



Consultancy to undertake a Market Survey for PASS Trust's Agribusiness Magazine.

Introduction

The Private Agricultural Sector Support (PASS) Trust was established by the governments of Tanzania and Denmark in November 2000 and became operational in 2001 with the main purpose of stimulating investments and growth in the private sector commercial agriculture and related sectors through access to finance.

PASS 'Main objective is to facilitate access to finance and Agri business development services for Agri business entrepreneurs covering the entire Agri business value chain, with an ultimate goal of reducing poverty levels in Tanzania.

The Agribusiness Magazine

The Agribusiness Magazine – a production of PASS Trust, was launched early this year (2020) during the Agribusiness Summit held in Dar es Salaam as a source of agribusiness information and news for the agribusiness sector in Tanzania.

The launching of the Magazine coincided with PASS Trust's commemoration of the 20th year in the provision of its services that includes financial linkages through credit Guarantee as well as business development services.

The Magazine focuses on providing a comprehensive coverage of agribusiness news and information, targeting key stakeholders who include decision makers and financiers of agricultural activities in Tanzania.

The publication -already in the market provides a source of free and fair analysis of agribusiness information as well as acts as a bridge between stakeholders and the agribusiness entrepreneurs through information sharing.

The bi- annual, free to offer English magazine targets stakeholders in the financial sector, Agri- research and academic institutions, policy makers and advisors, Agricultural lobby groups, Diplomatic missions 'development partners, investors in the agricultural industry in Tanzania, Crop insurance companies among others.

Objective of the Market Survey

In its endeavour to ensure the Magazine meets its clients' needs, the production team has advised that a Market Survey be conducted to further provide more insights that will enable the publication remain relevant in the market and establish itself as the authority in the provision and dissemination of agribusiness news in the country.

PASS Trust is therefore seeking a consultant to carry out a Market Survey that will provide the following;

Terms of Reference

- A comprehensive examination and determination of the magazine's market potential while giving an elaborate understanding of the Magazine's targeted population.
- A comprehensive analysis of clients Information needs and Preferences
- A comprehensive analysis of the Magazine's Strength, Weaknesses, opportunities and challenges
- A detailed and elaborate editorial and reader profiles,
- A detailed pricing structure for different information types taking into consideration price determining factors such as value of information for client, time for information search and analysis etc
- Identification and establishment of Proper Marketing campaigns for the magazine
- An estimated readership size
- A comprehensive assessment of advertiser interest
- Identification and description of the marketing skills required by the production team to achieve customer satisfaction
- Identification and description of methods and skills required to monitor the present and potential information demands of clients
- Identifying the existing market threats and Mitigation plans for the threats identified

Deliverables

A comprehensive report capturing every detail contained in the TORs above.

Timelines

45 days from the day of signing the contract

Submission

Interested persons/company are therefore asked to submit a proposal to undertake this survey. The proposal must capture the applicants understanding of the project, methodology, work plan as well as the costing.

To submit your application, log onto <https://pass.or.tz/vacancies> and click the **APPLY NOW** button to upload and submit your proposal. Unfortunately, due to the large volume of proposals we receive, we will not be able to respond to each individual proposal/bidder, only the shortlisted/awarded bidders will be contacted.

As PASS Trust commitment to Inclusive Green Growth (IGG) strategy and paperless office, we will only accept electronic submissions and not physical submission. The deadline to receive the proposals shall be on **2nd November 2020, at 12.00 pm.**