Terms of Reference

Procurement of Individual Consultant to organize workshop on branding and new product development

1. BACKGROUND

1.1 Introduction

This document contains instructions for applicants interested in responding to the Open Call for procurement of Individual Service Provider.

1.2 Contracting Authority

The contracting authority for this procurement is the Macedonian Association of Processors (MAP), located at: Aco Karamanov 13, Skopje, email: map@t.mk. This procurement is conducted for the needs of the intervention "Advancing Agro-Processing in North Macedonia" within the project "Income Increase and Socio-Economic Empowerment of Vulnerable and Marginalized Groups from Rural and Sub-Urban Areas 2026-2029" (IISEE II), supported by We Effect and funded by Sweden.

The distribution of funds under this project is contingent upon the approval and allocation of back-donor funds. The funding is strictly subject to the availability and provision of external donor financing.

1.3 Subject of the Contract

The subject of the contract is the engagement of Individual Consultant to organize one workshop on branding and new product development (NPD). This engagement is foreseen to take place between November 05, 2026 and December 04, 2026.

This procurement is indivisible – meaning, only one Service provider will be contracted to implement the full subject of the procurement (i.e., delivery of one training on branding and NPD).

Any application competing for implementation of the proposed training for less than 10 participants shall be disqualified.

2. Objective of the assignment

The service provider should conduct all workshop-related activities in order to support selected companies to embed new knowledge and capacitate beneficiaries to successfully implement companies' NPD and branding activities in the future.

This activity should assist training participants to acquire new knowledge, and F&V processing companies to improve their branding and NPD efforts. Moreover, it will allow the companies to understand and later to apply NPD and branding related initiatives and to adjust their current sales and exporting practices by applying available tools.

The training is intended for candidates from the fruits & vegetables processing sector, who have insufficient and/or moderate knowledge in branding and NPD in particular.

The overall objective of this activity is to support processing companies to gain an understanding and solid knowledge about branding, branding strategies and NPD processes in order to secure long-term growth of the company. As a result, the participants will be capacitated to deploy the newly acquired knowledge in a day day-to-day business operations and to support further growth of the processing industry as a whole. The specific outputs of the assignment will include: delivery of one-day branding and NPD workshop for minimum 10 participants.

In this context, the selected individual will be responsible to:

1. **Complete all preparatory activities:**
   1.1. Contact and network with MAP and MAP members in order to pre-select participants interested to acquire new NPD and branding specific knowledge, identify specific training attendees (marketing managers, sales managers, export managers and associates, etc.).
   1.2. Secure participation of minimum 10 participants.
   1.3. Complete detailed training agenda, including location of the training, working hours, topics included, etc.

2. **Deliver 1-day branding and NPD workshop:**
   2.1. Develop all workshop-related materials
   2.2. Deliver one-day training on branding and NPD
   2.3 Provide MAP and We Effect with relevant inputs/feedbacks needed for reporting and M&E purposes

The selected candidate should have sufficient knowledge and proven track record of previous engagements/activities related to NPD, branding and communication strategies, export marketing, etc.

The activity should be completed during the period November 05, 2026 – December 04, 2026. The aim is to capacitate processing industry members to successfully implement branding and NPD activities, plans and tools in-house, in order to produce food products with increased competitiveness both locally and internationally.

3. Duty travel and accommodation

If such costs are expected to be incurred, they should be included in the financial offer of the Applicant. MAP shall not be liable for any costs exceeding the projected price in the financial offer.

4. Coordination & reporting

Planning, timing, implementation, and reporting of the activities will be in coordination with MAP.

5. Qualification requirements

Key qualifications and competences of the applicant include:

- At least 3 years of professional experience in Marketing (NPD and branding in particular)
- Previous experience (reference projects) in implementing export marketing, NPD and branding related projects/activities.

MAP - Skopje will protect the information marked as confidential by the applicants; otherwise, it will be considered that the offer does not contain confidential information.

6. APPLICATION PROCEDURE

The applicant should submit the following documents no later than 03.11.2026, by the end of working day 16:00 CET to the following email addresses: map@t.mk and map77887@gmail.com.

- **Technical offer** composed of:
  - Up-to-date CV of the applicant (indicating NPD, branding and/or export marketing skills and reference projects)
  - Itemized workshop agenda including key activities and envisaged timeline

- **Financial offer** - should quote a total price
  - The offer should include all applicable taxes and costs, including VAT.
  - Prices in the offer should be expressed in denars (MKD).
  - The offer should be broken down / itemized per activity and per type of cost related to activity, including (if necessary) travel and accommodation costs.

Any request for information and/or clarification for this procurement should be sent 7 days prior to the closing date of the Call for procurement by email to: map@t.mk and map77887@gmail.com.

The offer validity period is 60 days.

The applicant should send the complete documentation with the following subject "Application for Individual Consultant to organize workshop on branding and new product development".

7. EVALUATION OF THE OFFERS

Incomplete applications and/or applications received after the deadline will not be considered for further evaluation. Please make sure you have provided all the requested documents.

All received offers will first be subject to ***administrative verification*** whether the application consists of all the mandatory documentation (see Section 6 above). Offers passing administrative verification will be subject to technical evaluation based on the following scoring table. The offers that pass the technical evaluation shall be subject to financial evaluation.

The selection is based on the best-value-for-money principle, where the technical offer contributes 70 points to the overall evaluation while the financial offer contributes 30 points to the overall evaluation.

Technical Evaluation Criteria (70 points)

- At least 3 years of professional experience in export marketing, NPD and branding
- Reference projects reflecting capacity and experience related to this assignment

To pass the technical evaluation a technical offer must score at least 45 points.

Criteria	Maximum Points	Scoring Levels
Minimum 3 (two) years of professional experience in marketing, NPD and branding	30	3 years = 20 points 4-5 years = 25 points >5 years = 30 points
Minimum 3 (three) reference projects related to marketing, branding and NPD	40	3 projects = 20 points 4-5 projects = 30 points 5+ projects = 40 points
TOTAL	**70**	

Financial Offer Criteria (30 points)

The offer with the lowest price shall receive a total of 30 points. The other offers with higher prices shall receive the respective score according to the following formula:

$$\text{Points of the offered price} = 30\ x\ \frac{Lowest\ Price}{Offered\ price}$$

The applicant with the highest total points from the technical and financial evaluation will be awarded the procurement contract.

8. TERMS OF PAYMENT

The total amount will be paid upon completion of all deliverables and delivery of a summary report, within 15 days after MAP has notified the Service Provider that that it approves the final documents.

9. Property

We Effect shall, unless otherwise agreed upon, be the sole owner of, and have all intellectual property rights to, all deliverables and results accrued through the performance of this Terms of Reference. For the purpose of this Terms of Reference, the term “results” shall mean all works and materials (including documentation) as well as any other result produced by the selected applicant. All copyright and any patent rights or other intellectual property rights connected with the result shall constitute We Effect’s property. The transfer of the rights includes a right for We Effect to change and modify the results, and to transfer the rights to a third party. The selected applicant shall not have the right to, without written consent from We Effect, use the results in her/his business.

10. CANCELING THE PROCUREMENT

The contracting authority may cancel the procurement procedure if:

- No offers or no acceptable or suitable offers are submitted.
- Unforeseen changes occur in the budget of the contracting authority.

- Unforeseen and objective circumstances change the needs of the contracting authority.
- The selected applicant withdraws from signing the contract.
- Other conditions for which the contracting authority will duly inform.