



Terms of References

**For engagement of marketing agency
for conducting market research for sales of apple juice, product branding and
promotion strategy**

**P9408, "Organizational development of NFF and improved market linkages for the
small farmers and producers from rural areas aiming at increased income"**

I. Background

The National Federation of Farmers represents the largest network of farmers and farmer's organizations in the country. It has inherited all the institutional memory and experience from the Federation of Farmers of RM. It unites the effort of 43 local farmers' organizations and cooperatives, representing the voice of more than 3.000 members and cooperating with almost all key players in the agriculture and agribusiness sector.

The National Farmers Federation has expanded its scope of action. This means that besides farmers, agricultural associations, and agricultural cooperatives, the organization will continue to strengthen and support vulnerable categories in rural areas, greater support for young people and women, and their direct involvement in the development of agriculture through decision-making and active action.

In addition to agriculture, one of the organization's main focuses is rural development, ie dealing with the problems and challenges that the rural population faces, such as poverty and limited approaches of the rural population to health services, education, information law, and decision-making power.

The main pillar of action is lobbying to define the problems from the field and by joint work and analysis will be presented in front of the competent institutions for finding a common solution, which is in the interest of the farmers and the welfare of our entire country.

The focus of the National Farmers' Organization, which will continue to function under the slogan "Together for success" and the logo that symbolizes the labor and production of our farmers, is solving the biggest problems, which is placement and quality production. The mission of the rebranded organization is the ORGANIZED FARMER LEADER IN THE AGRICULTURAL AND RURAL DEVELOPMENT OF THE REPUBLIC OF MACEDONIA. The vision to which we strive is - PROFITABLE AGRICULTURE - STABLE VILLAGE.

As of May 2021, NFF implements the project "Organizational development of NFF and improved market linkages for the small farmers and producers from rural areas aiming at increased income" that is supported by Sida and We Effect.

The expected outcomes of the project are the following:

Outcome 1: Rural enterprises, small farmers/producers, grow and provide more income and employment opportunities for the people from the rural area, women, and youth in particular. The focus here will facilitate access to the market for actors that empower rural women and youth. Currently, market linkages for sales of products are broken for small farmers/produces, leading to low income of the rural target group, pushing them into poverty.



Outcome 2: Increased organizational capacities and financial sustainability of NFF. As a membership-based organization, NFF represents the interests of farmers and the rural population in the country. It has developed a paid membership system with a set of free services to which only members are eligible. In the last few years as a result of the previous Institutional Development to NFF Project, the organization has improved its internal organization, management, introduced procedures, book of rules, book of conduct and other administrative and management tools that improved the performance and the impact of our work. The focus here is the organizational development and financial sustainability as crucial to continue with the lobby and advocacy activities and develop new services to provide new sources of income.

II. Objective of the assignment

The main objective of this assignment is to engage the services of professional marketing agency for conducting market research for sales of apple juice, product branding and promotion strategy (sales channels) within the Project “Organizational development of NFF and improved market linkages for the small farmers and producers from rural areas aiming at increased income”

Experts specific tasks and deliverables are:

- Market research for sales channels of apple juice
- Product branding
- Creation of promotion strategy, particularly identification of a sales channels

Expected workload i.e. time for delivery of the work

- The marketing agency will be contracted within the period from January 20 till 28 March 2022

Schedule of milestones and means of measurement/verification of their completion

Month	Milestone	Means of verification
20 January 2022	Engagement of marketing agency	Signed contract with selected marketing agency
1 st February 2022	Develop and implement a market research on sales of apple juice	Submitted Report on findings of the market research Identified Apple juice overall market absorption and absorption per market channels Identified sales channels for apple juice and will set links with domestic demand Identified product target groups Identified target groups (consumers) needs and behaviour in buying processing from apple



March 4 th 2022	Product branding (design of product label, logo, slogan, graphic presentation, packaging and other)	Product branding (design of product label, logo, slogan, graphic presentation, packaging and other)
March 25 th	Creation of promotion strategy (social media, web media, brochures, leaflet, PR) Identification of a sales channels (such direct sales to individual consumers, restaurants, schools, supermarkets, grocery stores, web and social media direct sales etc; wholesales or others)	Report on promotion strategy Report on best channels for sales for each type of apple processing

Budget line:

4.1.4.1.a	Pilot Intervention large scale farmer with license to process and sale apple-based products
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Budget lines:

a.1	Expert / marketing agency for market analysis for the sale of apple juice, branding the juice and making a promotion strategy
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Expected duration of assignment/contract

The marketing agency will be contracted within the period from January 2022- March 2022

III. Duty travel & accommodation

N/A for this engagement

IV. Coordination & reporting

The marketing agency will report directly to Organizational Development Coordinator indicating tasks performed in the course of the contracted period. The reporting schedule and other documentation are indicated in the table below.

Month	Report on	Documentation
February 1 st	Submitted Report on findings of the market research Identified Apple food processing overall market absorption and absorption per market channels	



	<p>Identified sales channels for apple processing and will set links with domestic demand</p> <p>Identified product target groups</p> <p>Identified target groups (consumers) needs and behaviour in buying apple juice</p>	
March 4 th	Product branding (design of product label, logo, slogan, graphic presentation, packaging and other)	
March 25 th	<p>Report on promotion strategy</p> <p>Report on best channels for sales for each type of apple processing</p>	

V. Qualification requirements

Mandatory technical criteria:

- Minimum 5 years of professional experience in conducting market research with special focus on identification of sales channels and will and will set links with domestic demand, product branding and promotion strategy of products
- Portfolio of completion of 5 similar or identical procurements related to the subject of the procurement

VI. Application procedure:

Companies for this ToR should submit the following documents:

- Up to date company portfolio (indicating work on previous similar engagements)
- Financial offer, in an offer form (indicating price for market analysis, for the product branding and for the promotion strategy separately and total amount for all). The offer should be expressed in MKD with included VAT
- Current status of the company issued from the Central register of RNM, not older then 6 months
- Technical proposal on 2 pages with a detailed work plan, proposed methodology and approach for the requested activities
- The submission of the statement in Mail-Declaration of relationships is mandatory for the company

Documents/offers to be submitted on email nff@nff.org.mk and vidanka.martinovska@nff.org.mk **no later then 29,12 2021 (Wednesday)**.

VII. Evaluation of the offers:

Offers with incomplete documentation and/or offers received after the deadline will not be taken into consideration.

The offers will be evaluated on the following criteria:



Best value for money principle will be taken into account by using a weighted scoring method to evaluate the combination of company background, portfolio and previous work on similar assignments (60%), and financial offer/proposal (40%)

VIII. Terms of payment

Fee for this engagement is indicated in the Section II-Objective of the assignment under the Reference project activities and budget lines.

Payment will be made 30 % upon signing the contract and 70% upon finishing all activities, and delivering official documents, report marketing strategy to the National federation of farmers.

IX. Declaration of relationships

The supplier shall describe if their organization/employees have any business or personal relationships with closely associated party from NFF and We Effect, its Regional Office in Skopje, its governing bodies and employees or with similar bodies/persons of the Client.

Closely associated party (persons, physical or legal) as per We Effect's definition is considered person who has the possibility to exert control over, or significant influence on, the other person when it comes to financial and operative decision-making concerning an activity. The purpose of the Declaration is to disclose such information which makes the application and evaluation process more transparent and supports the bids in its relevance according to conditions on the open market.