



Consultancy Advert

Developing a 5 year business plan for Namlieh

Assignment starts immediately

Applications' deadline 30 March 2014

CRTD.A has been working with Rural Women Cooperatives and Groups in Lebanon for more than a decade. Recently, and in an effort to support Rural Women Cooperatives and groups to identify and access markets directly, a marketing cooperative was established in 2012 with a governance body formed of 9 rural women cooperatives and organisations. This entity is known as Namlieh and operates a shop in the Mat7haf area and serves some 40 rural women cooperatives and groups. The Cooperatives are mainly involved in traditional food making such as jams, pickles, herbal essences, dried and candied fruits, nuts, spices and other products.

Namlieh serves its members through providing a space for sales, through improving products quality and through diversifying products and services.

Currently, **CRTD.A** is seeking to contract the services of an experienced consultant to develop a 5 year business and marketing plan for **Namlieh**.

The aim for developing the 5 years Business Plan is to provide guidance on the strategic and sustainable development of **Namlieh** and ensure that it has the necessary elements for financial sustainability based on ethical, transparent and democratic governance practices.

The Consultant is expected, amongst other, to:

- Review and analyse the operation and ways of working of **Namlieh** including its governance, daily operation, accounting systems, products sold, turnover, profitability, etc...
- Develop a 5-year Business Plan with a comprehensive market analysis and business potential for the alternative(s) favored by the stakeholders for review and approval by **Namlieh**;
- Review the current and potential marketing potentials of **Namlieh** primarily in Lebanon but also in Gulf countries and Europe and provide tangible suggestions for new avenues of marketing;
- Prepare a detailed implementation plan of business development with the steps needed for **Namlieh** transition to the selected alternative/business model;

The successful candidates will have:

- A solid, in-depth and demonstrable experience in developing business plans preferably within the food industry
- Commitment to gender equality, social justice, ethics and equality
- Excellent research skills in marketing
- Disposition to engage and work collaboratively with the **Namlieh** and **CRTD.A** teams

Interested candidates should send a letter of motivation, a detailed CV, a detailed letter of intent and at least three references with contacts to vacancy@crtda.org.lb

Please write “**Namlieh Business Plan**” in the Subject line

Only short listed candidates will be contacted. Short listed candidates will be provided with detailed Terms of Reference. No phone calls please.