leave unaddressed that KIESA can potentially fill.
5. **KIESA's Strengths and Weaknesses:** An assessment of KIESA's current offerings, their perceived value by entrepreneurs, and areas where improvements can be made to better meet the needs of the target market.

3. Main Activities

The contracted company is expected to:

1. **Desk Research:** Conduct a thorough review of existing project reports related to the Kosovar entrepreneurial ecosystem and KIESA's work.
2. **Research Design:** Develop a detailed research design outlining specific research questions, methodologies, data collection tools, and analysis plan. The design will be tailored to address the diverse needs of female and male entrepreneurs, rural vs. urban entrepreneurs, and entrepreneurs with disabilities in Kosovo.
3. **Survey Development:** Design a comprehensive survey questionnaire to collect quantitative data on the demographics, psychographics, behaviors, needs, and pain points of Kosovar entrepreneurs. Ensure the survey is inclusive and accessible to all target groups, including those in rural areas and with disabilities.
4. **Survey Distribution:** Administer the survey to a representative sample of Kosovar entrepreneurs (up to 100 responses) through online platforms, social media channels, email lists, direct outreach, and partnerships with local organizations.

5. **Data Analysis:** Analyze the survey data using statistical software to identify patterns, trends, and correlations that inform the development of the USP.
6. **Focus Group Discussions:** Conduct 2 focus groups with diverse groups of entrepreneurs (up to 10 participants per focus group) in two different regions of Kosovo to gain deeper insights into their experiences, challenges, and aspirations. Ensure representation from diverse target groups, including women, rural and urban entrepreneurs.
7. **Data Analysis:** Analyze the qualitative data using thematic analysis to identify key themes, patterns, and insights that inform the development of the USP.
8. **SWOT Analysis:** Conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) of KIESA in the Kosovar context based on the research findings to identify areas where the organization can leverage its strengths and address its weaknesses.
9. **Provide USP suggestions** for KIESA that reflect the unique needs of Kosovar entrepreneurs and differentiate the organization from its competitors in the Kosovar market.

4. Description of Deliverables

The deliverables will include:

- **Final Report:** A comprehensive report summarizing the research findings, including the USP suggestions developed and presenting a set of recommendations for KIESA's program development and marketing strategies in Kosovo. The report shall be drafted in English language.
- **Raw Survey Data:** This includes all individual responses to each survey question in a structured format (e.g., Excel, CSV, or SPSS).

5. Timetable

The expected duration of the assignment is: August 2024 till September 2024.

6. Qualification requirements

- A minimum of 3 years of experience in conducting research studies and surveys with MSMEs;
- The staff involved possess strong academic background in market research, research methodologies, statistical analysis, and data interpretation;
- Fluency in Albanian and English.

7. Management

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

8. Work acceptance

The work under this assignment will be considered as completed once all deliverables as foreseen by

the ToR have been successfully completed and EnInGeP has explicitly accepted the deliverables in written.

9. Commencement of Services

The date for commencement of services is: 15 August 2024

10. Application Process

The offer should include:

1. Technical Proposal 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: The offer shall include the number of days required for the assignment and the fee per working day excluding VAT. The total budget allocated for this assignment is up to EUR **3,200**.

Offers should be submitted electronically through email office@eciks.com, no later than 09 August 2024 at 16:00 hour. Interested parties can submit questions related to ToR until 07 August 2024 to office@eciks.com.

11. Evaluation Criteria

Technical Proposal - weighting 70%

Financial Offer- weighting 30%