



CALL FOR PROPOSALS: REVIEW OF MARKET CHARACTERISATION STUDY REPORT

1. About Kilimo Trust

Kilimo Trust (KT) is an independent Regional Agricultural Development Organisation - working on agriculture for development across the EAC Region. It is registered in the Republic of Uganda, and it implements projects across all EAC Partner States. The core business of KT is to support the transformation of food and nutrition security in the EAC Region away from high-risk subsistence farming into lower-risk trade-based systems.

With a grant from Mastercard Foundation, Kilimo Trust is co-implementing a 5-year project titled Women and Youth Economic Empowerment in Fisheries through Inclusive Market Access (WYEEFIMA) Programme. The Programme is a Pan-African initiative led by TradeMark Africa and the Africa Continental Free Trade Area Secretariat. The programme aims to create 242,000 jobs for women and youth (aged 18-35 years) participants in seven countries. The programme is being implemented in Uganda, Kenya, Tanzania (including Zanzibar), Nigeria, Comoros, Cabo Verde, and the DRC.

2. About the Assignment:

Kilimo Trust is looking to engage a qualified consultant to review a draft Fish Market Characterization Study Report. The assignment aims to provide reviews of the study report and ensure that it aligns with WYEEFIMA objectives. Furthermore, the consultant shall:

- a) Critically assess the draft report for technical accuracy, completeness, and relevance.
- b) Provide recommendations for improvement.
- c) Validate data sources and analytical methods used.

3. Scope of work

The Consultant will be responsible for reviewing and strengthening the draft Market Characterization Study Report to ensure it meets the required standards in terms of structure, content, analysis, and clarity. Specifically, the consultant will:

- a) Conduct a thorough review of the existing Market Characterization Study Report, including annexes and supplementary data.
- b) Assess the methodology, data sources, and analytical framework used in the report for adequacy, relevance, and consistency.
- c) Provide clear, constructive feedback on the findings, conclusions, and recommendations presented in the report.
- d) Edit and restructure sections of the report to enhance logical flow, coherence, and technical accuracy.
- e) Ensure alignment of the report with the assignment objectives, terms of reference, and expectations of key stakeholders.
- f) Validate the evidence and references used to support key claims and recommendations.
- g) Support the finalization of the report by incorporating feedback from Kilimo Trust and relevant partners, where applicable
- h) Submit a final, professionally formatted version of the report, ready for dissemination.

4. Expected Deliverables

The Consultant will be expected to deliver the following:

- a) **Inception Report**
 - i) A brief report outlining the consultant's understanding of the assignment, proposed approach/methodology, and work plan with timelines
 - ii) To be submitted within **5 working days** of contract signing.
- b) **Reviewed Draft Report with Comments**
 - i) A version of the Market Characterization Study Report containing detailed tracked changes, editorial suggestions, and technical comments.
 - ii) A summary memo outlining key recommendations for improvement.
- c) **Revised Draft Report**
 - i) A clean, improved version of the report incorporating the consultant's revisions based on initial review and alignment with the assignment objectives.
- d) **Stakeholder Feedback Integration**
 - i) A final version of the report integrating feedback from Kilimo Trust and other relevant stakeholders.
 - ii) Includes a response matrix showing how feedback was addressed.
- e) **Final Market Characterization Study Report**
 - i) A professionally formatted, high-quality report ready for publication/dissemination.
 - ii) Submitted in both editable (Word) and PDF formats.

5. Duration & Timeline

The assignment will be conducted for **10 working days**, commencing **mid-August 2025**. The specific start date will be confirmed upon signing of the contract.

6. Technical Requirements:

The consultant (individual or firm) must meet the following minimum qualifications:

- a) A Master's Degree in Fisheries, Agriculture, Economics, Agribusiness, or a related field. An advanced degree will be an added advantage.
- b) At least 10 years of Professional experience in market analysis, fisheries, agricultural value chains, or related sectors
- c) Demonstrated ability to review and critique technical reports, with a track record of providing clear, actionable, and high-quality recommendations.
- d) Strong analytical, synthesis, and writing skills, with the ability to present complex information clearly and concisely to diverse audiences.
- e) Proven experience conducting or reviewing market studies, evaluations, or similar assignments in the agricultural or fisheries sectors.

7. Mode of Application.

All Interested Vendors must submit **online** via email to recruitment@kilimotrust.org Technical and Financial Proposals, CVs, three reference letters from their clients, and proof of conducting similar assignments by Wednesday, August 13, 2025, 16:00hrs

The Prospective vendor MUST indicate in the Email subject **“Call for Proposal Review of Market Characterization Study Report.”**

“Only successful bidders shall be contacted. If you do not hear from us within one (1) week after the bid submission deadline, consider your bid unsuccessful. “