



Request for Proposal: Business Management Training in Baghdad, Iraq

Date Posted: October 5, 2014

Closing Date: October 27, 2014

Background Information:

Prosperity Catalyst is a non-profit (501©3) organization whose mission is to inspire, educate and support women entrepreneurs in places of conflict and natural disaster around the world. We seek to contribute to a global awakening in which women are recognized and valued as vital, empowered participants in creating the foundation for peaceful and prosperous societies. Prosperity Catalyst empowers women as entrepreneurs, facilitating business and entrepreneurship education, assisting women-owned enterprises by offering candle-making business kits, training and other forms of support, and helping candle makers and other artisans grow their businesses so that they can better support themselves and their families.

Women's Empowerment through Business (WEB) Program:

In Iraq, Prosperity Catalyst has launched an innovative and market-driven model to holistically address the need for economic opportunity and sustainable market access for Iraqi war widows. We do this by recruiting and training widows and other female heads of households in candle making, artisan product development, quality control, and business skills, in order to create a line of high-quality Iraqi products that can be sold domestically, regionally, and internationally.

This program is designed to prepare and train hundreds of women and to provide them with sustainable economic opportunity. At the end of this 30 month program, Prosperity Catalyst will have established a market-driven, Iraqi-women led export enterprise hub in Baghdad that will enable the network of women impacted during the project continued access to training, raw materials, design inputs and market connections.

Business Management Training

As part of Prosperity Catalyst's project in Iraq, we will build the business management skills and capacity of 110 women in Baghdad. These women will have also received comprehensive vocational training on candle making and artisan product creation from their homes, will the ultimate goal of marketing and selling their products in local and/or regional markets.

The Business Management 101 Training should complement the vocational trainings and enable women to operate a home-based micro business. Topics should include book keeping, inventory management, budgeting, costing/pricing, marketing and/or any business related tutorials that effectively prepares women for operating a home-based business.



Deliverables and Contract Requirements

Business Management 101 training should be delivered in 6 full (non-sequential) days for each group of women, for four total groups. The training material should reflect the following needs:

1. Business Management training should be appropriate for a basic education level.
2. Daily trainings should not exceed three hours and should include a half hour break.
3. Trainings must take place in person and will be hosted by one of our Baghdad-based NGO partners.

Contractors will have to deliver the following one month prior to the training:

1. Training material that addresses the statement of purpose
2. Pre and post assessment that measures the change in women's knowledge and capacity
3. Contractor will be responsible for printing the training material and to hand it over to all trainees based on trainees number above

Contract type and proposal requirements

This agreement will be a fixed-price contract. Complete proposals for this contract should include:

1. Contractor's capacity, past experience, and impact. Please describe how training effectiveness was measured.
2. Overview of training curriculum to be provided, including delivery method.
3. A schedule of trainings indicating the objectives for each training day.
4. A discussion of how these trainings will prepare women for operating a home-based business.
5. The whole budget should not exceed \$12,000 dollars.

The ideal contractor should also be able to demonstrate:

1. Experience with such type of trainings, especially those that target women
2. Sample material from previous trainings that demonstrate capacity in Business Management Trainings
3. Three references from previous clients

The contractor must be willing to travel to both districts where the local organizations are located: Sadir City and Arasat District. Contractor will also be responsible for his or her own travel costs and arrangement. For safety, the trainer should be a native Iraqi citizen.



Prosperity Catalyst, through its local partner organizations will provide the following:

1. Classroom space for trainer and trainees
2. Stationary for trainees
3. Refreshment
4. Transportation for trainees

Selection Criteria

Proposal will be evaluated on the following:

1. Demonstrated ability to deliver high quality Business Management training to women with no previous experience with the topic.
2. Demonstrated ability to measure training effectiveness.
3. Cost
4. Responsiveness to this solicitation and related deadlines.

Prosperity Catalyst makes positive efforts to utilize small, minority business enterprises (MBEs), women's business enterprises (WBE's), and disadvantaged business enterprises (DBEs) wherever possible. MBE's, WBE's and DBE's are encouraged to respond to this request.

Questions regarding this request can be submitted to Mohanned@prosperitycatalyst.org through October 20th, 2014. Complete proposals are due by midnight on October 27th, 2014 and should be submitted in PDF form to Mohanned@prosperitycatalyst.org.

Contractor will be notified of Prosperity Catalyst's decision no later than November 5th, 2014.