



REQUEST FOR PROPOSAL

RFP-SWISSCONTACT AUG-2026

Date of Issue: 25/August/2026

Submission Deadline: 08/September/2026

Consultancy for Design and Delivery of Capacity Building Programme for Local Value Chain Micro-Businesses

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1. Introduction and Background

Swisscontact, through the EcoProsperity Project, is implementing interventions aimed at strengthening local economic systems by supporting micro-businesses operating within key agricultural value chains—specifically poultry (SASSO brooding), Orange-Fleshed Sweet Potato (OFSP) vine multiplication, and edible banana sucker multiplication. These micro-businesses have been engaged primarily through public sector structures, specifically District Local Governments (DLGs). The primary objective of this engagement is for these micro-businesses to facilitate the provision of services to the project’s target groups young mothers and youth (both men and women) while simultaneously growing their own businesses. These micro-businesses play a critical role in improving livelihoods of target groups, by providing inputs, services, and income-generation opportunities.

The Needs Assessment: A recently completed Needs Assessment covering six districts across Busoga, Rwenzori, and South-Western Uganda provided a detailed analysis of the micro-business landscape. The assessment established that while these enterprises are inherently profitable and demonstrate strong potential for growth, their scalability and systemic impact remain limited. The constraints affecting these businesses are not merely enterprise-level challenges but deeply rooted systemic issues within the broader market system.

Key constraints identified: The assessment identified several critical constraints for each of the market systems as detailed below.

In response to these findings, Swisscontact intends to engage a consultant to design and implement a comprehensive capacity-building programme that addresses these systemic constraints and strengthens the performance, sustainability, and growth of the targeted micro-businesses.

Key constraints and underlying cause in the Poultry market system

Thematic Area	Key Constraints (Symptoms)	Underlying Systemic Causes (Supporting Functions & Rules)
1. Production & Operations	• Irregular stocking cycles • Delayed chick supply • High mortality • High feed costs • High transport costs • Frequent disease outbreaks	Weak supporting functions: unreliable hatchery distribution networks, poor last-mile input supply, inadequate veterinary services, weak production advisory services, poor logistics systems. Rules & norms: limited quality standards enforcement for chicks, feeds and vaccines; weak coordination among value chain actors; low adoption of production planning practices.
2. Financial Services & Cash Flow	• Limited working capital • Reliance on personal savings • Mixing household and business finances • Low reinvestment • Weak cash flow planning	Weak supporting functions: limited access to tailored poultry finance, weak savings services, inadequate financial advisory services. Rules & norms: risk-averse lending practices, low business formalization, cultural tendency to treat poultry income as household income rather than enterprise revenue.
3. Enterprise Management & Entrepreneurs hip	• Poor record keeping • Poultry not treated as a business • Small flock sizes • Limited ambition to scale • Weak business planning	Weak supporting functions: underdeveloped BDS market, limited entrepreneurship support services, weak mentorship networks. Rules & norms: poultry perceived as a side activity rather than an enterprise; low investment culture; limited exposure to successful business models.
4. Technical Productivity &	• Poor brooding management • Weak biosecurity	Weak supporting functions: inadequate animal health services, weak extension systems, limited

Animal Health	• Poor feed formulation knowledge • Inadequate housing • Limited veterinary access • Poor genetics • Counterfeit veterinary products	technical training providers, poor access to quality inputs. Rules & norms: weak enforcement of veterinary drug standards, poor certification systems, low compliance with biosecurity protocols.
5. Market Access & Commercialization	• Unreliable markets • Price volatility • Exploitative middlemen • Limited market information • Weak aggregation • Consumer preference mismatch	Weak supporting functions: poor market information systems, weak aggregation services, limited buyer-seller coordination, inadequate market intelligence. Rules & norms: low trust among actors, informal trading arrangements, weak contract enforcement, limited collective action.

Key constraints and underlying cause in the Orange Fleshed Sweet Potatoes market system

Thematic Area	Key Constraints (Symptoms)	Underlying Systemic Causes (Supporting Functions & Rules/Norms)
1. Production & Operations Dynamics	• Free vine distribution distorts willingness to pay. • High perceived cost of planting materials. • Limited repeat business due to farmer-to-farmer vine sharing. • OFSP treated as a side enterprise. • Seasonal demand for planting materials.	Weak supporting functions: underdeveloped demand creation, weak commercial seed distribution channels, limited market intelligence services, inadequate customer education on productivity benefits. Rules & norms: entrenched expectation of free NGO/government inputs; social norms around sharing planting material; limited perception of OFSP vines as a commercial product.
2. Financial Services & Cash Flow Management	• Reliance on personal savings and family labour. • Weak reinvestment culture. • Poor record keeping and financial management.	Weak supporting functions: limited access to tailored financial services, weak financial advisory services, lack of business management support for seed enterprises. Rules & norms: household and enterprise finances are often mixed; low savings and reinvestment culture among small rural enterprises.
3. Enterprise Management & Entrepreneurship	• Limited understanding of production costs and profitability. • Weak marketing capacity. • Low appreciation of the business case for improved varieties. • Limited business growth orientation.	Weak supporting functions: underdeveloped BDS ecosystem, limited entrepreneurship mentoring services, weak market information services. Rules & norms: OFSP multiplication viewed as a development activity rather than a commercial enterprise; low entrepreneurial ambition due to limited exposure to successful business models.
4. Technical Productivity & Seed Quality Management	• Weak seed multiplication systems. • Viral diseases and pest challenges. • Perishability of vines. • Difficulty synchronizing production with rainfall	Weak supporting functions: limited access to quality early generation seed, weak extension and advisory services, inadequate irrigation support services, weak plant health surveillance systems. Rules & norms: weak enforcement of seed quality standards; limited adoption of

	seasons.	quality management protocols among multipliers.
5. Market Access & Commercialization	• Low willingness to pay for quality vines. • Dependence on NGO and government markets. • Weak seed certification systems. • Limited access to commercial buyers. • Limited value addition opportunities.	Weak supporting functions: underdeveloped commercial seed markets, weak buyer-seller coordination, poor market information systems, limited certification and quality assurance services. Rules & norms: reliance on subsidized procurement channels; weak trust in quality differentiation; limited use of formal contracts and commercial transactions.

Key constraints and underlying cause in the Banana Suckers market system

Thematic Area	Key Constraints (Symptoms)	Underlying Systemic Causes (Supporting Functions & Rules/Norms)
1. Production & Operations Dynamics	• High capital requirements to establish multiplication gardens. • Negative perceptions of banana farming as a business. • High transportation and delivery costs for suckers.	Weak supporting functions: limited access to investment support services, weak nursery business advisory services, inadequate rural transport and distribution systems, limited market intelligence. Rules & norms: banana production traditionally viewed as a subsistence activity rather than a commercial seed enterprise; limited awareness of the profitability of quality planting material businesses.
2. Financial Services & Cash Flow Management	• High upfront investment costs for garden establishment, labour, manure, maintenance, and pest management. • Long gestation period before income generation. • Seasonal sales and unpredictable buyer commitments affecting cash flow.	Weak supporting functions: limited access to agricultural finance products suited to perennial planting material enterprises, weak financial advisory services, limited savings and risk-management mechanisms. Rules & norms: low reinvestment culture, reliance on informal financing, seasonal purchasing behavior among farmers.
3. Enterprise Management & Entrepreneurship	• Owner-managed enterprises with limited management capacity. • Difficulty balancing production, garden management, and marketing functions. • Limited business growth orientation and commercialization strategies.	Weak supporting functions: underdeveloped BDS ecosystem, weak entrepreneurship support services, limited mentoring and peer-learning networks. Rules & norms: banana multiplication often viewed as a supplementary activity rather than a growth-oriented enterprise; limited exposure to successful commercial nursery models.
4. Technical Productivity &	• Bacterial, fungal, and viral diseases.	Weak supporting functions: limited access to clean foundation planting materials,

Seed Quality Management	• Perishability of suckers when delivery is delayed. • Difficulty synchronizing production with rainy seasons. • Pest infestations (weevils and nematodes). • Traditional seed sourcing practices. • Poor access to quality fertilizers and pesticides. • Soil fertility decline, moisture stress, and climate variability.	weak plant health services, inadequate extension and technical advisory systems, weak input supply networks, limited irrigation and climate adaptation services. Rules & norms: weak enforcement of planting material quality standards, informal sourcing of planting material, low adoption of climate-smart production practices.
5. Market Access & Commercialization	• Competition from free sucker distribution by other farmers. • Limited willingness and ability of farmers to pay for quality suckers. • Unpredictable buyer commitments. • Dependence on project-funded institutional buyers. • Limited marketing capacity among multipliers.	Weak supporting functions: underdeveloped commercial seed markets, weak market information systems, limited demand creation services, inadequate market intermediation and aggregation services. Rules & norms: expectation of free planting materials, weak appreciation of quality-differentiated seed, reliance on project-based procurement, limited use of formal supply agreements.

2. Overall Objective

The overall objective of this consultancy is to:

Strengthen the business, technical, and market capacities of micro-businesses in selected agricultural value chains to enable sustainable growth, improved service delivery, and increased participation in inclusive market systems.

2.1. Specific Objectives

The consultancy aims to:

1. Design and implement a needs-based capacity-building support that responds to the identified business segments and strengthens the entrepreneurial, business management, and financial competencies of targeted micro-businesses.
2. Strengthen the technical and commercial performance of micro-businesses by enhancing production practices, product quality, business planning, and value addition across the poultry (SASSO brooding), Orange-Fleshed Sweet Potato (OFSP), and edible banana value chains.
3. Improve business growth and market competitiveness by strengthening market linkages, commercialization strategies, financial management, reinvestment practices, and access to appropriate financial services.
4. Establish a sustainable market-led Business Development Services (BDS) model that enhances coordination among value chain actors, reduces dependence on donor support, and promotes long-term enterprise growth and resilience.

3. Scope of Work (SoW)

The consultant will be expected to undertake a comprehensive and integrated assignment that combines programme design, training delivery, coaching, and systems strengthening. The assignment will begin with an inception phase during which the consultant will carry out a thorough review of the Needs Assessment Report and related project documentation. This review will form the basis for developing a nuanced understanding of the specific constraints and opportunities within each value chain. Building on this, the consultant will segment the target micro-businesses based on their capacity levels, enterprise types, and growth potential to ensure that the capacity-building approach is tailored and context-specific.

4. Expected Deliverables

The consultant will be expected to deliver the following outputs:

Inception Report: A report outlining the understanding of the assignment, proposed methodology, and detailed work plan. It should also include the design of the capacity-building programme, including target segmentation and a draft structure of training modules aligned to identified needs.

Capacity Building modules and Training Materials: A complete, practical curriculum covering business management, financial literacy, technical production, and market development. Deliverables should include facilitator guides, participant manuals, presentations, and practical tools tailored to micro-business contexts.

Implementation Plan for Training and Coaching: A clear plan showing how training, mentoring, and coaching will be delivered across districts. It should outline timelines, locations, delivery methods, participant groups, and logistical arrangements.

Training Delivery Reports: Periodic reports documenting training sessions conducted. These should capture attendance, topics covered, methodologies used, key observations, and participant feedback.

Coaching and Mentorship Records: Structured documentation of coaching engagements with micro-businesses, highlighting business challenges, support provided, and progress in applying new practices.

Market Linkages and Partnerships Report: A report detailing efforts to connect micro-businesses to buyers, input suppliers, financial institutions, and service providers. It should highlight partnerships established and improvements in market access.

Monitoring and Performance Tracking Framework: A simple framework with tools to track improvements in business practices and performance. This should include baseline and endline indicators to measure progress.

Final Assignment Report: A comprehensive report summarizing all activities and results. It should analyse outcomes achieved, document improvements in business performance, and provide recommendations for sustainability and scaling.

5.0. Duration of the Assignment

The assignment is expected to be conducted over a period of **2 months, and adjustment will be made based on the content to be delivered.**

Target Beneficiaries

The primary beneficiaries of this assignment are micro-businesses operating in **Poultry, OFSP vine multiplication, and Banana sucker multiplication** within the project's areas of intervention. These enterprises are predominantly owned and managed by youth and women, many of whom operate in rural and peri-urban settings. The programme is expected to contribute not only to the growth of these

enterprises but also to improved service delivery to last-mile farmers and communities who rely on these businesses for inputs, technical support, and market access.

Project Implementation Located: Busoga, Rwenzori, and South-Western regions

Busoga Sub-region (Eastern Uganda):	Rwenzori and South-Western Regions:
Luuka District	Kyegegwa District
Mayuge District	Kyenjojo District
Kamuli District	Mitooma District

7. Consultant Qualifications

Swisscontact seeks to engage a **local/national consultant or consulting firm** with demonstrated expertise in enterprise development, capacity building, and market systems development. The consultant should meet the following minimum requirements:

Academic Qualifications

A minimum of a bachelor's degree in business administration, Agribusiness, Agricultural Economics, Economics, Rural Development, Entrepreneurship, Development Studies, or a related field. Additional training or certification in Business Development Services (BDS), enterprise development, or adult learning will be an added advantage.

Professional Experience

- At least 7 years of relevant professional experience in enterprise development, MSME support, capacity building, or market systems development.
- Proven experience in designing and delivering training programmes for micro, small, and medium enterprises (MSMEs).
- Demonstrated experience in delivering Business Development Services (BDS) and entrepreneurship programmes.
- Strong background in agribusiness development, particularly in poultry, Orange-Fleshed Sweet Potato (OFSP), and banana value chains is highly desirable.
- Solid experience working within Uganda's rural economy and market systems, including engagement with local governments, private sector actors, and development partners.

Technical Skills and Competencies

- Strong expertise in Market Systems Development (MSD) approaches and enterprise growth facilitation.
- In-depth knowledge of financial literacy, SME growth, and business management systems.
- Practical experience in agricultural value chain development, particularly poultry, OFSP, and banana.
- Strong skills in training design, facilitation, coaching, and development of practical learning materials.
- Proven ability to strengthen MSME performance through market linkages, commercialization, and business advisory services.

8. Proposal Submission Requirements

8.1 Technical Proposal (Max 15 pages)

- Understanding of the assignment: A brief cover letter explaining the bidder's understanding of the assignment.
- Detailed methodology and approach: A detailed approach and methodology for the assignment (Including Participants Needs Analysis and clustering, Curriculum and Training Materials Development, Training Delivery Approach, Coaching and Mentorship, Market Systems Development (MSD) Integration, Monitoring, Evaluation, and Learning)
- Work plan and timeline: A clear timeline for all activities and deliverables.
- Team composition and CVs: CVs of all key personnel who will be involved.
- Relevant experience: A minimum of 3 similar assignments, (including designing and delivering training programmes for micro, small, and medium enterprises and strong technical knowledge of agricultural value chains particularly Poultry, OFSP, and banana)

8.2 Financial Proposal

- Detailed budget in UGX
- Breakdown of: Professional fees, Training costs, Field expenses, Taxes

9. Evaluation Criteria

Criteria	Weight
Technical Proposal	80%
– Understanding of the assignment	=25%
– Approach & Methodology (Including workplan)	=25%
– Workplan and timeline	=10
– Team Experience & Qualification	=10%
Financial Proposal	30%
Total	100.00%

10. Submission Details

Proposals should be submitted via email to: ug_info@swisscontact.org not later than 08/September/2026

Subject line: “RfP – Capacity Building for Micro-Businesses – [Consultant Name]”

Submissions should be made in a single file format in either PDF, or Word not more than 10MBs.

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