**EXPRESSION OF INTEREST**

**Business Development Services (BDS) Support**

**for**

**Small and Medium Enterprises (SMEs)**

**(on cost-share basis)**

**Project Background**

USAID Small and Medium Enterprise Activity (SMEA) project is implementing business development support (BDS) activities designed to facilitate growth and enhance productivity in small and medium sized enterprises (SMEs). The project is focused on helping businesses by addressing challenges to business growth - access to local and export market, compliance to standards and certifications, sales and marketing, product design and development, access to finance, quality assurance, IT/ICT solutions development and digitization, and shortage of skilled workforce. SMEA will provide with cost share support to acquire business development services.

**Opportunity areas for SMEs and women led businesses to acquire business development services on cost sharing basis under CE assistance include:**

* Technical assistance: skills development trainings, new product design and development, engineering solutions, productivity enhancement, lean manufacturing/management, technical and management trainings, short training courses, energy audits and conservations etc.
* ICT services: website and mobile based application development, software, Enterprise Resource Planning (ERPs), e-marketing solutions, e-commerce, call center / BPO, etc.
* Quality and Safety certifications: ISO 9000, Food safety and compliance standards (HACCP, ISO 22000), SA 8000, National Food Compliance, OEKOTEX, WRAP, and other quality, product and safety standards
* Marketing Support and Strategy: market intelligence / information, new markets and buyers’ identification, product and brand development, marketing collaterals, packaging, etc.
* Digital marketing, export marketing, etc.
* Accessing financial services: tax advisory, book keeping, financial management, digital payment solutions, Point of Sale (POS) software, credit worthiness assessment support, etc.

***Note:***

***The project will support:***

* *Business development services (BDS) for consultancies, advisories, ICT services, digital services and capacity building or technical skills trainings and activities.*
* *Software customization, data migration, installations, proto typing, testing, and/or implementation, excluding licensing renewal fees and domain hosting charges of any web based-service.*

***The project will not support:***

* *Any type of business payables: such as, bank guarantees, loans, bank interest, business taxes, utilities, salaries or honorariums; payments pertaining to recurrent fees, such as: annual fees, service charge, commissions, brokerage fees, franchising fees, web hosting charges, sales commissions, management fees or club memberships, etc.*
* *Any type of capital / infrastructure, hardware or new investments into a business.*

*No financial assistance will be directly payable to the SMEs, but the project will engage service providers / consultants who will work with SMEs*

**Instruction to applicants:** The deadline for the submission of application in First Round is **December 31, 2018.**

Please fill out the attached application form and submit to [SMEASubcontracts@Pakistansmea.com](mailto:SMEASubcontracts@Pakistansmea.com)

Or PO BOX 575 Islamabad Pakistan before deadline.

*Application Number*

*(for internal use only)*

**USAID Small and Medium Enterprise Activity (SMEA) Project**

**All Sectors**

**Expression of Interest (EOI) for SMEs**

***INSTRUCTIONS***

* *It is important that you provide us with complete information to ensure quick processing*
* *This application form should be signed by the authorized representative of the enterprise.*
* *Please return Completed Form to* [SMEASubcontracts@Pakistansmea.com](mailto:SMEASubcontracts@Pakistansmea.com). *Or at PO BOX 575 Islamabad Pakistan. If you need any clarification or explanation, please contact at +92 (51) 261 7859-60.*

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| 1. **Please check your eligibility before completing the form.**   *(Check the relevant box with “✓” symbol)* | **Yes** | **No** | *If you have answered “****YES”*** *to any of the questions, you are ineligible for this SME support program and you may contact SMEA for clarification. In case of* ***“NO”*** to all questions, please *continue to the next section.* |
| * 1. Is the number of your employees **MORE than 250**? |  |  |
| * 1. Is your Annual Revenue **MORE than Rs. 800 million**? (including holding/subsidiary company & associated companies) |  |  |
| * 1. For business led by men, entity is registered and operational for less than one year |  |  |
| * 1. In case of woman / disabled person’s owned, business is operational for less than six months |  |  |
| * 1. Are you a **not-for-profit company or NGO** |  |  |

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| **B. BUSINESS DETAILS**  *(Check the relevant box with “✓” symbol. S*elect all that apply*)* | |
| **Focused sector(s)** | Hospitality  ICT  Textiles (Minus spinning)  Logistics  Agri-businesses & processing (off-farm)  Light-engineering  Women led businesses (from any sector) |

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| **C. OWNERSHIP DETAILS** | |
| **Name of Enterprise** |  |
| **Do you have NTN?** | Yes No In Process |
| **Business Operational for** | 6 months – 1 year 1 year and more |

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| **D. CONTACT DETAILS** | | | |
| **Correspondence Address** (If more than one, include addresses in the Additional Information box) | | | |
| Telephone  (land line) |  | Mobile |  |
| Website (if any) |  | Email |  |
| Contact Person Name |  | Designation |  |
| Business Address |  | | |

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| **E. REQUIRED BUSINESS DEVELOPMENT SERVICES** | |
| **Please select the business development service(s) which can help improve your business. The services mentioned in the section are indicative in nature and hence you may either choose one or multiple from the list** | Technical assistance: skills development trainings, new product design and development, engineering solutions, productivity enhancement, lean manufacturing/management, technical and management trainings, short training courses, energy audits and conservation, or any other  Specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  ICT services: website and mobile based application development, software, ERPs, e-marketing solutions, e-commerce, call center / BPO or any other  Specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Quality and Safety Certifications: ISO 9000, Food safety and compliance standards (HACCP, ISO 22000) SA 8000, OEKOTEX, WRAP or any other  Specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Marketing support and strategy: market intelligence / information, new markets and buyers’ identification, product and brand development, marketing collaterals, packaging, or any other  Specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Digital marketing, export marketing or any other  Specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Accessing financial services: tax advisory, book keeping, financial management, digital payment solutions, Point of Sale (POS) software, credit worthiness assessment Support or any other  Specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| **F. I/We hereby confirm that the requested service(s) will help us to increase our business sales/exports and/or increase in Jobs.** | **Yes** | **No** |
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| **G. DECLARATION & AGREEMENT** | | |
| I/We certify that the information provided in this application form is correct to the best of my/our knowledge. I/We agree to the SMEA terms and conditions as outlined in the instructions to applicants and the draft agreement. I/We, grant permission to USAID Small and Medium Enterprise Activity (SMEA) to share only the contact details (including contact name, designation, name of organization, phone number, and email) with SMEA-contracted business development service providers (BDSPs), consultants, and trainers. This information will only be used for providing technical assistance to small and medium enterprises (SMEs) related to SMEA’s program activities. I/We understand that all other information contained in this application will be treated confidentially by SMEA (only for internal use) and we agree that SMEA can ask any additional documents or to have access to the original documentation as required. Moreover, I/We are willing to share the cost of requested support.  I understand that SMEA reserves the right to reject the application without assigning any reason. | | |
| Signature |  | Company Seal |
|  |
| **Name** |  |
| **Job Title** |  |
| **CNIC** |  |
| **Date** |  |