

Terms of Reference for

Consulting Services to Design and Establish Market Intelligence System (Research, Database, Maintenance) for the four targeted sectors under EC4J Project (Package no. S48)

1. Background

Bangladesh's need for diversification of its economy at large and the export basket in particular, is well recognized by the policy makers, the private sector as well as development partners. The seventh Five-Year Plan (2016-2021) and the Bangladesh Export Policy for 2015-18 identify potential growth sectors that are increasingly competitive in international markets or showing signs of comparative advantage that could play an important role in economic and export diversification. The Ministry of Commerce has set an ambitious export target of reaching US\$ 60 billion by 2021. The Project Export Competitiveness for Jobs has been designed on request from the Economic Relations Division (ERD), Ministry of Finance, Government of Bangladesh, with the objective of strengthening export competitiveness and increasing investment and employment in some priority sectors such as Leather & Leather Goods, Footwear (leather & non-leather), Light Engineering (Electronics, Electrical Goods, Bicycle, Automobile, Accumulators, Battery, etc.) and Plastics. To achieve this objective, Ministry of commerce is directly implementing a project titled "Export Competitiveness for Jobs" financed by the World Bank Group. The Project is expected to directly contribute to the Government of Bangladesh's policy objective of diversifying exports beyond ready-made garments (RMG).

While the apparel industry generates a large portion of export revenue, it is not sustainable for the economy to have a high concentration of export in one sector for the inflow of revenue, due to a number of reasons such as international competition, unstable internal economy, external economic shocks.

There are a number of other sectors in Bangladesh that have not exploited their full potential in the export industry. These promising sectors include the leather industry, footwear industry, plastics goods and light engineering industry. Improving the competitiveness of these sectors and encouraging economic diversification will not only increase the country's export revenue due to better access to the international market, but will ensure that the export industry of the nation is on a sustainable trajectory and is more resistant to external economic shocks.

While accessing export markets, one of the critical constraints Bangladesh faces is market development and branding both as a country, and the products it can competitively offer to the international markets. There are no systematic and strategic efforts to gather information on specific markets, brands and buyers neither by the private entrepreneurs nor by the public-sector agencies. While there are scanty initiatives such as organizing or participating in trade shows, there is hardly any targeted and strategic drive to harness market opportunities utilizing state-of-the-art marketing and communication tools and mediums coupled with adequate market intelligence.

Under the overall market development and branding strategy plan, a separate strategy has been incorporated to integrate a real-time Market Intelligence Platform to help the sector with relevant information and insight about the global trend of the sector and its value chain. In this regard, EC4J is now looking for a suitable partner to develop this Market Intelligence Platform.

2. Purpose of the Market Intelligence Platform

The Market intelligence platform will be one of its kind robust online platform for sector actors to access domestic and international market data and deep sector analyses, gather insights about the sector's global trends, buyer's profile and behavior, material sourcing, price comparisons, duty structure and regulations in the destination markets, logistical analysis, etc.

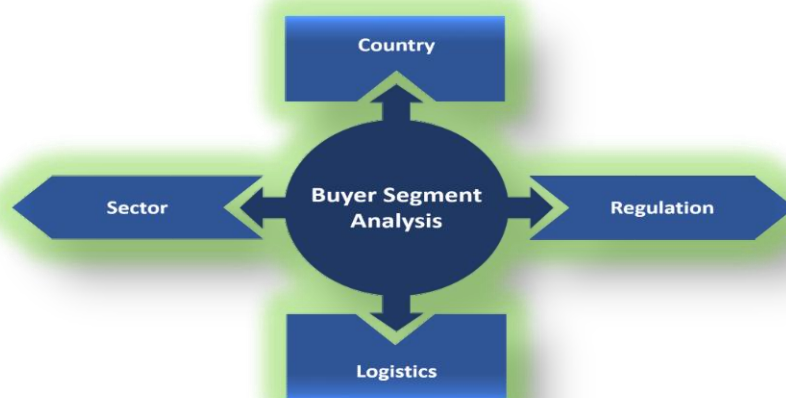
Markets revolve around data and numbers. Information based on manufacturing units and sourcing hubs are playing a vital role for all the export industries. The Market Intelligence Platform will have specific data sets that will represent sourcing, export data, destination countries, probable destination countries, raw materials sourcing, top trends in the global export market, the need of the platform will revolve around set of information which will provide competitive edge to the mentioned industries.

3. Rationale of the assignment

None of the manufacturing sectors in Bangladesh have such a platform; neither there is one at the national level which does not enable manufacturers analyze data-backed market trends and take informed decisions. The Market Intelligence Platform will be established to provide the current and potential exporters with information, insight and trends regarding worldwide buyers, customers, material sourcing, prices, standards, regulations, etc. The platform will be focusing on a few segments of the industry and global markets which will include: specific information on imports, places, major buyers, analysis of annual trends and fairs where the exporters could connect with potential buyers.

4. Strategic Model for Market Intelligence Platform

The basic model of the Market Intelligence Platform will be as follows:



a) Buyer Segment Analysis: At the core of market intelligence platform will be a thorough Buyer Segment Analysis under which following information will be covered

b) Business Profiling: Brand Persona, Product Range, End Consumers, Retail Stores, Online Presence, Annual Sales Volume and Value, Contact Information.

c) Product Specific Details: Range wise detailed Product Specifications of Current Portfolio

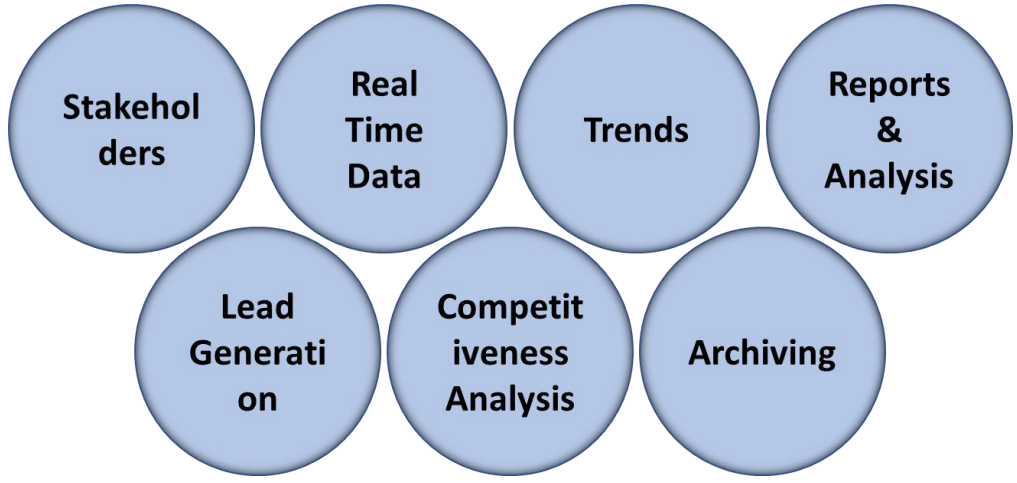
d) Sourcing Behavior: Current Manufacturing Partners, Sourcing Destinations, Sourcing Agents/Partner, Warehouse Details, ESQ Compliance Requirements, International Trade Transaction Modality, Seminar/Fair Participation

e) Trends: Current News, Last 3 Years Change in Product Style/Design.

For each of the selected sector, above information will be generated about buyers and those will be segmented as per following cluster.

Segment	Type	Basic Attribute
A	Premium Buyers	Globally Renowned, Prestigious, Rich History, Innovation, High on Value, High Price Segment
	Large Buyers	Globally Renowned, Rich History, Innovation, Wider Range, High on Volume with mix of High-Low Value Products, Medium to High Price Segment
B	Large Buyers	Globally Renowned, Wider Range, High on Volume with primarily Medium to Low value products, Medium Price Segment
	Large Buyers	Regionally Renowned, Wider Range, High on Volume, Medium Price Segment
C	Medium Buyers	Regionally Renowned, Wider Range, Medium Vol., Medium Price Segment
	Medium Buyers	Nationally Renowned, Wider Range, Medium Vol., Medium Price Segment
D	Small Buyers	Nationally Renowned, Smaller Range, Medium Vol., Medium Price Segment
	Small Buyers	Boutique Outlets, Varied Range, Small Vol., Medium Price Segment
E	Importers	Country or Region Specific, Small Vol., Low Price
	Local Wholesalers	Distributors, Small Vol., Low Price

The below topology is the structured frame work for each specific industry. The facts and figures will change for different industries based on the industry need and gathered information the



breakdown of the segment is as follows:

The Market Intelligence Platform will be centered around one core idea. The core of the entire platform will be “Buyers Segment Analysis”. Buyer Segment Analysis isn't just intended to distinguish the most beneficial segments, yet in addition to create profiles of key sections so as to all the more likely comprehend their needs and purchase motivation. Parts of knowledge from division investigation are in this manner used to gather information in these segmentations. Through the core idea the Market Intelligence Platform will:

- Collect real-time data from sources
- Create and populate contact records and target lists with gathered data
- Ensure accuracy and quality of information
- Notify users to changes in information
- Provide insights about markets and potential leads

Furthermore, the Market Intelligence Platform will have:

- A section on buyer segmentation analysis
- A segment on source from Bangladesh or Made in Bangladesh digital market place
- A segmentation analysis for each of the sector
- All the buyer's names and their volumes
- Information about their needs and requirements including standards, regulatory compliance. duty structure etc.
- A clear picture of the buyers themselves so that manufacturer knows as per their capacity and who they should target to reach.

5. Scope of Work for Market Intelligence Development Partner

Stage of Development	Expected Services/Activities
Technical Platform Development	Web & Software Architecture
	Web & Software UX Design
	Development & Management
IT infrastructure	Arrange domain hosting, registration, subscriptions and cloud server with adequate space for the platform, along with providing all the necessary equipment and appliances to operate the platform including access point kiosks to be hosted by the sector associations.
Partnership for Information Sourcing	Relevant International Information Partners from whom the platform can gather information on the relevant sectors.
Partnership for Sector engagement	Partnership with the relevant sector associations as to integrate the platform as a value-added business intelligence/market insight service
Research Content Development	Conducting regular desk research and analysis of global trends
	Developing articles and reports on the trends
Digital market place: made-in-Bangladesh	Integrated digital marketplace site & interface development titled Source from Bangladesh or Made in Bangladesh. Local manufacturer registration from the selected sector. Maintain and manage the marketplace.
Digital Campaign	Systematic digital campaign on branding and market intelligence platform through social media (such as LinkedIn, Google, YouTubes, trendy games etc.) targeting the relevant industry professionals across the world. Close coordination with PIU consultant to receive the digital campaign materials Page and social media account management (FB, Instagram, LinkedIn, Twitter, YouTube Channel etc.) Generate buyer hits on the website via SEO Boosting for target destinations and relevant industry professionals Partnership and content sharing with top global digital platforms like Inc. Entrepreneurs, Nikkei, Gulf Business etc. Around 10 contents shared with the global digital platforms

6. Deliverables

The expected deliverables include but not limited to:

- a) Inception report including platform execution plan;
- b) Approved list of equipment for the platform and the kiosks;
- c) Domain, storage, server registration and subscriptions for the five years;

- d) All the equipment and appliances are supplied and installed at the designate place including 10 access point kiosks are mobilized and functioning;
- e) Up and running Market Intelligence Platform along with integrated digital market place component with approved UI & UX;
- f) One inauguration/ unveiling event of the Platform;
- g) At least 15 thousand leads generated from the relevant industry professionals through digital campaign;
- h) Around 10 contents shared with the global digital platforms;
- i) A business model and exit plan to make the platform self-sustaining through value added services;
- j) Partnership agreement with the sector associations;
- k) Operation and maintenance of the platform for the whole assignment period;
- l) Quarterly progress report along with data on business intelligence services, leads generation, traffic and subscription growth;
- m) Final report of the completion of the assignment.

7. Confidentiality:

- a) All draft and final output, including supporting documents, analytical reports and raw data should be provided in electronic version compatible with JPEG, WORD and EXCEL for Windows. Ownership of the data from the analysis rests with EC4J.
- b) The copyright of the intellectual properties like documents, materials, creatives, software, evaluation reports will rest exclusively with the EC4J Project. Key stakeholders can make appropriate use of the findings in line with the original purpose and with acknowledgement.

8. Selection Criteria

The consultant must have extensive professional expertise and hands-on experience in designing and managing such platform for exporting sectors. Partnerships between international and local firms combining resource and experience is highly encouraged. It is important to demonstrate that the appropriate technical expertise, local knowledge, and language capabilities are available. Proven track record of successful undertaking for similar assignments would be considered as a key criterion for the selection. A sound understanding of Bangladesh export markets, customers and their requirements would be a valuable asset. The evaluation and selection of the consultant will be made based on the technical proposal and the quotation.

9. Requirement of Service Provider

- Demonstrable Experience of Developing Digital Market Information infrastructure.
- Experienced research team including data analytics, trade marketing content writings;
- Sound knowledge about global sourcing information ecosystems;
- Sound knowledge about handling buyers' online behavior'
- Sound knowledge of developing digital platforms and marketplace
- Sound knowledge about digital marketplace Platform
- Demonstrable connection with major stakeholders like local chambers, associations, government ministries etc.

10. Reporting

The firm will report to Project Director, EC4J Project and liaising with the PIU representative(s).

11. Timeline

The duration of the assignment will be over the period of 30 months. Specific deadlines of particular deliverables will be subject to the approval of the project team.