



## TERMS OF REFERENCE (TOR) FOR CONSULTANCY SERVICES TO DEVELOP A BUSINESS PLAN FOR LEATHER ENTERPRISE.

### Summary of the ToR

Taita Taveta Wildlife Conservancies Association (TTWCA) is seeking consultancy for the development of a business plan for the leather enterprise.

### Background

TTWCA is a regional membership organization established in 2013 with the purpose of unifying and coordinating community-led conservation efforts in Taita Taveta County, bringing together 35 conservancies/ranches. The Association operates within the Tsavo Landscape with the conservancies/ranches covering over 4,046km<sup>2</sup> which is 24% of The conservancies/ranches form a critical migratory corridor for the Tsavo National Parks and Mkomazi National Park in Tanzania important for maintaining a viable gene pool for key species such as elephants among others.

### Project Description

Taita Taveta Wildlife Conservancies Association (TTWCA) is implementing a TUI Care Foundation Project The overarching goal of the project is to develop a sustainable tourism sector and to improve the livelihoods of the rural communities in Taita Taveta through the creation of well-established enterprises and capacity development.

The 2 key objectives of the project are:

- ❖ To build a sustainable tourism sector within the conservancies through the development of a tourism circuit plan
- ❖ To improve the community livelihoods of the rural communities through establishing enterprises and capacity development

### Assignment Introduction

One of the objectives embedded within the TTWCA strategic plan is to improve community livelihoods. Through the TUI Wildlife project, under objective 2, TTWCA has supported the youths to venture into leather technology. They have been trained on how to turn skin into leather and went further to make products out of leather such as belts, dog muzzles, dog collars, and sandals, and added value to the baskets.

The youths are expected to turn this into their business thus earning their daily income from it. Currently, the youths have already been involved in several consignments and have been able to deliver successfully. This means that they are already beginning to look at the financial aspect of things. Therefore, there is a need to have a business plan for sustainability purposes.

### Objectives

The objective of this consultancy is to develop a comprehensive business plan for the leather enterprise in Taita Taveta County. The business plan should outline strategies for establishing and operating successful/profitable leather enterprises within the county while integrating principles of sustainability, community engagement, and conservation.

### Scope of Work:

This assignment will be undertaken in Taita Taveta County targeting the leather enterprise. The consultancy work will include, but not be limited to, the following tasks:

- ❖ Conduct a situational analysis of the leather sector within the Taita Taveta county including market dynamics, existing initiatives, and potential challenges and opportunities.
- ❖ Reviewing existing leather technologies among the youths and identifying areas for improvement.
- ❖ Assess the feasibility of a leather enterprise as a nature-based enterprise for youth/women groups considering factors such as resource availability, market demand, and regulatory frameworks.
- ❖ Identify suitable leather technologies that are appropriate for the local context and align with conservation practices
- ❖ Develop a detailed business model for leather enterprises, including production processes, marketing strategies, financial projections, and risk management plans.
- ❖ Explore the current value chain of leather and resultant products to improve it under different investment scenarios.
- ❖ Propose new marketing procedures or potential markets that would guarantee youths and women value for the leather products.

- ❖ Outline capacity-building needs for local groups/youths interested in engaging in leather enterprise, including training requirements and support services.
- ❖ Propose mechanisms for monitoring and evaluating the success of leather initiatives in achieving conservation and livelihood objectives.

### Expected Deliverables:

The consultancy will deliver the following key outputs:

- ❖ Situational analysis report on the leather sector within Taita Taveta County.
- ❖ Feasibility study report assessing the viability of leather as a nature-based enterprise for the local community.
- ❖ Comprehensive business plan for the leather enterprise, including all required components as outlined in the scope of work.
- ❖ Training materials and capacity-building recommendations for local communities interested in the leather enterprise.
- ❖ Final consultancy report summarizing the methodology, findings, and recommendations.

### Timeline

The consultant is expected to complete the work within 60 days from the commencement date.

### Required Skills, Experience, and Competencies

The consultancy team should possess the following qualifications and expertise:

- ❖ Demonstrated experience in developing business plans for nature-based enterprises, preferably in the conservation or natural resource management sectors.
- ❖ Leather technology Animal Health, Natural resource management, and/or related field.
- ❖ At least 6 years of experience and knowledge in leather-related fields.
- ❖ A deep understanding of nature-based enterprises, including sustainable resource management, eco-friendly practices, and the integration of nature conservation into business models
- ❖ Proven experience in designing and delivering training programs and workshops, with the ability to engage diverse audiences and create an interactive learning experience

**Application Procedure:**

Interested candidates should send their technical and financial proposals (not exceeding 15 pages), CVs (demonstrating their qualification, competency, and experience in undertaking similar assignments), company profile, two recent references, and their availability to [jobs@ttwcakenya.com](mailto:jobs@ttwcakenya.com) CC:

[info@ttwcakenya.com](mailto:info@ttwcakenya.com) with the subject as **BUSINESS PLAN FOR THE LEATHER ENTERPRISE IN TAITA TAVETA COUNTY** not later than CoB Friday, 31<sup>st</sup> May 2024

