



EMERGENCY PROJECT TO FIGHT AGAINST THE FOOD CRISIS

Funding: Credit IDA N°7116- CM PROJECT MANAGER: MINADER

PROJECT MANAGEMENT UNIT (PMU)

NOTICE FOR EXPRESSIONS OF INTEREST
No. 009 /AMI/MINADER/PULCCA/UGP/SPM/SJPM/2024 of 11 0 JAN 2025

**RELATING TO THE RECRUITMENT OF AN INDIVIDUAL CONSULTANT FOR THE
IMPLEMENTATION OF MARKETING PLAN WITHIN THE FRAMEWORK OF
INSTITUTIONAL SUPPORT**

Country Name:	CAMEROON
Project Name:	Emergency Project to Fight Against the Food Crisis
Mission title:	Recruitment of an Individual Consultant for the Implementation of Marketing Plan within the framework of institutional support
IDA Credit Number:	7116-CM
Project Identification Number:	P177782

1. The **Government of the Republic of Cameroon** is benefiting from the technical and financial support of the World Bank for the implementation of the Emergency Project to Fight Against the Food Crisis in Cameroon (PULCCA), and intends to allocate part of the proceeds to consultancy services relating to the **Selection of an Individual Consultant for the Implementation of marketing within the framework of institutional support.**
2. The consulting services will consist of developing a SIMC marketing plan in order to strengthen its visibility among its stakeholders.

In particular, it will ensure that the following objectives are achieved:

- ✓ Design and implement their marketing strategies (including strategy correction and adjustment tools);
- ✓ Prepare and manage marketing studies (customer satisfaction studies, etc.);
- ✓ Define your marketing mix;
- ✓ Identify developments in the project's action on the ground (local, regional or national or international);
- ✓ Determine the products or services to be launched, maintained and discontinued, as well as their quantity and set their pricing policy;
- ✓ Identify appropriate targets and define product development objectives with beneficiaries;
- ✓ Prepare the go to market strategy for services;
- ✓ Design promotional materials and presentation of services;
- ✓ Carry out an assessment of marketing actions;

- ✓ Structure the marketing and sales department (if applicable);
- ✓ Contribute to the creation of communication media and the brand image of the SIMC project.

3. The services are expected to be provided over a period of **40 days**.

4. The **Project Management Unit Coordinator** hereby invites eligible Consultants to express their interest in providing the above Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services (**brochures, references concerning the execution of similar contracts, experience in similar conditions**).

4.1. INDIVIDUAL CONSULTANT PROFILE

He must meet the following conditions:

- ✓ Have a higher degree of at least Master II level (Bac +5) in communication, journalism, public relations or any other equivalent degree related to the position;
- ✓ Have at least five (05) years of proven experience in the field of marketing in a national or international company, organization;
- ✓ Have experience in developing communication products, and know how to use certain equipment (camera, video camera, social networks, etc.);
- ✓ Having experience working with government institutions and/or multilateral donors would be an asset;
- ✓ Have excellent written and oral communication skills in French;
- ✓ English language proficiency is an asset;
- ✓ Be able to work under pressure.

5. The attention of interested Individual Consultants is drawn to Section III, paragraphs 3.14, 3.16 and 3.17 of the **World Bank's " Procurement Regulations for REIT Borrowers "**, November 2020 edition , which sets out the World Bank's policy on **conflicts of interest** are applicable.

6. An Individual Consultant will be selected by the **Individual Consultant Selection method** as defined in the *Procurement Regulations for Borrowers Requesting Investment Project Financing (IPF)*, November 2020 edition and its updates.

7. Further information can be obtained at the address below during the following hours: **8:00 a.m. to 3:30 p.m.** local time and at upmpulcca@gmail.com , with copy to ericdiesse24@gmail.com ; Tel: 692 865 924 .

8. Expressions of interest files written in French or English will be submitted either in physical version (05 copies including 01 original and 04 copies) to the *PULCCA Management Unit, located in the Karata district, Limbe 1st, Mokunda Road, R+2 tiled building with the roof painted red or by email* , or in electronic version to the address upmpulcca@gmail.com with a copy to ericdiesse24@gmail.com no later than **fourteen (14) working days** from the date of publication at **3:30 p.m.**

The files must bear the following mention:

" To the attention of the Coordinator of the Emergency Project to Combat the Food Crisis (PULCCA):

Notice for expressions of interest No. ~~09~~ XAMI/MINADER/PULCCA/UGP/SPM/SJPM/2024 of 10 JAN 2025
For the recruitment of an Individual Consultant for the Implementation of marketing within the framework of institutional support."

The files provided under this AMI remain the property of PULCCA.

Limbe, the 10 JAN 2025


THE COORDINATOR
NDZOMO ABANDA. G, PhD