



Terms of Reference (TOR)

Market Research Consultancy on First Aid Training in South Sudan

A market research consultant (or consultancy firm) is required to research the market conditions for expanding First Aid Training in South Sudan.

Background:

The South Sudan Red Cross (SSRC) is the largest national humanitarian organization in the country. The scope of activities includes humanitarian, medical and social assistance to victims of armed conflicts and emergency situations, and the implementation of programs to protect the health of the population, including First Aid Training. First Aid Training is provided on a non-commercial basis (free to the end user), as part of humanitarian programmes, and on a commercial basis (paid for by the recipient organisation). Current volumes and local market knowledge indicate that there is the potential to expand First Aid Training to commercial workplace customers.

First Aid at Work (or Occupational First Aid) is considered an essential part of Occupational Safety and Health, which is a responsibility of employers to ensure that workers are able to carry out their work in a safe and secure manner. Regulation and enforcement of this is not yet systemic within South Sudan and the ability to build relationships with potential customers is based on an acceptance of this responsibility by the employer, and a willingness to purchase quality training services. From the SSRC branch in Juba, SSRC has regularly provided First Aid Training to national and international NGO's, Government institutions and private sector organisations.

Previous market assessments have given rise to some knowledge (e.g. SSRC 2015 Business Plan) but this has not provided a level of detail on potential customers that SSRC can target.

Objective:

The consultant will be responsible for gathering information essential for the establishment of a commercial First Aid Training business focussed on the workplace environment. This excludes beneficiaries of First Aid Training that would normally receive First Aid Training as part of humanitarian activities, community groups etc. The market research is exclusively focussed on the workplace.

The consultant is required to carry out work in 6 areas:

- To identify organizations or trade bodies that could act as a channel for customers (e.g. unions, trade bodies for specific industrial sectors, chamber of commerce etc.); and to identify the potential network / opportunities presented by these entities.
- To estimate with justifications the size of the potential market in numerical and monetary terms, with information on the range of organizations operating in different industrial sectors, including information on likely workforce size and geographical spread.
- To produce a list of potential customers with high earning potential for SSRC, to include details on the type of work they do, an estimate of the number of employees, and their geographical base(s). To include details on the source of this information.
- To conduct a comprehensive customer study with more than 20 organisations/institutions to gain insight on likely customer demand.
- To identify any other organisations that are currently meeting a significant level of the demand for First Aid Training in South Sudan, including where feasible geographical / industry-specific scope, range of products and services, prices, and existing customer base.
- Based on the information collected, to provide recommendations for how SSRC can best take advantage of the South Sudan First Aid Training market.

Scope of objective 4:

To collate/collect information from potential customers, a detailed set of survey questions should be developed. This should include as a minimum:

- What industry does the organization operate in?
- How much accident risk do your workers face in their work (e.g. do they work at height, with machines, handle certain materials etc.)
- Does your company operate from a single site or multiple sites?
- How many employees does the organization have?
- How important do you believe first aid training is for the safety and well-being of your employees?
- Whether they have ever had their workers trained in First Aid (and when)?
- Which organization has trained them?
- Their interest in providing First Aid Training for workers.
- Expectations on Occupational Safety and Health in their organization
- The ideal length of course for workers
- The price range they would expect to pay for a course of 1-day, 2-day, 3-days.
- How practical they would expect a course to be.
- What they would want every attendee to receive
- Where they would expect a course to be given (on site or at a venue provided by the Training company)
- Whether they think First Aid can be taught only in a classroom, or if it can have an online element.
- What proportion of their workforce they would consider being trained if it was offered to them
- What is a reasonable length of time that you would be happy for your workers to be absent from work while they are trained in First Aid?
- Which workers would they consider training in First Aid if it was offered to them?
- How often they would be prepared to refresh their training?

- Whether they would expect to receive a certificate and what it should indicate
- If any specific First Aid topics would be more interesting and why
- Does the organisation have an AED machine and are there people trained to use it?
- The maximum number of participants that should be in a group to provide effective training.
- What do they understand to be the requirements regarding occupational safety & health in the country and in their organisation?
- How do you currently handle emergency medical situations in the workplace. Do you have a medical person on your team, and what are their responsibilities?
- Whether information on injuries at work is reported and how frequently they have experienced injuries or accidents in the workplace
- How does the organization measure the impact of workplace injuries, illnesses and deaths on employee morale and productivity?
- What First Aid Training companies have they heard of before
- Have you heard about SSRC before?
- What can you tell me about the things the SSRC do?
- Did you know SSRC provides First Aid training.
- Have you ever contacted SSRC regarding First Aid Training, and what happened?
- Do you think it is reasonable that SSRC can provide certain services like First Aid Training that is paid for as a means to raise funds for other humanitarian services?
- What standard of professionalism do you expect from an organisation that is providing a service to your organisation (such as making arrangements, invoicing, producing documentation related to the service purchased etc.)

For the survey, customers should cover a range of industries, including medium sized and large organisations, and be from a range of geographies. At least 75% should be organisations/institutions that have not been trained by SSRC before.

Deliverables:

- Inception plan detailing how the research will be done and a detailed overview of the format in which the customer survey will be carried out.
- Presentation of interim results to representatives of SSRC and Netherlands Red Cross
- Final report with presentation of aggregated data analysis in an easy-to-understand format.

Profile:

The consultant is expected to conform to the following criteria:

- Relevant experience in carrying out research for non-profit organizations as well as commercial organizations.
- Relevant experience researching regulatory sectors such as health, education, labour conditions etc.
- Experience carrying out customer research based on interviews, focus groups, and non-contact digital forms (or similar)
- Ability to interpret market insight and form recommendations based on commercial business objectives.
- Excellent command of oral and written English
- Ability to take initiative and to work independently.

- Able to comply with the principles and working modalities of the SSRC.

Timeframe:

The assignment is expected to take up to **10** working days and will need to be completed by **Friday 1st September 2023**

Application process:

Applicants should submit a proposal detailing how they will carry out the consultancy, the costs involved, the proposed timeframe and deadlines, and examples of similar market research carried out. Deadline for proposals: **Thursday 18th August 2023** via emails: vacancy@ssdredcross.org and copy Hillary.manase@ssdredcross.org or Hand-delivery to South Sudan Red Cross-Headquarters Juba.

All materials, documents, etc. prepared during and for the purposes of this study remain the property of SSRC. The Consultant can use the study data after being granted written approval from the management of SSRC.

