

“SME CONSULTANCY” SERVICE PURCHASE TENDER

TECHNICAL SPECIFICATION

This specification which was issued by the German International Cooperation Agency (GIZ) - financed by the German Federal Ministry for Economic Cooperation and Development (BMZ)- and Gaziantep Chamber of Commerce contains details on providing “Selected SME’s are supported with consultancy services to adapt to changing conditions after COVID-19” service which will be implemented within the scope of “Time of Change and Transformation” project.

The company that will do the job after that is “CONTRACTOR”, its employer is Gaziantep Chamber of Commerce - GTO will be referred to as "ADMINISTRATION".

1- SCOPE OF THE WORK

Within the scope of the project which will be conduct between 01 December 2020 - 31 August 2021 and implemented by GIZ financed by BMZ and GTO; technical support and consultancy service will be provided for 30 companies (15 Turkish – 15 Syrian owned) to facilitate transformation of their business models processes to adapt companies to changing conditions after COVID-19 focusing on digital transformation and green aspects.

The main objective of the programme is to increase the competencies of individuals and SMEs by supporting their adaptation and transformation of business models due to changing conditions after COVID-19. Meanwhile, different target groups will also benefit from other activities of the project to support employment capacities of SMEs which went downsizing and support employability of individuals who have lost their jobs during COVID-19.

The services expected to be provided within the scope of this service procurement are as following;

1. Determining market & business opportunities from Covid-19, digitalization & green change, determining the negative effect of the pandemic on companies with numerical values (decrease in sales, production, profitability etc.), study on future sales and profitability potential of company products and services, forecast about the current market conditions of the company’s future turnover and profitability values in the short term
2. 11 days consultancy service for each SME, the content of which is stated below,
 - a) Need Analysis : 1 Day (3rd month of the project)

- b) Determining the Strategic Roadmap : 2 Days (4th month of the project)
- c) Implementation and Follow-up : 8 Days (5th,6th,7th,8th Months/2 Days every month)

IMPORTANT NOTE:

- **11 Days X 30 SMEs : 330 days SME consultancy**
- In addition; **5 days** (2nd month of the project) consultancy service with ADMINISTRATION for selection of SMEs; **335 days consultancy service in total**

3. Content about consultancy is given below;

a) Need Analysis

- Current Situation due to COVID-19 and new opportunities for digitalization and green change
- Statistical analysis tables
- Services/information/support provided by a support mechanism (e.g. Chamber, KOSGEB, ministries) in the last 1 year
- Determination of activity areas, products, and services
- Stakeholder Analysis (Stakeholder identification, Prioritizing Stakeholders)
- Internal Environment Analysis
- Structure of Units (management, marketing, production, finance, quality etc.)
- Human Resources
- Physical Resources
- Corporate Culture
- Technological Structure (R&D and innovation capacity, Digitalization capacity)
- External Environment Analysis
- SWOT Analysis
- SWOT / TFZG Matrix Analysis and Strategies

b) Determining the Strategic Roadmap

- Recommendations to adapt and transform business due to Covid-19 and taking advantage of new opportunities for digitalization & green change
- Vision-Mission-Core Values
- Global and Local Market Analysis
- Customer- Product Analysis
- Competitor analysis
- Analysis of Customers, Products and Distribution Channels Based on Target Markets
- Market Entry Strategy Selection
- Brand Strategy

- Sales and Marketing Plans
- Digital transformation
- Financial Plan
- Technological Development Plan

c) Implementation and Follow-up

- Answers to the key questions while monitoring implementation.
- Trends regarding the progress (or lack thereof) toward goals, including which goals and objectives.
- Recommendations about the status.
- Any actions needed by management.

Contractor's Responsibilities

- 1- The contractor shall submit implementation methodology and work plan with the proposal.
- 2- It is the responsibility of the CONTRACTOR to find sufficient number of consultants that will be needed within the scope of the project and comply with the required qualifications in the areas given above
- 3- The CONTRACTOR shall convey the CVs and references of the consultants in accordance with the specifications to the ADMINISTRATION.
- 4- The consultants to be employed during project must have the following qualifications
 - Minimum 5 years of consulting & coaching services for SMEs,
 - Specialists for organizational development and business development for SMEs
 - Having effective communication skills, being a good listener, client-oriented, strong consulting & coaching skills
 - Being original, talented, and educated enough, accessible, inspiring, hardworking, and motivating
 - Being solution-oriented, directing the learner to find their own solutions
- 5- The consultants in sufficient number and comply with the required qualifications in the areas given above must be included in methodology in accordance with their tasks by the CONTRACTOR

- 6- At least 20% of consultants to be assigned by the CONTRACTOR must be female consultants.
- 7- Consultant-SME matchmaking will be carried out by the ADMINISTRATION in cooperation with the CONTRACTOR.
- 8- The consultants are obliged to provide all documents and reports requested by the Administration in a timely and desired manner within the scope of the project.
- 9- The contractor shall submit a timeline of relevant steps to their offer.
- 10- Consultancy service which will be provided by CONTRACTOR must be accordant in timetable of the project.
- 11- The consultants' transportation, food, accommodation, insurance etc. all expenses must be included in the proposal.
- 12- The proposal must be in the form of work/day in TL and excluding VAT.
- 13- Consultancy service payments will be made according to the progress payment method.
- 14- Bids can be delivered in written form, stamped, signed, and sealed envelope by hand or courier to the address of the ADMINISTRATION given below
 - Bids also can be sent to the e-mail address (scanned signed copy) given below. However, these bids sent by courier must be delivered by courier

Bids must be sent to ADMINISTRATION until 04 January 2021 at 11.00 A.M. on Monday at the latest.

CONTRACTOR FIRM

- Information introducing the institution/organization
- The company must send its technical and financial offer, signed, and stamped by the signatory authority.

Adress for Tender Envelopes:

Gaziantep Ticaret Odası İncilipınar Mah. 16 Nolu Sok. 27090 Şehitkamil/Gaziantep

Contact; Erhan KAHRAMAN / erhankahraman@gto.org.tr / 0 507 690 73 73