



Consultancy for the Development of KAM's Export Market Development Strategy

1.0 Introduction

The Kenya Association of Manufacturers (KAM) was established in 1959 as a private sector body and has evolved into a dynamic, vibrant, credible and respected business membership association that unites industrialists and offers a common voice for businesses. The Kenya Association of Manufacturers (KAM) is the leading Business Member Organization in East Africa and is the representative organization for manufacturing value-add industries in Kenya. KAM plays a key advocacy role on behalf of manufacturers in Kenya by providing an essential link for co-operation, dialogue and understanding with the Government and related agencies. KAM has over 1000 members and represents over 40% of Kenya's manufacturing value add industries.

One of the key objectives of KAM is to increase members' competitiveness through by exposing them to regional and global markets through trade and investment missions. The trade and investment missions aim to create market linkages for manufactures in Kenya. The essence of the missions is to expose manufacturers to international markets, technologies and opportunities.

The highlight of the trade and investment missions will be participating in company/factory visits, market visits taking part in well-organized B2B sessions.

2.0 Objective of the Consultancy

KAM seeks to engage a Consultant (Firm/Individual) to provide consultancy services to develop a Export Market Development Strategy that will help KAM members increase their competitiveness in the global market. The strategy should help manufacturers to:

- Identify export and import products in the destination markets
- Identify investment opportunities
- Identify the latest technologies, trends and innovation in the manufacturing sector
- Six Enhance Kenya's brand image
- Benchmark and learn on best business practices

3.0 Scope of work

- 1) Develop an export market development strategy.
- 2) Present the findings to KAM Business Competitiveness Committee

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4.0 Expected Outputs:

The following are the expected outputs;

1. Adoption of the export market development strategy

In the course of providing the services, the legal expert is required to:

1. Report to and provide regular updates to KAM consulting and Business Competitiveness Committee (BCS)
2. Consult internally with KAM on technical legal issues affecting the export market development
3. Make presentations to KAM secretariat on progress made /matters arising

4.0 Timeframe and implementation schedule

The consultant will work under the overall supervision of the Kenya Association of Manufacturers, Consulting team as well and the Business Competitiveness Committee

The consultancy is to be performed over 10 days, starting in the month of April 2020. The proposed timeline excludes the time gap in between relevant meetings between the consultant and KAM Consulting team /Business Competitiveness Committee; as well as time that may be required for KAM to review the output for approval purposes.

5.0 Application for consultancy

Interested consultants are requested to submit both physically and electronically the following documents to procurement@kam.co.ke by 4th May 2020 stating "KAM Consulting Services-Export Market Development"

1. Technical proposal

- i. Description of the firm and the firm's qualifications;
- ii. Copy of Company Certificate of incorporation
- iii. Tax Compliance Certificate (Valid)
- iv. Statutory KRA PIN and VAT certificate copies
- v. Brief description of Understanding of the requirements for services, including assumptions;
- vi. Proposed approach and methodology;
- vii. Proposed team structure;
- viii. Proposed project team members;
- ix. Executive brief of relevant similar projects undertaken in the past 2 years.

2. Financial proposal

- i. A summary of the price;
- ii. The period of its validity;

3. Curriculum Vitae and two recommendations (For a firm should contain CVs for all Consultants involved in the Consultancy)

Physical address: KAM Procurement
Kenya Association of Manufacturers
KAM House
Mwanzi Road, Opposite Westgate Mall
P.O Box 30225 -00100
Nairobi

8.0 Payment terms (provisions)

Kenya Association of Manufactures policy is to pay for contractual services based on performance of contractual services rendered.

9.0 Evaluation of proposals

A two stage procedure will be utilized in evaluating the proposals, with evaluation of the Technical component being completed prior to any price component. Scores will be awarded for the technical proposal.

The price component proposal will be opened only for those firms/ institutions whose technical component meets the requirements for the assignment, as indicated by a score of more than 70%.

Marginalized groups such as youth, women and persons with disability are encouraged to apply.