

## Scope of Work Template

### End Market Analysis

#### Background

Insert a brief overview of the project.

Explain the rationale for this end market analysis.

#### Consultant's Role

The consultant(s) with end-market analysis expertise and experience working in [target country/region and/or commodities] will use a value chain approach to assess the end markets of [target value chains]. The end-market analysis will be carried out through a two-step process:

1. Conduct desk research to identify gaps in existing knowledge
2. Conduct field research to fill knowledge gaps

#### Specific Tasks

- Collect and review existing studies on end markets for [target value chains], including but not limited to documents from [list of initial resources to consult].
- Identify gaps needing additional research.
- Conduct remote (telephone, email, etc.) interviews to supplement existing documents.
- Travel to the field to conduct interviews as needed to complete the research.
- Prepare an end-market study synthesizing information from the various sources, following the outline given below.

#### Deliverables

Submit a final report describing the current end market for the [target value chains] and the dynamics acting upon them, together with initial recommendations for a how [target country] suppliers can compete in domestic, regional and/or international end markets. The report should include the following information:

- *Current end markets*—location, size, channels and characteristics of various end markets; national and regional hubs; perceived and actual characteristics of domestic versus imported value chains; consumer preferences; marketing and branding; consumer and

retailer behavior (weights and measures used, frequency of purchase, type of purchase, reasons for purchase)

- *Market trends*—where the value chains have opportunities, constraints and competition; changes in demand over time (including urbanization, income growth, response to changes in price)
- *Market segmentation, including high-potential market segments and risk profiles of these markets*—identification of the segments of the larger market that offer the greatest opportunity for the value chain, given its capacity, consumer preferences and what drives these preferences (price, quality, convenience, etc.) and therefore demand. Also include an analysis of the risks associated with the various market segments
- *Benchmarking*—how the value chain suppliers compare within a given market segment to the major competitors according to criteria important to buyers (generally including price, quality and reliability). The benchmarking will clarify those criteria most important to consumers and buyers and thus relates to consumer preferences
- *Market positioning*—given the market trends and the market position of competitors in high-potential market segments, what position in the market is most strategic for the value chain to be competitive (efficiency, product or operational differentiation and untapped markets or demand)
- *Buyer contacts*—names, contact information and specifications of buyers who have articulated a clear interest in purchasing the value chain commodity if certain conditions are met, and the nature of these conditions.

### **Level of Effort, Term and Schedule**

The level of effort for this assignment is 24 days. The term is [date] to [date] with a 6-day work week. The timeline for this assignment is as follows:

- [date] to [date]—desk research
- [date] to [date]—field research
- [date]—draft of end-market analysis report
- [date]—feedback sent to consultant
- [date]—final end-market analysis report, incorporating feedback

### **Supervision**

The supervisor for this assignment will be [name and title].