



Cambodian Women's Crisis Center (CWCC)

Terms of Reference

Market Survey for the Women In Action (WIN) Project

1. Introduction

The Cambodian Women's Crisis Center provides a range of services to survivors of gender based violence, the vast majority (around 65% accommodated in CWCC shelters) are illiterate and/or have no vocational skill. This increases vulnerability of women to the tricks of traffickers while they search for jobs and lack of job skills confines them to abusive situations since they are economically dependent on their husbands, and unaware of the resources for protecting their rights.

To tackle this concern CWCC, in partnership with Finn Church Aid, is implementing the Women In Action (WIN) Project from 01 July 2013 – 31 December 2016. The overall objective of the WIN Project is to empower women and girls in the target areas to have improved living conditions with strong social networks so that they are able to overcome financial constraints and reduce vulnerability to all forms of violence. Under the scope of this objective the project will work towards the achievement of the following specific objectives:

Objective 1: Empowered women are able to generate income through group businesses and small enterprises. **The key results will be:** Income generation activities/businesses identified and operated by members of saving groups are viable in the local market and members of the business groups have the capacity and confidence to run/operate their chosen income generation activities/businesses.

Objective 2: Savings groups form into Cluster Based Federations in the target areas to provide support to vulnerable women to curb financial crisis and all forms of violence. **The key result will be:** Saving schemes are strengthened and functioning as a social safety net for vulnerable women in the target areas to address financial crisis' and all forms of violence.

Target areas of the project are:

- Kralanh: 15 villages,
- Siem Reap (City): 4 villages

The project has been implemented since July 2013. The baseline survey was carried out and was informed that when starting a business, individually, group/collective business, its success depends on choosing a product or service for which there is local demand.

To address this concern an experienced consultant will be contracted to research business opportunities, to identify those products and services that are likely to be viable in the various diverse market places in target areas. This will enable CWCC to assist savings groups members an informed decision when choosing which business they would like to pursue. They will then gain the necessary vocational and other skills to commence operation.

2. Research Objectives

The main objective of the market survey is to define the market parameters of a business. The consultant needs to identify which group businesses and small enterprises are most feasible for community members in target areas. This includes specifying what type of income generation activities in specific villages will be most likely to succeed. Existing or potential market for a product or service needs to be explored.

The consultant will need to study the spending characteristics and purchasing power of the consumers who are within the individual businesses' geographic area of operation. Several questions need to be answered and taken into consideration for a business to be successful:

- Age group of the customers
- Target market of the customers
- Which product should be produced/sold
- Production capacity
- Accessibility of the product
- Standard price of the product so as to know whether to sell higher or cheaper

Through these and additional questions, s/he should obtain information in the following areas:

- Size of the market
- Pattern of demand
- Buying habits and motives
- Past and present trend for this or other products
- Vocational skills needed for the potential viable products

These findings will enable the consultant to provide recommendation what type of income generation activities in target areas will be most likely to succeed. Where possible, the consultant shall provide the model of the collective business establishment, market linkage model for community group, market opportunity for product and services, capacity assessment of groups and mode of business operation.

Project staff will also be involved in the market survey as team members. This will enable them to learn about feasible business opportunities and value chain so they will able to provide advice meaningful advice to business groups.

3. Scope of Work

The external consultant is required to lead the assessment in collaboration with CWCC's staff. The consultant will be responsible to design the assessment tools, conduct a literature review, visit target areas to conduct interviews with community members, business people concerned and other people identified as having useful information, organize a workshop to present results and prepare draft and final reports of the Survey. The Scope of the work for the consultant is summarized below:

- Conduct desk Review to assess socio-economic situation and income generation including potential viable business for rural people in Cambodia
- Consult with staff, community and other relevant stakeholders, business group to make a thorough assessment
- Conduct field assessment in selected target villages in Siem Reap town and Kralanh district

- Conducting a workshop to share findings of the survey with all relevant CWCC staff and stakeholders and to receive input to develop final report
- Provide a draft report for comment
- Submit a final report in English

Geographical Coverage: The assessment should conduct fieldwork, within the Project target areas of Siem Reap town and Kralanh district.

CWCC will handle all logistical arrangements related to the consultancy.

4. Methodology

The market survey should be conducted by using participatory methods in order to take into account the views of those who are most familiar with the Project context and to ensure active involvement of all stakeholders. Specifically, market survey is expected to utilise quantitative and qualitative methodologies, including focus group discussions, key informant interviews and other relevant baseline data collection tools and methods. There are at least 5 broad areas for information collection:

- Market
- Buyers/Customers
- Raw Materials
- Competitors
- Business potential for target communities

5. Research Ethics

Fundamental principles of ethical research must be adhered to, for example, transparency, cost-effectiveness, accountability and collaboration with beneficiaries. Ethical practices expected of the External Consultant include: confidentiality of data, anonymity of responses, informed consent for photographs, and respectful communication.

6.The Assessment Team

The market survey will be supervised by CWCC's Executive Director/Program Manager while the assessment team consists of the following members:

1. The external consultant who is the Team Leader
2. CWCC Regional Manager in Siem Reap Team Coordinator
3. CWCC staff as team members including:
 - Project Coordinator
 - Project Officer for micro-finance

Role and responsibilities of the Team Leader

To lead the carry out activities as stated in the Terms of Reference, facilitate participatory assessment processes, including designing questionnaires, conducting data collection, analysis and findings, lead the dissemination workshop, discussions, redrafted project indicators based on the finding, writing of the draft and then final Survey Report.

Role of Team Coordinator

To coordinate all arrangements and facilitate access to people and information in project areas as required by the Team Leader and cooperatively contribute as a team member.

Role of other Team Members

To productively and creatively contribute to the assessment process and work together as a team member towards the objectives of the survey. This includes providing inputs, analysis as entrusted by the Team Leader.

7. Time Frame

The time frame for Survey is 2 months from 23 June to 23 August 2014. It is anticipated that the evaluation will require 22 days (see table below for details).

	Major Task	No. Days
1.	Develop Work Plan containing the Analytical Framework, Detailed Schedule of Activities and Draft Survey Instruments and review relevant documents	3
2.	Field work including consultation with CWCC key staff, stakeholders and beneficiaries to gather information	7
3.	Collate and analyze data containing recommendations with options for viable collective business	5
4.	Write-up findings, make a brief presentation of findings and final revised Survey Report	7
	Total	22

8. Deliverables

1. Conceptual Proposal containing Work Plan, the Analytical Framework, detailed Schedule of Activities (including fieldwork) with a timeline and draft Assessment instruments
2. Fieldwork with relevant stakeholders
3. Dissemination workshop to verify findings and to get input to be included in the Final Survey Report
4. Draft Survey Report
5. Final Revised Survey Report

9. Report Coverage and Format

The Market Survey Report must be provided in English and should include, but is not limited to, the following:

- Title page
- Contents Page
- Abbreviations used
- Executive Summary
- Results of the Survey with recommendations
- Relevant photographs

10. Accountability

The External Consultant will be accountable to the Executive Director of CWCC who is responsible for approval of the final draft of the Survey Report. The external consultant is expected to discharge agreed duties in a timely manner and with the highest degree of professionalism and integrity. The External Consultant will deal with all CWCC project documents and reports and with the CWCC staff with respect and will exercise confidentiality regarding any conversations, meetings, written documents and reports.

11. Child Protection Policy

Before the External Consultant can undertake fieldwork they must read, understand and

sign the CWCC Child Protection Policy.

12. Fees

To be negotiated.

13. Qualification of the External Consultant

- Experience in conducting research especially market/income generations study
- Experience in pro-poor market development
- Experience in applying participatory research methods with a wide-range of approaches, including qualitative and quantitative data collection methods
- Demonstrated good understanding and sensitivity to poverty, social and gender issues
- High level analytical skills particularly in business environment
- Excellent communication and interpersonal skills
- Excellent report writing skills
- At least 5 years working experience in business development

13. Application Format

External Consultants wishing to express an interest in undertaking the market survey for the WIN Project should submit a brief proposal for the study along with:

1. A CV detailing previous experience
2. A sample of a Research Report you have recently drafted
3. Referee contact details of your two previous contract supervisors/managers

The proposal must be submitted by 16 June, 2014 no late proposals will be considered.

Submit proposals to:

MAIL:
Ms Sok Sopheap
Human Resource Manager
Cambodian Women's Crisis Center
#13C, St.331, Sngkat Boeung Kak II,
Khan Toul Kok, Phnom Penh.

P.O Box 242 & CCC Box 356.

EMAIL:
Hohr@cwcc.org.kh

If you wish to discuss this assignment please contact Ms Pok Panhavichetr at:
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