



## **TERMS OF REFERENCE FOR PROVIDING TRAINING AND COACHING ON DIGITAL MARKETING STRATEGIES**

### **1. BACKGROUND**

Established in 1959, Kenya Association of Manufacturers (KAM) is a representative of manufacturing and value-add industries in Kenya. The Association has grown into a dynamic, vibrant, credible Association that unites industrialists and offers a common voice for businesses.

We have been front and centre in driving fact-based policy advocacy towards the formation of industrial policies to strengthen and support the country's economic development. Through fact-based advocacy, KAM partners with Government and its associated agencies to ensure a dynamic and flourishing manufacturing sector in Kenya, to realize a double-digit contribution to GDP.

In its quest to advocate for an enabling environment, the Association focuses on the growth, expansion and competitiveness of SMEs as one of the priority areas. This is because we recognize SMEs as a key enabler of job and wealth creation.

### **2. RATIONALE**

MSMEs play a major role in promoting Kenya's economic growth, and account for most businesses across the country. In 2016, MSMEs employed approximately 14.9 million people with 11.8% being in the manufacturing industry.

A KAM, KPMG survey found that the impact of the COVID-19 pandemic was more severe on MSMEs. Although laying off employees would be considered as a last resort, manufacturing MSMEs are struggling with retaining their staff with the casual workforce being hit the hardest. Access to finance is far more difficult for MSMEs as they are considered high-risk enterprises due to their lack of tangible assets that can act as collateral. With the added challenge of collecting cash from their debtors, having adequate working capital to pay their bills is evidently lower and is even worsened by the pandemic.

MSMEs are at a higher risk of buckling under the pressures of low demand, decreased turnover, and rising costs. Nascent businesses need to be further looked into to understand how they are coping with the current challenges. For those that are unable to do this, further

downscaling and even closing may be the only option. Considering the contribution of MSMEs to the socio-economic development, employment, and livelihoods, it is imperative that cushioning them from the negative effects of the COVID-19 pandemic is the most rational action. While the government has instituted many measures towards this objective, the private sector and development partners are equally called to supplement public sector initiatives to secure the MSMEs, incomes, jobs, and employment hence livelihoods.

KAMs, therefore, seeks to ensure the survival of manufacturing MSMEs and forestall total collapse of demand (consumption) and create preconditions for a robust recovery in business, incomes, jobs and employment ***by providing digital tools training and coaching intervention for MSMEs to survive and grow past the Covid -19 pandemic.*** We are therefore seeking the services of a consultant to provide technical assistance as follows: -

### **3.0 SCOPE OF THE ASSIGNMENT**

#### **3.1 Overall Objective.**

The overall objective is identifying, selecting, and supporting innovative MSMEs to survive and thrive past the COVID-19 pandemic period through technical assistance, designing, development and uploading digital marketing training tool kits for MSMEs.

#### **3.2- Specific Objectives**

- i. Establishing the utilization of ICT and digital marketing strategies for MSMEs in Kenya.
- ii. Determining appropriate digital marketing facilities and toolkits for facilitating interactions with MSMEs and market players across the globe.
- iii. Training and capacity building of MSMEs on utilization and sustenance of the digital marketing toolkits and facilities

#### **3.3 Deliverables**

1. One-day training on digital marketing strategy
2. Digital marketing strategy template
3. One day coaching session for each SME (50 SMEs)
4. Submit final report on training, gap analysis and coaching of MSMEs digital marketing strategies

### **5.0 DURATION OF THE ASSIGNMENT**

The assignment will be for two (2) Months.

### **6.0 REPORTING.**

The consultant will be reporting directly to the Head of KAM Consulting Services and SME Development Executive

## **7.0 QUALIFICATION AND EXPERINCE**

- Sound knowledge on ICT sector, digital economy, digital literacy skills/digital literacy framework,
- ICT development programs, entrepreneurship development, and skills development Initiatives

## **8.0 APPLICATION FOR CONSULTANCY**

Interested consultants are requested to submit both a soft copy (to [procurement@kam.co.ke](mailto:procurement@kam.co.ke)) and physical proposal (technical and financial) by **20<sup>th</sup> May 2022** at KAM House, Westlands (15 Mwanzi Road, Opposite Westgate Shopping Mall).

### **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. Project team members together with the lead consultant's CV
- 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

#### **Note:**

- Technical and financial proposals should be presented in different envelopes
- For individual consultants, please submit an individual pin certificate as well as a valid tax certificate

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

#### **Physical address**

KAM Procurement  
Kenya Association of Manufacturers  
P.O Box 30225 -00100  
Nairobi