



Terms of Reference Bamboo Business Planning Consultant

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.

To do so, 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: garments, 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

This activity is part of BIF's support to businesses that are trying to establish smallholder bamboo plantations on degraded land using a Community Forest User Group (CFUG) system. The CFUG model is in line with the government's objectives and is an effective way for farmers to secure rights to land on which they can then invest. The CFUG can evolve into a Community Forest Enterprise (CFE), or Community Bamboo Enterprise (CBE) and supply high quality bamboo poles and splits to manufacturers.

The vision of the company that BIF will support through this activity is to restore degraded land whilst establishing an inclusive supply chain that can be linked to their manufacturing projects. Support with business planning is required to achieve this objective and contribute to the creation of the first integrated bamboo industrial zone in Myanmar.

Scope of Work

The Bamboo Business Planning Consultant will work with a new business to develop a business plan that will help them to attract private and public investors. The Bamboo Business Planning Consultant will:

1. Engage with business leaders, CFUGs and government officials to create a business plan for the company. The business plan will include the governance structure, management structure, target market, marketing and pricing strategy, poverty reduction/impact and income generation

impact, carbon sequestration potential, and land restoration impact, internal rate of return / external rate of return, as well as recommendations on the environmental impact.

2. Create an elevator pitch for the business, and conduct pitch rehearsals in front of a group of 'investors'.
3. Develop a list of potential investors (private and public) to which the businesses could present their ideas, and options for structuring any ensuing deals.

Deliverables

The deliverables to be provided by the Bamboo Business Planning Consultant are as follows:

1. Business plan including the information outlined above in the scope of work (draft by 10 June 2019, final by 20 June 2019).
2. Document outlining an elevator pitch for the company, and written feedback on the pitch rehearsals (by 25 June 2019).
3. List of potential investors - public and private (by 30 June 2019).

Timetable and duration

The Bamboo Business Planning Consultant is expected to start work on or around 2 May 2019. This assignment is for up to 22 days of work to 30 June 2019.

Review

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

Requirements

- Expertise in bamboo and bamboo related industries.
- Significant experience in setting up new businesses, and providing advisory services to new businesses.
- A track record of developing organisational strategies and supporting businesses to implement these.
- A strong understanding of the business environment in Myanmar.

Submission

Qualified candidates should submit their CV to the BIF Myanmar Team Leader Sebastien Moineau (sebastienmoineau@asperconsulting.com) copying the BIF Myanmar Programme Manager Deborah Barnes (deborah.j.barnes@pwc.com) by 19 April 2019.

This document is an output from a project funded by the UK Department for International Development (DFID). However, the views expressed and information contained in it are not necessarily those of or endorsed by DFID who can accept no responsibility for such views or information or for any reliance placed on them.

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