



# TERMS OF REFERENCE

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## Helvetas Shan Tea Project 2013-2016: Developing High Quality Tea Value Chains for Poverty Reduction for Ethnic Minorities in Northern Vietnam, Laos and Myanmar

HELVETAS Swiss Intercooperation Vietnam is looking for company/institute to execute a market survey to gather systematic and reliable information about the behaviour of tea customers in the urban area of Hanoi.

### 1. General Background

Overall objective and envisioned outcome of the Shan Tea Project is to enable tea processors to access higher value markets with better quality tea and pay smallholder farmers a higher price for their higher quality tea leaf production. Value Chain actors are operating in an effective enabling environment. The mid-term evaluation of the overarching MARP Program conducted on behalf of the Swiss Agency for Development and Cooperation (SDC) in December 2014 recommended among others to strengthen downstream activities in the value chain to reach better market access for the tea producers. With enhanced marketing linkage strategies and branding programs, higher end markets should be reached.

Hanoi with its 6.5 million inhabitants offers a big and geographically relatively close potential market for all tea producers within the Shan Tea Project. However, the behaviour of potential and current Hanoi tea customers is widely unknown for the producers of northern provinces Lao Cai, Lai Chau and Ha Giang. Knowledge about tea buying, drinking and brand habits usually refer to few individual experiences and observations of staff members or the Shan Tea project team. Furthermore the tea producers heavily lack in knowledge about their competitors concerning brand appearance and points of sale. In general, necessary, and for the small companies useful, market information of Hanoi is missing.

- Systematic data about the customer behavior is needed to deliver a report with recommendations for the tea producers how to target their marketing activities in urban Hanoi to customer needs.
- Systematic analysis of competitor behaviour is needed to position the small Shan Tea brands efficiently in the competitive tea market.

This kind of market information builds the base for every sustainable marketing strategy of a company. Every further strategical marketing planning of Shan Tea producers to enter Hanoi market refers primarily to customer demands.

### 2. Objectives of the Survey

The survey about customer behaviour has to deliver **reliable data to show up key (decision) factors and behavioural trends of current tea customer groups in Hanoi**. With the data tea producers should get a clear picture of what tea customers in Hanoi expect concerning quality and (visual and verbal) appearance of their preferred tea.

The survey has to answer for **all** tea producers within the Shan Tea project

- what **kinds of tea** customer target groups in Hanoi buy and prefer (customers taste)
- the **reasons why** and where they buy their tea (customer habits)
- what they **expect** from a good **tea brand** (customer expectations)

And finally the survey has to present key findings in a **small report in a comprehensible, simple and in an appropriate manner for the small tea producers.**

**On the basis of the survey report, HELVETAS should later be able to make concrete recommendations for marketing activities** of the small scale tea producers and show them opportunities how they could successfully produce, design and distribute their products for the twelve districts of Hanoi City. With the information given, tea producers receive a further instrument to increase their market knowledge and sustainably set up marketing strategies for the future.

### **3. Target audience of the survey**

- **Management staff of the beneficiary tea companies within the Shan Tea Project**
- Helvetas Office in Hanoi, Staff Shan Tea Project

### **4. Principles**

- Working in close collaboration with HELVETAS Shan Tea Staff from the planning stage to ensure that the data collection strongly respects the information needs of the small and medium sized tea companies. Close liaison with the Technical Advisor of Shan Tea who delivers necessary information about companies and current products.

### **5. Method**

The methodology for the study will be developed by the selected firm at the outset of the work and will be presented in detail in the proposal. The survey must employ both qualitative and quantitative data collection methodologies. The chosen methodologies should be appropriate to gather data which is suitable to small tea producers needs.

### **6. Staffing**

- Project Leader Shan Tea (HELVETAS): Vien Kim Cuong
- Technical Advisor Shan Tea (HELVETAS): Daniel Bill
- Project Leader Research Company and Staff
- Field staff and Interviewers

Qualitative field staff should have at least two years experience of field work and be fluent in relevant language(s). All qualitative field staff should have at least a college degree and have significant experience with in-depth interviews.

Quantitative interviewers should have at least one year of experience of field work and be fluent in relevant language(s). Field supervisors must have at least two years of relevant experience. All quantitative field staff should have at least a high school diploma.

Additional staffing requirements will be left to the contractor to determine based on the methodology and approach proposed.

### **7. Deliverables**

All deliverables submitted to HELVETAS shall be submitted in English in electronic form where feasible, or in hardcopy as necessary or required. Deliverables will be considered drafts upon initial receipt. All reports and datasets will be shared with relevant stakeholders.

Deliverables include:

**i) Inception report and presentation:** An inception report with oral presentation to HELVETAS including:

- Research objectives
- Research questions
- Methods for data collection and justification
- Sampling strategy
- Key implementation challenges and risks
- Additional program design considerations
- Implementation work plan and time table
- Draft survey instruments
- Final report outline

**ii) Oral presentations of key findings:** This report must be presented to HELVETAS and beneficiary tea producers within Shan Tea project.

**iii) Final report (in English and translated to Vietnamese):** The final report will include detailed results from data analysis and key findings to address customer behaviour. The survey report will include the following chapters:

- Executive Summary (English and language),
- Background,
- Research Objectives and Questions,
- Methods,
- Possible Limitation to Interpretation of Data,
- Main Results/Findings,
- Conclusions and Recommendations,
- References,
- Appendices and/or Annexes and Public Use Data File.

**The selected company will be responsible for the following:**

- Designing, implementing, and managing the study
- Developing and pre-testing survey instruments before the field work
- Logistics arrangements and expenses, i.e., transportation, accommodation, allowances, communications, and stationery
- Recruiting, training and supervising a suitable team of field workers, including interviewers and field supervisors.
- Deliver an appropriate database for data entry
- Ensuring quality of field work/data collection and data entry
- Analyzing the data

## **8. Qualifications and competencies required**

- The market researcher needs experience in the execution of quantitative and qualitative surveys with sample sizes between 1000 and 2000 or even more. It furthermore needs research experience in the field of customer behaviour
- The market researcher is expected to have excellent technical and human resources to collect this data

- The market researcher is furthermore expected to have profound market knowledge of Hanoi City means in-depth knowledge about customer behaviour in general, potential target groups, point of sales, etc.
- Awareness about the special company and product requirements and information demands of Shan Tea beneficiary companies is needed, means small and medium sized tea producers with small brands and little market information as well as marketing knowledge. The company should be able to narrow down the market information to these needs.
- Excellent planning and organizational skills;
- Excellent ability to meet deadlines.

**HELVETAS needs to be closely involved** in reviewing, advising, and providing technical recommendations to the firm at the following key stages of the assignment:

- developing and finalizing study designs;
- fine tuning and finalizing of proposal;
- first draft of final report
- final report.

## 9. Tentative schedule and duty station

July 6 2015	Inbound of survey proposals
July 13	HELVETAS decision to contract one company
July 20	Inception report and oral presentation by company
July 22	Evtl. Feedback and Adjustements by Helvetas
July 27	Start survey activities by company
July 28	Pre-Test presentation by company
August 28	End of quantitative and qualitative data collection by company
September 4	Oral presentation survey report with key findings by company to HELVETAS
September 7 to September 18	Editing report with recommendations for marketing activities for tea producers based on survey results
September 21 to September 23	Translation reports EN->VN
September 25	Presenting survey report and recommendations to tea producers

## 10. Deadline for Proposal Submission

Latest until Monday July 6 2015 to [daniel.bill@helvetas.org](mailto:daniel.bill@helvetas.org) or postal address:

HELVETAS Swiss Intercooperation Vietnam

Van Phuc Diplomatic Quarters  
298F Kim Ma Street, Ba Dinh District,  
Hanoi, Vietnam  
Tel: +84-4-3843-1750

## **11. Ownership**

The collected data and the statistical quintessences as well as the key messages and the report with recommendations are the sole property of the HELVETAS Swiss Intercooperation. The selected company's name and logo shall only be acknowledged in the reports.

## **12. Guidelines for submissions of proposals**

Interested market researchers should submit its proposal that include:

- A short proposal on how you go about to achieve the given objectives and the planned manner how the reliable data will be collected. It is required to justify the proposed chosen quantitative and/or qualitative survey design.
- The proposal should also state the number of products delivered
- Timeline, especially time needed for data collection and analysis (editing report with key findings)
- Financial proposals with estimated costs for human and technical resources