

# REQUEST FOR EXPRESSION OF INTEREST



## IMPLEMENTATION/ADOPTION OF TEN DEMAND-DRIVEN MARKETING SERVICE PACKAGES BY CASHEW AND RICE PROCESSORS IN GHANA NATIONAL COMPETITIVE TENDER - CONSULTING FIRMS REQUIRED

The Market-Oriented Value Chains for Jobs and Growth in the ECOWAS region (MOVE) project focuses on building resilient cashew and rice value chains to contribute to the creation of jobs and income in West Africa, with ECOWAS as its main political partner. The project is mainly funded by the German Federal Ministry for Economic Cooperation and Development (BMZ), with co-funding from the European Union and the Bill & Melinda Gates Foundation and implemented jointly with numerous private and public partners.

MOVE is implemented in Nigeria, Ghana, Burkina Faso, Sierra Leone, Côte d'Ivoire, and Senegal, and represents the merger of two previously well-established regional projects: The Competitive Cashew Initiative (ComCashew) and the Competitive African Rice Initiative (CARI). Both respective brands (CARI and ComCashew) are kept under the umbrella of the MOVE project. MOVE has five (5) main output areas:

- Output 1: increasing the share of value added in the ECOWAS region.
- Output 2: Enhancing the viability of production systems.
- Output 3: Increasing the demand for regional products.
- Output 4: Scaling good practices in supply chain development.
- Output 5: Strengthening policy advice and public-private cooperation.

The goal of the MOVE project, under the consumption indicator, is to increase local consumption of cashews and rice products and their by-products through product development and targeted marketing initiatives. In view of this, ten (10) demand-driven marketing service packages have been developed with the purpose of being implemented by some cashew and rice processors being supported to develop new products. Some new products being developed are instant rice cashew powder mix, coconut Spread, energy bar, cocoa-dusted milk chocolate cashews, cashew Lemon grass drink, cashew fonio granola, rice husk briquette, rice husk charcoal, among others. The purpose of this work is to recruit a consulting firm to coach and support eight (8) processors in the adoption and implementation of some strategies of the developed ten (10) Demand Driven Marketing Service Packages with the aim of optimising their marketing strategies, and ultimately increasing sales of their new products

### Scope of the Assignment

The objectives of the assignment are summarised below.

- Conduct GAP analysis of the existing marketing strategies being used by the processing companies by identifying the current marketing strategies that the various processors are using to market their products, and the discrepancies in their current marketing strategies.
- Recommend some strategies with reference to the developed ten (10) demand marketing strategies based on the gaps that were identified.
- Conduct coaching sessions while supporting with effective implementation of the recommended strategies for marketing the newly developed products.
- Collect feedback from processors and report on the progress of the adoption process, challenges faced during the implementation.
- Submit a final report of the coaching process.

### Experience of the Consultancy firm:

1. Have 10 years' experience in implementing marketing service strategies for successful brands in Ghana.
2. Have a proven record of having built a marketing communication infrastructure for successful brands in Ghana.
3. Have worked with at least 10 successful brands in Ghana.
4. Fluent in English.
5. Have experience in value chains specifically cashews and rice.
6. The consulting firm shall present a total of two experts having a background in Business management, Marketing, Marketing Communications or any related fields to carry out this assignment.

### 1. How to apply

Please submit an expression of interest with the following documents:

- a.
  - Official letter expressing interest.
  - Business registration Certificate
  - Company Profile (CV/portfolio of the proposed team, indicating the relevant experience and qualifications).
  - Valid SSNIT Registration Certificate.
  - Valid VAT Registration Certificate.
  - Valid GRA Tax Clearance Certificate.
  - Valid Certification of Commencement of Business.
  - Valid Certificate of Incorporation.

- a. Technical Proposal & CV (indicating the relevant legal trade experience and qualifications) – **Two (2) Copies**

- b. Financial Proposal – **Two (2) Copies**

**NOTE:** Kindly Visit the link for Terms of Reference and other documents to be used in preparing your Technical and Financial Proposals.

**Link-**<https://www.giz.de/en/regions/africa/ghana/tenders>

**The (a. Expression of Interest including required documents), (b. Technical proposals + CV) (c. Financial Proposals) mentioned above should be sealed in Three (3) Separate Envelopes and enclosed in one Bigger envelop, marked as "83500685/ 21.2199.4-102.00"**

**"CONSULTANCY CONTRACT FOR IMPLEMENTATION/ADOPTION OF TEN DEMAND-DRIVEN MARKETING SERVICE PACKAGES BY CASHEW AND RICE PROCESSORS IN GHANA"**

**To the following address:**

The Procurement Unit,  
GIZ Ghana Country Office  
No. 7 Volta Street, Airport Residential Area, Accra  
P.O. Box KA 9698,  
Accra

### To All Bidders:

- Bids must be submitted at the **GIZ Ghana Country Office Reception**.
- The deadline for submission is **06.01.2026 until 11:59 PM**.
- Documents should be submitted as early as possible before the deadline.
- Should the reception be closed, documents might exceptionally be dropped off at the guard's booth.
- The guards need to be told by the person submitting the documents that they are submitting tender documents.
- Always send a receipt with your documents stating the number of the tender.
- This receipt will be signed by the receptionist or a guard (in case of exceptional drop off at the guard's booth) to provide the bidder with a proof of delivery / submission.

*"Please note that participating in a tendering process of GIZ is free of charge for bidders."*

*At no phase of the process is the bidder required to make any payment to GIZ or to one of its employees.*

**Kindly Note by sending in your offer, you are agreeing to the GIZ General Terms and giving us the consent to process your company data.**