



## **Request for Proposal Consultant “Business plan for Foundation Kana Tepu”**

Conservation International Suriname (CIS) is looking for a consultant for a Business plan for Foundation Kana Tepu for a period of 7 months ideally starting on March 15, 2024, and ending on October 18, 2024.

### **Background**

Peleloe Tepoe is a Trio Indigenous village in the south of Suriname. The village borders the Tapanahony River and has an approximately of 402 inhabitants divided into 69 households (197 males and 205 females). In education, the village has a primary school up to the eighth grade, with about 152 school-age children. The village is mostly accessible by air transportation with a travel time of about one hour and thirty minutes. In Peleloe Tepoe the people speak the Trio language. There is electricity in the village through a solar panel system and mobile network connection is also available. Access to clean drinking water is lacking and there is no infrastructure.

The village Peleloe Tepoe signed a conservation agreement with Conservation International Suriname (CI-S) in March 2023 for the protection of 460.000 ha of their pristine forests. This agreement is based on a sustainable ornamental fisheries project. Peleloe Tepoe runs a self- owned business enterprise since 2022 with support of CI-S under the name of “Stichting Kana Tepu”. Ornamental fish are caught in the village in a sustainable way, with the intention of selling the Ornamental fish through Foundation Kana Tepu to the local and international market, to generate sustainable income for the community. CI-S is continuously supporting the Indigenous people of Peleloe Tepoe to enhance their capacities, to protect the forest and to run the business in a sustainable way.

### **Objectives**

The following specific services can be listed in support of the objective:

- Develop a business plan in line with the existing potential of the Foundation at community level and to attract attention of potential investors for approval of the financing, including fundraising and grant-writing strategy.
- Update the vision, mission, values, and goals for the Foundation.
- Description of the value chain system of the ornamental fish project, including the equipment, technology, and resources.
  - Update the Ornamental fish project process from catching the ornamental fish to delivering this healthy and alive in Paramaribo. For each segment of the value and supply chain, the potential or actual risks and consequences must be described, as well as the positive consequences.
  - Mapping of the institutions and stakeholders in support of the ornamental fisheries project by doing research and building a customer base.
- Update the existing supply chain system, looking at the social sustainability aspects.
  - Describe the negative and positive impacts on workers, the community, and fishermen.
  - Describe the key stakeholders in the supply chain and the associated monitoring and enforcement mechanisms.
  - Describe supply and demand, including the size of the collection, seasonality/ban period.
  - Profit analysis.
  - The impact of existing supply chain systems on the sustainability of the area/ Tapanahony River.
- Identifying challenges in sustainable economic growth and development opportunities of the ornamental fish project.
- Develop a financial strategy that ensures multi-stakeholder engagement and participation.
- Contributions of the fish project to the achievement of SDG 1 (*No Poverty*), SDG 2 (*Zero Hunger*), SDG 5 (*Gender Equality*), SDG 6 (*Clean water and sanitation*), SDG 14 (*Life below water*), and SDG 15 (*Life on Land*)
- The potential and actual positive contributions of the ornamental fish project to the welfare of the community.
- Develop the organizational structure, including the roles, responsibilities, and skills of the staff and board members.

- Develop the marketing and sales strategy of the Foundation, including the pricing, distribution, promotion, and customer relationship management by explaining the quality and uniqueness of the project.
- Assess a SWOT (*strengths, weaknesses, opportunities, and threats*) method, including trends, risks, and challenges for the Ornamental fisheries project.
- Develop a detailed action plan and timeline for the business plan's implementation, as well as the monitoring and evaluation framework and indicators.
- The business plan must consist of an overall investment plan, costs analysis (breakeven point), minimum and maximum production capacity to meet revenue expectations, with a detailed explanation.
- Estimation of the cash flows profit & loss statement, and initial balance of the Foundation.
- PowerPoint presentation of the business plan including the key findings and recommendations.

### Estimated Timeline & deliverables

No.	Services	Acceptance Criteria	Due dates
1.	Develop Workplan- Review of existing reports	The workplan must contain the following (but not limited to): <ul style="list-style-type: none"> <li>• A timeline</li> <li>• Proposed methodology (<i>cultural appropriate</i>)</li> <li>• A research plan/program with clearly defined objectives</li> </ul>	March 27, 2024
	Develop Inception plan	<ul style="list-style-type: none"> <li>• The vision, mission, values, and goals for Foundation Kana Tepu</li> <li>• Description of the value and supply chain system</li> </ul>	April 22, 2024
2.	Development SWOT analysis	Designed a SWOT to help drive action and collaboration on environmental challenges, creating business trends, risks, challenges, and opportunities	May 29, 2024
3.	Develop a business plan	The final business plan must contain (but not limited to): <ul style="list-style-type: none"> <li>• Detailed procedures for export</li> <li>• Step by step instructions for market entry certification</li> </ul>	July 1, 2024
4.	Project completion report	<ul style="list-style-type: none"> <li>• Project completion report which summarizes the project highlights, key findings, learning, innovations, and recommendations</li> <li>• A PowerPoint presentation of the business plan</li> </ul>	August 19, 2024

### Location of Task/Applicable Trips/Arrangements

- The main activities will be performed in Paramaribo.
- Sharing of important information and available documents related to the ornamental fish project.

### Required Skills and Experience

The consultancy will be conducted by an independent consultant with the requisite skill set to conduct his/her mission. Specifically, the consultant is expected to have the following expertise:

- At least a BSc. degree in Marketing and Sales and/or Business Management, and/or Business Administration, and/or Economics, and/or Accounting and/or Agribusiness Management or related fields.
- Experience in the cultural background, lifestyles, and challenges of Indigenous communities.
- A minimum of five (5) years of relevant work experience.
- Excellent organizational and time management skills
- Dutch and English proficiency, both in speaking and writing/reporting.
  - Capable of producing high-quality technical documents in both languages.
- Flexible and adaptable to changing work environments.
- Outstanding communication, interpersonal and leadership skills.

- Experience in conducting risk analysis, impact assessments and business models.

**Evaluation and Selection Criteria (max. 40 pts)**

- Comprehensive technical proposal on how to write a business plan – 10 pts
- Detailed budget in accordance with the activities, deliverables, and timeline – 10 pts
- Overall quality of CV and Cover Letter (Dutch & English proficiency) – 5 pts
- Experience in developing risk analysis, impact assessments and business models – 5 pts
- Proven Work Experience Requirement (track record)- 5pts
- Proven understanding of the challenges and cultural background of Indigenous communities – 5 pts

**Interested?**

Applications should be sent **in Dutch or English**, to [procurementsr@conservation.org](mailto:procurementsr@conservation.org) ultimately February 29, 2024, at **4 PM** local time. Please specify “Consultant Business plan for Foundation Kana Tepu + Your Name” in the subject line.

Applications should include the following:

1. A motivation letter (including resume) providing detailed information on the requirements and criteria listed in the “requirements” and “selection criteria” sections of the RFP.
2. A technical proposal to achieve the objective of the assignment (action plan, estimated timetable and potential activities).
3. A financial proposal (budget) to implement the technical proposal.

Only applications that are submitted complete and demonstrate all essential skills and competencies will be considered for selection. Please do not submit information that has not been requested.

Questions and/or clarifications regarding the consultancy may be addressed no later than February 27, 2024, 12.00 pm to [procurementsr@conservation.org](mailto:procurementsr@conservation.org).