



CHRISTIAN SOCIAL SERVICES COMMISSION (CSSC)

TERMS OF REFERENCE FOR DEVELOPING MARKETING STRATEGY FOR iMEMS

Background

Tanzania faces a shortage and poor quality of essential medical supplies at health facilities. The Christian Social Services Commission (CSSC) of Tanzania established a medical supply chain company, namely iMEMS Company Limited. With a supply gap of up to 40% on essential medicines, inconsistent service levels, variable quality of health commodities and health services priced out-of-reach of many patients, iMEMS has a core mandate to provide effective, efficient and reliable distribution of affordable health commodities to targeted health facilities that serve a significant proportion of the population in Tanzania. By implementing structured customer care and service policy, supported by investment in supply chain infrastructure (including regional storage hubs, transportation and management information systems), a lean organization and education and advisory services to health facilities, iMEMS is positioning itself as the leading supplier of health commodities to the 900 health facilities that are under the jurisdiction of the CSSC.

The iMEMS Company Limited focuses on being a key partner with the Government of Tanzania, CSSC Members and other key stakeholders in the health sector that envision ***“a community with quality health services for everyone through working in partnership with the Government, CSSC Members, communities and other stakeholders to support building and strengthening of resilient and sustainable systems for health that promote equity in accessing integrated and people-centered health services”***. The iMEMS Company Limited areas of focus include health systems strengthening; integrated health services delivery especially procuring medicines and medical supplies. It aims to become an efficient company, adaptive with emerging service delivery in procuring medicines and medical supplies to support the government in attaining national and global health priorities.

Aim of the Assignment

The iMEMS Company Limited developed a 5-year strategic plan- “iMEMS Company Limited strategic plan (2022-2027)” that provides an overview of the priority strategic directions for the organization in the next five years in line with its vision and mission. Current financial projections in the form of capital stand at Tshs 4.4bn, required over the next five years (2022-2026) to establish iMEMS as a self-sustaining and financially viable entity. A conservative growth rate in revenue, improvement in margin through a market-focused approach to pricing and concentrating resources against servicing health facilities to achieve revenue growth leads to a pragmatic financial plan where MEMS achieves a surplus by 2024 and can repay grants by 2029.

The iMEMS seek the services of a firm or individual consultant(s) to develop a 5-year Marketing Strategy aligned with the Strategic Plan, its goals and revenue targets. The Marketing Strategy relates to the four Ps of marketing—product, price, place, promotion, and there remains a strong strategy's focus. These are the critical elements involved in marketing a good or service, and they interact significantly with each other. Considering all of these elements is one way to approach a holistic marketing strategy. This assignment aims at developing iMEMS Marketing Strategy that facilitate:

- a) Creation of the iMEMS visibility, products and services
- b) Acquiring and maintaining of iMEMS client base
- c) Linking iMEMS with potential and current clients
- d) Establishing clients demands, needs and expectations
- e) Acquiring exponential revenue base
- f) Managing of the iMEMS corporate brand.

Scope of Work

The firm/consultant(s) will be expected to undertake the following:

1. Review documents related to iMEMS, its affiliated institutions and the target market in general;
2. Consult the iMEMS management, affiliated institutions and clientele on business needs and expectations;
3. Conduct research and analysis on market supply and demand for medicines and medical supplies, equipment and other relevant products;
4. Develop a profile of iMEMS competitors and suggest methods for periodic updating of the profile
5. Identify clients and clarify client segmentation
6. Develop corporate marketing goals for iMEMS
7. Develop market targets and corresponding marketing and promotional tactics and approaches
8. Develop marketing tools including e-marketing and electronic-based marketing modalities
9. Suggest corporate branding for iMEMS
10. Propose a Marketing Department functions and structure for iMEMS
11. Develop a Marketing monitoring plan
12. Develop Marketing Strategy budget estimates for Year 2022-2026.

Key Deliverables

The following are expected deliverables from the firm/individual(s):

- a) An Inception report - 1 week after the signing of the contract
- b) A maximum of 10 pages market research report – 2 weeks after approval of the Inception Report
- c) First Draft Marketing Strategy – 1 week after approval of the market research report
- d) Final Marketing Strategy document with corresponding annexures – 1 week after approval of the First Draft Marketing Strategy

Qualifications of the Firm/Consultant(s)

The firm/consultant(s) must exhibit the following:

- a) Relevant educational qualifications, possess at least Post Graduate degree in social sciences/Communication/ Service Marketing/or related qualifications.
- b) Experience in Strategic Planning, comprehension of broad corporate or organizational strategy development and implementation
- c) Undertaking of similar assignments, including strategies for revenue generation, market research, and branding.

Timeframe

The level of effort and performance for this service contract is expected to be between 14th February. The total duration of the assignment is five (5) calendar weeks starting after signing of the contract. The firm/Consultant(s) should clarify the capacity to deliver within the prescribed duration in a detailed work plan.

Location and Reporting

The consultancy work will be based in Dar es Salaam, with limited travel during market research. The firm/consultant(s) will report to the CSSC/iMEMS Company Limited Executive Director.

Application Instructions

Interested applicants should submit their proposal electronically to the following email:

- a) Technical proposal at a maximum of 3 pages outlining firm/Consultant(s) understanding to the given TOR.
- b) Current profile, CV of the Consultant(s)
- c) Proposed Workplan outlining timeline, proposed key activities and deliverables.
- d) Financial proposal in Tanzanian shillings.
- e) Interested, eligible consultants should email their electronic technical and financial proposals via email to procurement department at procurement@cssc.or.tz copying director@cssc.or.tz
- f) Applicants will not be required to protect their submitted documents with password.

Executive Director
Christian Social Services Commission
4 Ali Hassan Mwinyi Road
P.O Box 9433 Dar es Salaam, Tanzania

The deadline for the submission is 1600hrs East Africa Time on 7th February 2022.

All proposals should be electronically submitted to procurement@cssc.or.tz copying director@cssc.or.tz

This advert can also be accessed through <https://cssc.or.tz/>