



**Ethnocentrique**

## **REQUEST FOR PROPOSAL (RFP): For a Consultancy Firm to Conduct a Market Research on the Nigerian Fashion MSME Value Chain (Garment, Footwear & Leatherwork)**

### **Background**

In alignment with the organization's strategic vision to empower young Nigerians with dignified work opportunities, Ethnocentrique is launching the "Fashion MSME Skills and Cluster Development Program." This pilot intervention aims to provide standardized skills to 5,000 young individuals in Abia State, Nigeria, focusing on garment, footwear, and leatherwork through a cluster apprenticeship system.

The program includes training, understudy, and internship opportunities with 1,000 Mastercraft persons (MCPs). Additionally, support will be extended to existing youth led MSMEs in the identified cluster areas, offering business development support, tools, and networks to access new markets and finance for growth.

### **Program Components:**

- a) **Youth Apprenticeship:** 5,000 young individuals provided technical skills in garment, footwear, and leatherwork through apprenticeship-styled training. The program will also provide non-technical support to the participants, such as:
  - (1) Training on Trade Theories
  - (2) Business Soft Skills,
  - (3) Digital market tools and platforms to access new market opportunities,
  - (4) IP and other relevant legal and trade laws to inform and protect against copyright infringements, trademarks, etc.
- b) **Mastercraft Persons (MCPs):**

The program will also provide training, access to market, finance, and other relevant market opportunities for growth for 1,000 MCPs in the selected trade areas.
- c) **MSME Support:** Business development assistance, access to finance, access to new markets, and other support services for 3000 existing youth led MSMEs in the cluster areas.

### **Program Objectives:**

The goals and objectives of this pilot program include the following:

- a) Introduce and equip 5,000 young women and men with the skills and knowledge required to build a successful career in the fashion subsector of garment, footwear, and leatherwork.
- b) Using the National Skills Qualification Framework (NSQF), assess and upskill 1,000 Mastercraft professionals with standardized and market-relevant skills to ensure the apprentices are being trained on current market-relevant skill sets.
- c) Working with certified BDS providers to expand access to market linkages for the MCPs, their apprentices, and 3000 existing entrepreneurs / MSMEs operating within the clusters across Abia state.



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- d) Support the MSMEs and Apprentices to utilize online distribution channels i.e. Agogo Africa, etc.
- e) Provide access to finance linkages via FCMB for the 3000 supported entrepreneurs.
- f) In close collaboration with partner legal firms and relevant industry stakeholders, initiate conversations with the Nigeria Copyright Commission, on policy enforcement and increased awareness for intellectual property rights in the fashion industry.
- g) Support the MSME Business Member Organizations to design and deploy public awareness advocacy campaigns to educate individuals and businesses about the dangers of intellectual property infringement in the fashion industry.
- h) Empower youth with skills in garment, footwear, and leatherwork.
- i) Facilitate partnerships between youth apprentices and experienced MCPs.
- j) Support MSMEs for business growth and market access.
- k) Contribute to sectorial and policy-based advocacy initiatives.

### Target Trade Areas:

- a) Garment
- b) Footwear
- c) Leatherwork

## Project Scope

Ethnocentrique is seeking proposals from qualified consultancy firms to conduct comprehensive market research on the Nigerian Fashion MSME clusters in Nigeria. The research will focus on the garment making, leather works, and footwear making value chains within the Nigeria Fashion industry. The objective is to gain insights into labour needs, skills gaps, gender capacity gaps, productivity, available products and services, market trends, market size, policy environment and other relevant areas to provide a holistic view of the Nigerian Fashion MSMEs Market.

The Partner will be responsible for leading the research, engagement of key stakeholders, and analysing the findings from data collected during the research. The market research would seek to provide insights into the following areas.

- a) Available Products and Services offered by the value chain clusters.
- b) Competitiveness of the products and services of the clusters
- c) Characteristics of the Existing/Served and Potential Markets
- d) Skills gap Analysis
- e) Gender Gap Assessment
- f) Local and Foreign Labour Market Needs
- g) Market Trends
- h) Market Entry Strategy
- i) Quality and Pricing of Products
- j) Infrastructural demands
- k) Cluster Development Policy Assessment

**The market research would be implemented in collaboration with the Institutional Capacity Enhancement (ICE) Partner of Ethnocentrique Ltd.**

**Target timeline for activity is 2 Weeks.**



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### Key Outputs

- **Market Assessment Report**
  - Market size, segments, trends, and growth potentials in each value chain.
  - Current and potential markets for the value chains
  - Report on the availability and competitiveness of products and services offered by Nigerian Fashion MSMEs
  - Identifying ideal access to market strategies for MSMEs in the Nigerian Fashion MSME clusters
- **Labour and Skills Assessment Report**
  - Labour needs assessment, skills gap assessment, and productivity levels within the garment making, leather works, and footwear making value chains in Abia State.
  - Sufficiency of training to make clusters competitive.
  - Gender Gap Capacity Assessment Report
- **Industrial Development Report**
  - Opportunities, and challenges within the Nigerian Fashion industry.
  - Cluster Development Policy Report

**Proposal Requirements: Interested consultancy firms are required to submit the following information:**

- Company profile, including experience in conducting market research projects in Nigeria and expertise in the fashion industry.
- Proposed methodology for conducting the market research, including data collection methods and analytical techniques.
- Work plan outlining the timeline for project execution, including key milestones and deliverables.
- Team composition, including qualifications and relevant experience of key personnel.
- Detailed budget breakdown, including all costs associated with conducting the research.

### Qualifications and Expertise:

- . Experience in Conducting Market Research Projects in Nigeria.
- . Expertise in the Fashion Industry
- . Methodological Expertise and Analytical skills
- . Relevant Experience of Key Personnel
- . Understanding of the dynamics of MSMEs operating within the Nigerian Fashion clusters.
- . Experience working in Abia State.
- . Communication and Collaboration Skills.



## Evaluation and Selection Criteria:

Proposals will be selected based on the following criteria:

Areas of Evaluation	Weight
Technical Proficiency	20
Methodology & Relevance of the proposed work plan and timeline.	40
Previous Experience	20
Cost Effectiveness	20

## Submission and Deadline:

This Request for Proposal (RFP) is issued to evaluate service providers that will be able to meet the required services as detailed in the scope of work. Interested candidates should send a proposal with not more than 10 pages indicating the above competences indicating the proposed model, work plan and cost.

The deadline for submission is the 1st of November 2024. Kindly ensure that all requested documents are provided.

For questions and enquiries please contact Jeremiah on [Jeremiah.Ubunama@ethnocentrique.com](mailto:Jeremiah.Ubunama@ethnocentrique.com).

Task Commencement Date: 22nd of October 2024.

The RFP issuing and response evaluation will be managed as follows:

TIMELINES	DATE
Release RFP	22/10/2024
Attending to Questions/Enquiries from Tenderers	23/10/2024
Final RFP Submission Date (closing date of tender) at 05h00 PM (Lagos time)	1/11/2024
Provide feedback to tenderers by no later than	7/11/2024

## Confidentiality:

All information provided in response to this RFP will be treated as confidential and used solely for the purpose of evaluating proposals.

## Right to Reject Proposals:

Ethnocentrique reserves the right to reject any or all proposals received in response to this RFP without providing any explanation.

## Contract Award:



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The contract will be awarded to the consultancy firm whose proposal best meets the requirements outlined in this RFP and offers the best value for money.

### **Disclaimer:**

This RFP does not constitute a commitment by Ethnocentrique to award a contract or pay any costs incurred in the preparation and submission of proposals.