



Terms of Reference: Private Sector Development Analyst

General background

The Business Innovation Facility (BIF) is a 5-year initiative funded by the UK Department for International Development (DFID) implemented in Myanmar, Malawi and Nigeria.

BIF employs a 'Market Systems Approach' - aiming for large scale, sustainable economic impact by focusing on catalysing change in overall markets rather than targeting individual operators within that market. The aim of BIF is to facilitate inclusive growth by facilitating access to economic opportunities for poor people to engage in markets as employees, producers or consumers.

BIF primarily works by supporting companies to innovate. BIF partners with companies that are operating in selected markets and have the potential to benefit a large number of poor people. BIF supports these companies to develop inclusive business models and disseminates the benefits of these innovations. To do so, BIF provides high quality consultancy services to support commercially viable pro-poor market innovations that will enhance economic growth, create wealth, and reduce poverty.

In Myanmar, BIF focuses its work on three sectors: garment, tourism and bamboo. The team has identified and selected these markets based on their growth potential and the opportunities they provide to facilitate a pro-poor, market-wide system change.

Specific background

The BIF Tourism Market Analysis and Strategy recognises that there is a lack of innovative tourist practices across Myanmar through which the poor can benefit. While research for the strategy has uncovered some good examples of progressive operators proactively seeking out local entrepreneurs and helping them to develop new products that benefit poor people, this is not being done at scale and there is significant potential for far more innovation. Even where products that can benefit poor people are well-established they are not designed and operated in a way that maximises benefits to the poor, for example trekking that does not engage or benefit the poor communities through which trekkers walk, or do not innovate to find new routes and reach different communities.

As part of the Tourism Market Intervention A, which aims to address the innovation gap in the tourism market, BIF introduced the Product & Package Innovation Competition (PPIC) in 2015. The PPIC is a competitive grant fund that aims to stimulate the creation of innovative, inclusive tourism products and packages, and increase the competitiveness of national operators. To date there have been three rounds of PPIC in 2015, 2016 and 2017. BIF is now working on an alternative model for the PPIC to become an established event in the tourism industry in Myanmar.

Through this competitive process BIF has provided technical assistance to 132 businesses. A total of 55 prizes (grant and/or TA) were awarded. Monitoring of these businesses has enabled BIF to create a comprehensive data set on business's performance, impact on suppliers and indirect financial impact through out of pocket expenditures from tourists. Replication of some of these business ideas started

in 2017 and is expected to grow as BIF continues to provide advisory services to tourism businesses willing to deepen the social and financial benefit they bring to the communities they engage with.

Description of services

BIF is seeking expressions of interest for the role of Private Sector Development Analyst. Prospective service providers should have expertise in development, specialising in inclusive business and ideally with tourism and M&E experience in order to support the BIF team to further analyse the monitoring data collected so far, and to identify trends, activities and innovations that can be replicated by other tourism businesses to make their operations more inclusive. This work will directly contribute to BIF's expansion plan to further address the innovation gap in the sector while bringing benefits to the poor.

The service provider will:

1. Analyse existing data to identify which innovations supported by the PPIC generate the greatest impact on poverty reduction
2. Identify key messages and activities that could be implemented by tourism businesses to become more inclusive through inclusive business tourism incubation or acceleration seminars
3. Develop a step-by-step guide for tourism businesses to become more inclusive
4. Identify activities that could be implemented by tourism businesses to become more inclusive with technical assistance support from BIF
5. Update the PPIC winners map and add poverty reduction impact data to this map
6. Develop a business case on the link between poverty reduction, tourism innovation and profitability in Myanmar
7. Through data analysis, define the most successful business models and identify the requirements for replication of these business models at scale
8. Consider how data could be utilised to generate expansion using social media and ITC
9. Develop a comprehensive and up to date register of knowledge and lessons learned
10. Identify key messages and benefits of inclusive tourism businesses to be presented to the Ministry of Hotels and Tourism (MoHT) and the Myanmar Tourism Federation (MTF)
11. Identify key messages and benefits of inclusive tourism that can be incorporated into the inclusive tourism development curriculum currently being developed by private training institutes
12. Facilitate inclusive business tourism incubation or acceleration seminars and provide recommendations on how innovative and inclusive businesses could develop on their own or with technical assistance support
13. Consider how existing or new activities delivered through other interventions (e.g. PPIC hand over, tour guide policy framework, travel hubs and Do No Harm tool kit) can be integrated into BIF's expansion plan
14. Work with the Monitoring, Evaluation and Learning Manager, the Tourism Market Manager, and the Inclusive Business Consultant to further develop the scale and sustainability of innovations for poverty reduction in the tourism sector

Deliverables

1. Inclusive tourism poverty impact report
2. PPIC map
3. Business case
4. Expansion plan
5. Presentation for MoHT and MTF
6. Recommendations for private training institutes' curriculum development
7. Inclusive business tourism incubation or acceleration seminar reports

The timetable for these deliverables are to be agreed with the selected consultant at the beginning of the work.

Timetable and duration

This is a 40-day assignment. The work is expected to start on or around 1 March 2018 and shall be completed by 1 July.

Review

All deliverables will be reviewed and approved by the BIF Team Leader and BIF Technical Director.

Location

Mainly in Yangon, Myanmar. Travel within Myanmar may be required.

Submission

All interested candidates should send a CV for this assignment. CVs should be sent to saihein.bif@gmail.com and sebastien@moineau.co.uk by 5pm (Myanmar time) on Friday 16 February. Candidates should clearly specify in the subject line "Private Sector Development Analyst". This position is open to international and Myanmar consultants. BIF welcomes applications from all suitably qualified persons. We strongly encourage applications from Myanmar nationals.

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