



# Consultant for International Market Study for Fresh F&V

## Organization

- [Fondazione Giovanni Paolo II](#)

## Posted

30 Aug 2021

## Closing date

26 Sep 2021

## MAIN RESPONSIBILITIES

Under the supervision of the FGPII Project Manager, the Consultant has to develop a Market Analysis on the international market for the fresh fruits and vegetables. The consultant will be responsible for describing the existing international market for the Lebanese products, analyzing the requirements for new potential markets and providing an in-depth analysis of the international market opportunities for the agricultural Lebanese cooperatives and groups involved. The study report will guide the future international marketing strategy.

## The study will focus on:

- Elaborating a SWOT for the Lebanese F&V in the currently available and new potential international markets
- Identifying the potential markets for selected fruits and vegetables
- Developing a competitor analysis among F&V Lebanese exporters to identify market participants positions and opportunities for the Lebanese farmers' groups/cooperatives.
- Elaborating an entry strategy for the existing and new potential international markets after specifying the best entry points
- Describing the main competitors for the Lebanese products in the traditional and new potential international markets.
- Any relevant success stories and case studies to highlight approaches from other products/region/countries

## The activities to be conducted are:

- Assess the F&V international (Traditional and new) market by interviewing international buyers (Supermarkets, F&V retailers, distributors, middlemen and wholesalers) after elaborating a market survey.
- Map and describe potential F&V international markets and potential opportunities or entry barriers and growth
- Analyze the international market requirements and suggest required steps in terms of production (pesticides residues, certifications...), and postharvest practices (Mainly packaging)
- Investigate about the marketing and sales trends for the Lebanese exporters



- Suggest improvements to ensure direct linkages for the producers' organizations with the major international buyers (supermarkets, F&V retailers, distributors, middlemen, wholesalers and exporters)
- Propose innovative and possibly market accepted packing, packaging and marketing models that the producer organizations can adopt
- Assess marketing and sales business plan/program together with the Lebanese cooperatives/farmer groups.
- Provide recommendations to target beneficiary cooperatives on how to improve their sales and marketing activity
- Weekly coordination meetings with FGPII to report on the market study
- Any other considerations as considered appropriate by the consultant and FGPII team

**The expected outputs include:**

1. F&V international market analysis report complying with all the study objectives
2. Questionnaires elaborated by interviewing main international F&V buyers
3. Competitor analysis among F&V Lebanese exporters

**REQUIRED QUALIFICATIONS**

- Degrees/qualifications in economy, trading and/or marketing
- Minimum of five years' experience in value chain study and market analysis
- Adequate knowledge of data collection methods (polls, focus groups, surveys, etc.)
- Experience in elaborating and achieving similar assessments and studies
- Excellent English communication (oral and writing) skills
- Strong analytical and critical thinking
- Dedicated and organized
- Previous experience in fruits and vegetables market study

**Desirable**

- Good knowledge of the social and economic Lebanese context
- Experience in dealing with F&V buyers
- knowledge of statistical packages (SPSS, SAS or similar), databases and MS Office
- Knowledge of Arabic language

**SELECTION CRITERIA**

CVs will be pre-selected according to their coherence with the required below criteria:

1- Administrative compliance

- Complete documentation (CV, cover letter, methodology and work plan, etc.)
- Language of application as required
- Respect of deadlines



## 2- Technical criteria

- Degrees, and qualifications
- Years of experience related to the study
- knowledge of the international F&V market
- Statistical SW knowledge
- Working knowledge of English

## How to apply

### APPLICATION SUBMISSION GUIDELINES:

The Consultant is expected to respond to this call by sending an updated **CV**, a short **self-presentation letter in English language** with a **proposed methodology and itinerary**, which upon successful contracting will be discussed during the inception meeting, and the details of **two** people who will serve as professional **references**.

**Applications must be sent no later than 26-09-2021, to:**

**[j.romanos@fondazionegiovannipaolo.org](mailto:j.romanos@fondazionegiovannipaolo.org)**

**Please specify in the reference:**

**“LB.FGPII.LED.2021.SQC002\_InternationalMarketAnalysis Name\_Surname”**

**CONTACT PERSON NAME:**

Jessy Romanos

**CONTACT PERSON POSITION:**

Procurement & Logistics Officer

**CONTACT PERSON EMAIL:**

[j.romanos@fondazionegiovannipaolo.org](mailto:j.romanos@fondazionegiovannipaolo.org)

Selected candidates will be called for interviews. Interviews will take place in FGPII HQ, Rue Gouraud, 191 Gemmayzeh, Beirut office or online, if not possible due to COVID19 pandemic.

**We thank all those who will send their application, but we inform that only candidates pre-selected for an interview will be contacted.**

Note: for more information about the organization, please consult our webpage: [www.fondazionegiovannipaolo.org](http://www.fondazionegiovannipaolo.org)