



REPUBLIC OF LIBERIA
MINISTRY OF COMMERCE & INDUSTRY
MONROVIA, LIBERIA



October 15, 2024

Terms of Reference
For
**Consulting Firm to Provide Capacity Building Service to the
Ministry of Commerce and Industry: Commerce and
Industry Inspectors, Price Analysis Division, Customer
Services, Trade Officers, Standard Technicians, and
Empower Petty Traders to Transition to the Formal
Economy**

Post Title: Training Services (Capacity Building Firm)

Reference: RFP No: MOCI/PSIP/LCS/001/2024

Location of Post: Commerce Building, EJS Ministerial Complex, Tubman Boulevard, Congo Town, Monrovia, Liberia

Contract Duration: 2 Weeks

Reporting Line: Hon. Scholastica Nyenkan-Nimley
Acting Minister/MOCI

Recruitment: Provision of Technical Assistance (Capacity Building) to the Ministry of Commerce and Industry

Type of Contract: Local Firm Selection

Background

The Ministry of Commerce and Industry (MOCI) has the mandate to regulate trade, create the enabling environment (development of sound policies) to facilitate private sector growth and innovations, while setting standards that will empower all of our consumers to make informed decisions improving the quality of life for all. The MOCI achieves this by focusing on existing and new businesses, consumers, and helping to transition informal (petty traders) actors into the formal economy. The new leadership of the Ministry of Commerce and Industry believes that the achievement of such mission can only be possible if its workforce capacity is built, understand the change and serve as agents of change.

Commerce Inspectors, Trade Officers, Price Analysts, Customer Service Analysts and Standard Technicians are essential personnel responsible for enforcing laws and regulations, information discrimination related to trade, commodity price, commerce, and consumer protection. Their primary role is to ensure that businesses comply with legal standards, promoting fair practices and protecting consumer rights. Inspectors conduct regular inspections of retail and wholesale establishment to identify violations and ensure compliance. With trade regulations, consumer protection laws, and fair trade practices. Some key responsibilities of these Inspectors, Trade Officers, Price Analysts and Standard Technician includes Consumer Protection, Market Surveillance, Reporting and Documentation, etc. Commerce presents new challenges in monitoring compliance and protecting consumers. However, the rapid evolution of commerce, necessitates ongoing training and capacity building to equip inspectors and other analysts with the necessary skills and knowledge. It is essential that these Inspectors, Trade Officers, Analysts and Technicians have the requisite capacity to implement their job diligently.

Petty trading is a prevailing socioeconomic activity serving a multitude of low-income population in a rapidly urbanizing Liberia. Petty trading marketplace thus, has an important role to play in urban development processes. However, knowledge on the spatial processes connected to generating and sustaining petty trading in the marketplace is limited. The informal economy plays a significant role in the economic landscape of Liberia, with petty traders comprising a large portion of this sector. Transitioning these petty traders into the formal economy can lead to increased economic growth, improved standards, and better livelihoods for individuals. To facilitate this transition, it is essential to provide training and capacity building for both petty traders and government personnel responsible for regulating trade activities.

Objective of the Assignment

The overall objective of this Term of Reference is to recruit a qualified Business Development Firm to design, develop and implement a Capacity Building Program for Commerce and Industry Inspectors, Price and Customers' Analysts, Standard Technicians, Trade Officers and Petty

Traders. The reason for the inclusion of petty traders is to provide them the opportunity where they can transition to the formal economy.

Specific Objectives are:

- Design Training Content and Materials (Hand-outs, Activities, Assignments, and Presentation Slides)
- Develop and produce Training Materials including (Business Law, Regulatory frameworks governing trade, principles of quality assurance, effective communication,
- Facilitate Business Development Training
- Submit Training Report

Scope of work:

The Business Development Consulting Firm is expected to:

a) Design and facilitate a 14 - days training for 180 staff members of the Ministry of Commerce and Industry, including Inspectors, Standard Technician, and Trade Officers from all 15 Counties in Liberia. Working with the National Petty Traders Union of Liberia (NAPETUL) to identify and train 150 Petty Traders.

b) The Capacity Building Training Workshop will cover courses in the following:

- Caring for Customer
- Achieving Success in Marketing
- Leadership skills
- Selling Skills
- Financial Plan Management
- Controlling Cost
- Access to Finance
- Business Planning
- Team Work
- Managing Time
- Leading Your Team
- Solving Problems
- Basic Managerial Skills

4. Deliverable:

The Capacity Building activities and expected outputs are as follows:

- Prepare workplan of Capacity Building activities
- Design training content and materials
- Development of training materials including hand-outs, exercises, presentation slides, trainer guide, attendance, etc.
- Conduct pre-training assessment to determine comprehension level of participants
- Facilitate a week long training workshop

- Conduct post-training assessment to evaluate participants' understanding of training content.
- Prepare and submit Training and End-line Report

5. Qualifications and Experience:

The BDS Firm must have a minimum 5 years of experience and expertise providing business development services preferably to public or autonomous agencies in Liberia. The BDS Firm must have the following skills:

- 5 years' experience in delivering business development/advisory services to public servants particularly in the Inspectorate and Standards division of the Ministry of Commerce and Industry.
- Experience in designing and developing modules for Industry Inspectors, Standards Technicians, Trade Officers, etc.
- Designing and developing modules/packages in business and financial management for Petty Traders incorporating supply chain linkages and supplier development programs.
- Experience and demonstrated capacity in supporting Inspectors, Standard Technicians and Trade Officers in making their operations effective and efficient.
- Excellent inter-personal and communication skills including experience of facilitation of trainings/workshops and presentation to groups of many sizes.
- Demonstrated knowledge and experience in developing training curriculum and training materials.
- Demonstrated experience working in the counties particularly Inspectorates around the various borders.
- Demonstrated of management, staffing capacity and logistics to execute large service contracts including sub-contractors, including a track record of working effectively with the public, working with senior level official, delivering the service.
- Familiarity with the local policies, context, and culture.
- Excellent evaluation and reporting skills.
- Adequacy of the delivery approach and the proposed work plan in responding to these Term of Reference.

6. Reporting:

The successful firm will sign a contract with the Government of Liberia through the Minister of Commerce and Industry. The Department of Administration will provide technical oversight for the implementation of the assignment. The consultant firm will report to the Deputy Minister for Administration as the Focal Person at the Ministry of Commerce and Industry.

7. Duration of service:

The Duration of the Training will be for 14 days.

8. Evaluation Criteria

An evaluation committee will be formed by the Ministry of Commerce and Industry. All members will be bound by the same standards of confidentiality. The BDS Firm provider should ensure that they fully respond to all criteria to be comprehensively evaluated.

The shortlisting criteria are:

- (i) Consultant Experience relevant to the Assignment
- (ii) Competency/Qualification of the Consultant relevant to the Assignment
- (iii) Consultant's readiness to start the assignment in line with the timeline provided here and budget detailing every activity to be carried out.

9. Proposal submission:

Interested BDS Firms can apply by submitting the following:

- a. A technical proposal including:
 - Profile of the BDS Firm
 - Description of how the BDS Firm skills and experience match the TOR requirements,
 - Proposed methodology and work plan
 - CV(s) of the consultants
 - Past experience/work completed related to the ToR by the BDS Firm
- b. A financial proposal:
 - Should include a detailed budget sheet with a breakdown of costs.
 - The business registration certificate
 - Tax clearance certificate

The BDS Firm will be selected in accordance with the Least Cost Selection (LCS) method set out the Procurement Regulation of the Ministry of Commerce and Industry. Further information can be obtained at the Ministry's address below during the office hours i.e., 9:00 am - 4:00 pm.

All Proposals must be delivered in a written form to the address below (in person, or by email) on or before Friday November 15, 2024 with subject:

"Re: Consultancy Services to Provide Business Development Services (BDS) to the Ministry of Commerce and Industry.

Attn: Joseph S. Blango
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Ellen Johnson Sirleaf Ministerial Complex
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Cc: Roland K. Karpeh
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