



OPPORTUNITY TO SERVE

REQUEST FOR BUSINESS FEASIBILITY STUDY PROPOSALS FOR TAFSIRI BUSINESSES OF BIBLE TRANSLATION AND LITERACY (BTL E.A.)

Terms of reference for the Feasibility

1.0 Introduction

Bible Translation & Literacy is a Christian organization that was established in 1981 to facilitate Bible translation, sustainable literacy and language development programmes among small language groups in Kenya and beyond. These language groups are isolated by harsh climate and rough terrain; many of them are limited in the areas of education and development.

BTL headquarters are located in Upper hill Nairobi with project areas spread across the country. The organization depends on donor funding to support its work of Bible translation. To reduce over reliance on donor funding, BTL came up with income generating ventures (Kingdom Business Units) including: Tafsiri businesses, the Conference facility, a guesthouse, and Office for rent in Upper hill Nairobi. According to the 2019-2023 BTL Strategic plan, the organization aims by the end of 2023 to raise 80% of its support from local sources, and 55% of it from the business ventures, hence the need for this feasibility study to help actualize this vision.

2.0 Background of the Tafsiri Business Ventures

Tafsiri business ventures are income-generating ventures for BTL. They are; Tafsiri Printing Press, Tafsiri Springs and Tafsiri Bookshop. The Press was started in 2015 with a donation of printing Equipment from Wycliffe Associates. The intention was to print in-house jobs which later opened up to the public as an income-generating venture.

Tafsiri Bookshop is one out of the three ventures of the Tafsiri business ventures. Its traceability is January 2016 which aims to sell Scriptures and Christian literature to the public. The Tafsiri Springs was started in 2017 and the plant is based at BTL's Conference facility in Ruiru. The intention of the venture was and is to process water and sell both internally and externally for commercial purposes

3.0 Objectives and tasks

3.1 Objectives of the feasibility study

The objective of the study is to provide BTL with sufficient market intelligent information on the viability of the current business ventures. Further, the information will assist the implementation team with specific strategies to sustain and grow the business to increase the market share and profitability with an expected outcome to meet the threshold of the share of national budgetary allocation of 55% from the business ventures.

3.2 Tasks of the consultant

The consultant will be responsible for planning and implementing the feasibility study, including forming and leading the team. A close consultation with BTL strategic investment manager at every step is expected. The consultant will be responsible for:

- Developing a detailed study design
- Elaboration of the **Sector analysis**, including but not limited to: legal and situation analysis, locational analysis, potential of the sectors, analysis of competitive landscape, future direction of the industry.
- Elaboration of a detailed **socio-economic target group analysis**; the market size and the consumers, market penetration strategy, demand and supply map estimation, pricing strategies
- Elaboration of a detailed **institutional analysis**, stakeholders map, SWOT analysis including the industry and the Kingdom business units (Tafsiri business), competitor analysis, competitive analysis, product analysis
- Elaboration of the **risk analysis (PESTEL)**, including political, socio-economic, logistical, and environmental risks as well as the mitigating actions within the scope of the business.
- Elaboration of the **financial analysis**, cost estimations, financial projections, breakeven analysis (volume, price and duration) and ratio analysis.

3.3 Methodology

The consultant will propose the research design of the study, which must include a combination of qualitative and quantitative research methods. The choice of the methods must take into account the target business ventures and the stakeholders.

4.0 Intended users of the feasibility study

The BTL management, the implementing staff of the Tafsiri business ventures, any other relevant BTL personnel and the funding partner will use the feasibility study.

5.0 Geographical scope

The study area of focus is Nairobi and Kiambu counties and the digital scope where the business ventures operate and has potential to operate.

Deliverables

- Inception report detailing the study design and data collection tools within one week of confirmation of consultancy.
- Weekly progress report for discussion at the alignment meetings.
- Draft of final report based on the tasks mentioned in 3.2 above within four weeks of starting assignment.
- Final report one week after comments on the draft report.

6.0 Timelines

The consultancy period is **May 3, 2021** to **June 7, 2021**, starting from the agreement contract sign-off date and ending when the final feasibility study report has been formally approved by BTL, National Director.

7.0 Qualifications and experience required

The consultant has to have five or more years' of experience in the industry and skills related to the assignment.

The educational background and experience

- Must be a born again Christian with a good Christian standing
- At least a Master's degree in a business field
- Ability to conduct a high quality research, meet deadlines and respond to requests and feedback provided timely and appropriately

- Excellent record of accomplishment in designing and conducting qualitative and quantitative research, analysis and evaluation
- Experience in undertaking research within a volatile business environment.
- Knowledge of the current business regulations in Kenya
- Excellent written and verbal communication and reporting skills in English

8.0 Permissions

The consultant is responsible for obtaining the necessary permissions to implement the data collection tools at the respective levels.

9.0 Ethics

The consultant must demonstrate the necessary independence and declare any conflict of interest and potential biases.

10.0 Submission of proposal

Those interested with the consultancy assignment should submit the following documents, to the address below:

- Proposal not exceeding 5 pages, outlining how the consultants meet the selection criteria and how they intend to implement the tasks mentioned in 3.2 above
- A proposed work plan and time frame
- Financial proposal detailing consultancy fees and all the administrative costs
- CV's of the consultant who will undertake the study
- Two relevant references

**All the requirements mentioned in section 10.0 should be sent to
BIBLE TRANSLATION AND LITERACY by April 8, 2021
via the email address below
sim@btlkenya.org.**

Only short-listed candidates will be contacted

