

Request for Quotation (RFQ)

for services to deliver training on Marketing Strategy 101 to Social Enterprises

About Nahdet El Mahrousa

Nahdet El Mahrousa (NM) is an Egyptian not-for-profit, non-governmental organization (NPO/NGO) founded in November 2003 and registered with the Ministry of Social Solidarity under the registration number 5435/2003. NM was founded, and is currently owned and led, by Egyptians.

Garage El Mahrousa is a program implemented by Nahdet El Mahrousa and supported by Drosos. It aims to revive the appreciation of Egyptian identity, culture, and history. More specifically, by supporting Social Enterprises (SEs) at different stages and institutions working in the creative industry to build and develop sustainable and innovative scalable models that have a positive impact on society.

Garage El Mahrousa's in-house capacity building programs equip social entrepreneurs with the knowledge and know-how to develop and lead their startups. The sessions are designed to match the needs of social entrepreneurs in the various stages of their development. Additionally, to the training, our mentors who of a wide range of skills is available to assist the entrepreneurs throughout their journey. NM team helps match and connect the entrepreneurs to the most suitable mentor or advisor. For issues requiring specific technical expertise, NM draws on its membership base and extended network to provide.

NM is seeking a service provider to conduct group training followed by one-on-one consultations for 13 SEs; as part of a program that aims to equip entrepreneurs from the creative sector and equip them with the knowledge and capacity to grow their enterprises and expand to global markets.

About the audience:

The SEs come from across Egypt and operate in two main sectors; 6 in the **handicrafts** and 7 in the **performing arts**. The handicrafts SEs are involved in different sub-fields of the sector. Their products range from handcrafted women clothing to folklore-inspired tableware, wooden toys, calligraphy art pieces, and handmade home décor accessories upcycled from car scraps. The performing arts SEs also work on varying products and services, including dance training, theatre performances, psychodrama programs etc.

It is important to note that those attending the training are not specialists but rather are the founders of the SEs and are usually involved in several aspects of their SEs' work. Hence, some variation in the level of knowledge between participants is expected; however, the desired outcomes are the same.

Requirements for the Marketing Strategy 101 training:

The training should help them:

- Understand the basics of Marketing, the marketing process and its importance for their SEs
- Differentiate between Marketing and Sales activities
- Understand different marketing strategies (inbound vs outbound marketing)
- Understand the scope of marketing strategies (segmentation, targeting, and positioning)

- Identify relevant Marketing activities to their SEs Learn how to build a basic global marketing plan for their SEs (including a marketing budget and implementation plan)
- Learn about different Marketing communication Channels*
- Define which marketing communication channels are most suitable for their SEs
- Learn how to build referral networks and capture relationships with influencers
- Learn about marketing briefs and how to develop them
- Learn how to follow-up on and evaluate their Marketing Strategy and Plan

(this training will be followed by a digital marketing training, hence social media channels should be briefly covered)*

Deliverables:

- Design and deliver **two online interactive trainings** for 13 startups each; one for handicrafts startups of 8-12 participants and another for performing arts startups of 9-15 participants – each training duration is of 8hrs on several consecutive days (of 2-3 hours per day per group)
- Develop exercises and interactive activities during the training and post-training assignment to apply the theoretical part of the training
- Post-training one-on-one-mentoring – over the span of a one week in July (please specify the number of hours you can commit to in the offer)
- The training should be conducted fully in Arabic, with English keywords and terms relevant to the topic.

Qualifications & Experience:

- Previous experience in training and facilitation
- Having previous experience in online training is an asset
- Experience with Marketing for small enterprises of limited budgets
- Basic understanding of the startup/entrepreneurship scene is preferred but not required
- Willingness to collaborate / co-train with NM facilitators

Application requirements

- CV/portfolio highlighting relevant experience
- Technical offer consisting of a proposed agenda for the training with a brief 3 line description and expected outcome of each Agenda item
- Financial offer
- In the case of companies, please provide Tax card and Registration card

Service providers may apply for offering one training serving one of the sectors, as mentioned earlier Handicrafts or Performing Arts. For the shortlisted candidates, in case they were freelancers, proof of last payment would be requested and should be available within 3-4 days from notification.

Timing:

Training/ workshop: 2nd week of June 2020

One-to-one mentoring sessions: 1st week of July 2020 (tentative)

Application Process:

Interested candidates or companies with the above-mentioned qualifications should send their resumes/portfolio along with their technical and financial offer to apply@nahdetelmahrousa.org; with the **subject "Garage El Mahrousa: Marketing Strategy 101 Training Request for quotations"**; and please specify in the body of your e-mail whether your scope of experience is B2B or/ and B2C.

Timeline:

The deadline for submitting technical and financial proposals is the 29th of May.

About NM's Social Entrepreneurship Platform:

As NM's flagship program, the "Social Entrepreneurship Platform" has been working to create an ecosystem to foster a local culture of social entrepreneurship and to support the advancement, development, and scaling-up of social enterprises in Egypt. NM's Social Entrepreneurship platform focuses on the following main fields, namely: Clean & Green (renewable energy, waste management, water management, food production, and agribusiness), Tech for Social Impact, Social Services (Education, healthcare, transportation, etc.), others (inclusion, gender equality, civic engagement, etc.) and Wild Cards (promising social enterprises that are daring and innovative). Our platform has, to date, carried out 1 round of acceleration for growth-stage SEs and 24 rounds of incubation for early-stage SEs; supporting a total of 280+ SEs since its inception. Out of those supported until 2020, over 80% have completed their respective rounds and graduated. Over the past five years, the SE's average survival rate in the market has been 75-85%.