

SCOPE OF WORK

[Consultancy: Marketing Plan Jordan Society of Travel and Tourism Agents]

Period of Performance: [March, 2018–April, 2018]

Level of Effort: 40-60 days

Date of Issuance: [[December 21, 2017]]

Due Date for Questions: [[December 24, 2017]]

Submission of questions or requests for clarification in writing via email to grant@jsta.org.jo by 17:00 local time

Due Date for Submission: [[December 27, 2017]]

Proposals (including technical proposal and budget) are due by 17:00 local time in Jordan via email to grant@jsta.org.jo. Emailed submissions must contain the subject: Marketing Plan Jordan Society of Travel and Tourism Agents

1. Project Background

Jordan Society of Tourism and Travel Agents (JSTA) is one of the main pillars in the Jordanian tourism industry and is a key player working on serving its members, who consist of tour operators and travel agents, to tackle challenges that impede their business, help them in building new partnerships and work on building the members' capacities.

During last year, and through the support of the USAIDLENS project; JSTA successfully contributed to increase the business volume and the gross income of its members and worked on capacity building training that raised the skills of the travel agencies' employees and led to more positive outcomes, one of which was conducting deep market analysis and needs assessment for JSTA members in the governorates of Irbid and Zarqa that forms about 9.2 % of the total number of travel agents (About 669 travel agents) according to JSTA's records. Through this reliable tool, JSTA could recognize the challenges, existing opportunities, market situations and the needs of the travel agents (MSEs) needs and what kind of support they need to grow their business and keep up with the pace of contemporary tourism trends.

Recently, JSTA was awarded a grant from USAID LENS to support its members (tour operators) in Irbid and Zarqa governorates, and build on what was achieved previously. The main objective of the proposed project is to create new opportunities for JSTA members and contribute through focusing on domestic, adventure and experiential tourism to identifying profitable market opportunities, creating more linkages with new suppliers to support the members' technical and financial stability.

2. Objective of Consultancy

The Consultant will be required to develop a marketing plan for JSTA and its members mainly in Irbid and Zarqa governorates. The plan will incorporate primary market research of JSTA's and its members services. Market entry strategies to be proposed for identified markets.

3. Assignment Tasks

As part of this assignment, the consultant will:

- A. Review thoroughly the last Market Analyses and Needs Assessment report conducted for JSTA's Members in Irbid & Zarqa and use it for determined assignments below.
- B. Define and evaluate characteristics of key customer segments
- C. Analyze prevailing local competitive environment.

- Key competitors
 - Unique selling propositions
 - Price structure
 - Product lines
 - Promotional activities
- D. Devise marketing plan objectives based on market conditions and/or the outcomes of the mapping assessment and demand & Supply analysis will be conducted simultaneously by another vendors. Marketing plan to include:
- Determine pricing strategy.
 - Positioning
 - Price sensitivity
 - Promotions
 - Product life cycle
 - Determine product strategy in accordance to the above Supply and demand analysis and prevailing market conditions (competition, rules, regulations) in the target markets.
 - Integrated marketing communications strategy
 - Advertising
 - Digital communications
 - Sales promotions
 - Determine most suitable distribution channels and select trade partners
 - Channel type
 - Competition
 - Geography
- E. Devise outline delineating requirements of JSTAs and its members management to achieve desired market-readiness and succeed in market entry efforts. To include below components:
- a. Visual identity design and guidelines, which will include
 - Branding positioning: develop the brand messaging and language to be used by the cooperative, including how it presents itself and how its products and services are described and identified.
 - Visual identity design: create a brand visual identity.
 - Template development: based on the brand identity create templates that can be used by the cooperative for the following:
 - Cooperative/Jammed factory letterhead
 - Business cards
 - Brochure
 - Leaflets
 - Advertisement/announcement
 - Products' labels
 - Packaging design for at least new 25 products.
- F. Develop action plan
- G. Develop Sales plan.

4. Timing

The consultancy task will be carried out over a period of 40-60days.

5. Anticipated Deliverables

Deliverable	Due Date
Strategic local market assessment	TBD

Marketing plan	TBD
Action Plan	TBD
Sales Plan	TBD
Corporate Identity Design	TBD

6. JSTA Representatives

Mr. Mohammed Abu Sbaih - Grant / Project & International Affairs Officer. Email: grant@jsta.org.jo

Performance under this Work Order shall be subject to the technical direction of the above named JSTA employees. Only those individuals named in the Work Order may issue technical directions.

7. Required Skills and Experience

The consultant selected for this assignment will be selected based on the following skills and experience. He/she should have: Experience in conducting market studies (of similar Terms of Reference as outline above) within the tourism industry. It is preferable that the consultant have in-depth knowledge of the domestic tourism industry and its customers.

- At least five years experience in tourism, business and financial management or similar fields.
- Demonstrated experience conducting feasibility studies and developing business plans.
- Excellent collaboration and organizational skills.
- Advanced degree in finance, business planning, economics, international development is a plus
- Fluent in English and preferably Arabic (although not required)

The consultant must provide three (3) references of work done in the past five years e.g. market research studies, development of export marketing plans.

8. Award Type and Selection Criteria

Payment will be based upon level of effort with reimbursement for related, budgeted expenses. This will include transportation expenses based on standard JSTA rates as well as per diem costs as relevant. Award will be based upon best value (a combination of qualifications and proposed daily rate).